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### **Channel One Regional Food Bank to participate in Give to the Max Day on November 19**

*Organizers encourage donors to continue their outpouring of support for local causes,  
expand giving to meet the moment this year*

#### **Rochester, Minnesota – November 19, 2020**

Today, Channel One Regional Food Bank is participating in the 12th annual Give to the Max Day. GTMD is a giving event that raises millions each year for nearly 6,000 causes across Minnesota and beyond. This year, GiveMN is encouraging donors to #GiveWhereYouLiveMN, an effort to help communities in every corner of Minnesota as the unprecedented challenges of this year continue.

“In 12 years of Give to the Max Day, this year is certainly unlike any other,” said Jake Blumberg, executive director of GiveMN. “Give to the Max has always been a socially distanced fundraiser by its nature, and we’re encouraging Minnesotans to ‘Give Where You Live’ in 2020, supporting organizations in your communities, the causes you care about most, and consider expanding your generosity to meet the moment this year in new ways.”

To participate in Give to the Max, donors may visit [GiveMN.org](http://GiveMN.org) and search for the causes they care about most by name, keyword, ZIP code, and more. Give to the Max’s “Early Giving” period began November 1 and continues through Give to the Max Day (Nov. 19), with random drawings throughout for more than \$100,000 in prize grants for Minnesota organizations.

Additionally, each donation through [GiveMN.org](http://GiveMN.org) qualifies Channel One for grants from the Give to the Max Day prize pool, thanks to the continued generosity of the Bush Foundation.

Today, Give to the Max Day, GiveMN will award:

- \$500 Golden Ticket prizes every 15 minutes on Nov. 19.
- \$1,000 Hourly Golden Ticket prizes hourly on Nov. 19.
- \$6,000 Power Hour Prizes, shared among the top three organizations based on amount raised between 10:00–10:59 a.m. and 10:00–10:59 p.m.
- The grand prize of Give to the Max Day, a \$10,000 Super-Sized Golden Ticket.

GiveMN is encouraging Minnesotans to come together virtually this year to share how they’ll be joining in by using #GiveWhereYouLiveMN or #GTMD20. GiveMN has social media story templates available for download on [GiveMN.org](http://GiveMN.org) and social media where donors can share their personal stories of giving.

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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, food shelf, mobile pantry, Childhood Hunger Program, and Nutrition Assistance Program for Seniors (NAPS). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of more than 200 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](http://helpingfeedpeople.org)

### **About GiveMN**

GiveMN is an independent nonprofit organization working to ignite generosity and grow giving through [GiveMN.org](http://GiveMN.org), Minnesota's giving marketplace, and RaiseMN, a fundraising coaching and training program.

Since 2009, more than 600,000 donors have made gifts with ease and enthusiasm through [GiveMN.org](http://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 \$250 million for more than 12,000 nonprofits in its first eleven years.

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.