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FOR IMMEDIATE RELEASE

Channel One to participate in 15th Annual Give to the Max Day November 16

Organizers encourage donors to celebrate 15 years of generosity in Minnesota by building on their giving story on Give to the Max Day

ROCHESTER, Minn.—[Channel One Regional Food Bank](#) is proud to participate in the 15th annual [Give to the Max Day](#) Thursday, November 16.

Give to the Max is a statewide grassroots giving event that raises tens of millions of dollars each year for more than 6,000 causes across Minnesota and beyond. Considered Minnesota's holiday for generosity, donors have given more than \$290 million to more than 10,000 organizations since the inaugural Give to the Max Day in 2009. Last year, Channel One received \$21,885 in gifts from donors across the state.

Channel One's mission is to strengthen food access and build healthy communities with a vision that every community in the region is food secure. The organization serves people experiencing food insecurity in 14 counties in southeastern Minnesota and western Wisconsin through a network of over 160 food shelves, pantries, and programs.

"In August 2023, the Channel One Food Shelf served nearly 7,300 households, the highest number of shoppers in our history. As we continue to navigate the increased need for food support in our region, we are grateful to have supporters so invested in the mission and values we uphold," said Virginia Witherspoon Merritt, Channel One Regional Food Bank executive director.

"Give to the Max is a celebration of Minnesotan generosity and the impact it has in every community across our state," said Jake Blumberg, executive director of GiveMN. "Every year, we start at \$0 and are humbled by the power hundreds of thousands of gifts can have when our community gives together during Minnesota's giving holiday."

To participate in Give to the Max, donors may visit [GiveMN.org](#) and search for the causes they care about most by name, keyword, ZIP code or related keywords. Give to the Max's Early Giving period begins November 1 and continues through Give to the Max Day November 16, with random drawings throughout for more than \$100,000 in prize grants for Minnesota organizations.

Additionally, each donation through [GiveMN.org](#) qualifies Channel One for additional prize grants, thanks to the continued generosity of the Bush Foundation. Through this year's campaign, GiveMN will award:

- \$500 Early Giving Golden Tickets daily from November 1-15
- \$500 Golden Ticket prizes every 15 minutes November 16
- \$1,000 Hourly Golden Ticket prizes hourly November 16
- \$6,000 Power Hours, shared among the top three organizations based on amount raised between 10–10:59 a.m. and 10–10:59 p.m. November 16
- The grand prize of Give to the Max Day, a \$10,000 Super-Sized Golden Ticket, drawn from all gifts made from November 1-16

To follow along with Give to the Max and make a gift to your favorite causes, visit [GiveMN.org](#) beginning November 1, and use #GTMD23 to join the conversation online.

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About Channel One Regional Food Bank

Channel One Regional Food Bank, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Childhood Hunger Programs, Kitchen Coalition and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of over 160 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org.

About GiveMN

GiveMN is an independent nonprofit organization working to ignite generosity and grow giving through GiveMN.org, Minnesota's giving marketplace, and RaiseMN, a fundraising coaching and training program.

Since 2009, more than 730,000 donors have made gifts with ease and enthusiasm through GiveMN.org to make a difference for causes in their communities. Through this online marketplace for generosity, and giving events like the annual Give to the Max Day, GiveMN has helped to generate more than \$380 million for more than 14,000 nonprofits.

RaiseMN serves Minnesota nonprofits through individualized coaching and programs to transform nonprofit fundraising. Focusing on small- to medium-sized organizations, RaiseMN builds more healthy and sustainable fundraising practices so nonprofits can continue to pursue and expand their mission in their communities.

Launched in 2009 by Minnesota Community Foundation, GiveMN is supported by many generous foundation and corporate partners, contributions from individual donors, and revenue from its programs.

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