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Channel One Regional Food Bank to participate in Give to the Max Day on November 17

Organizers encourage donors to give generously to their favorite nonprofits and schools as part of Minnesota's annual giving holiday

Rochester, MN | October 27th — Channel One Regional Food Bank is proud to participate in the 14th annual Give to the Max Day on Thursday, Nov. 17. Give to the Max is a statewide giving event that raises millions each year for more than 6,000 causes across Minnesota and beyond. Considered Minnesota's holiday for generosity, donors have given more than nearly \$255 million since the inaugural Give to the Max Day in 2009. Last year, Channel One received \$32,612 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. With rising grocery costs, more families than ever before are turning to Channel One and its agencies. The Channel One Food Shelf has seen a 40% increase in visits compared to last year. Channel One also has over 160 agency partners that are reporting similar increases in need. Meanwhile, food donations from manufacturers are down as they tighten production budgets to save costs.

"Give to the Max Day is such an important event," said Channel One's Director of Development and Communications, Jessica Sund, "it has a simple mission of bringing people together to support causes they care about, but the impact is huge. Many of the programs we serve in Southeastern Minnesota wouldn't survive without donations from GTMD."

Since every \$1.15 provides 4 meals to people facing food insecurity in Southeastern Minnesota and Western Wisconsin, last year's donations provided more than 100,000 meals to the region. Channel One hopes to raise more than \$35,000 this year to address the increased need.

"Last year was the biggest Give to the Max Day yet, as donors came together to give \$34 million to nearly 6,500 nonprofits and schools across Minnesota," said Jake Blumberg, executive director of GiveMN, the nonprofit which hosts Give to the Max. "Minnesotans have shown their generosity during the last two tough years, and like all of us, organizations are feeling the effects of global inflation as they work to improve the lives of our neighbors. We ask donors to be as generous as they can again this year."

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, and more. Give to the Max's "Early Giving" period begins November 1 and continues through Give to the Max Day on Nov. 17, 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 grants from the Give to the Max Day prize pool, thanks to the continued generosity of the Bush Foundation. On Nov. 18, Give to the Max Day, GiveMN will award:

- \$500 Early Giving Golden Tickets daily on Nov. 1-16
- \$500 Golden Ticket prizes every 15 minutes on Nov. 17.
- \$1,000 Hourly Golden Ticket prizes hourly on Nov. 17.
- \$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.

To follow along with Give to the Max and make a gift to your favorite cause, visit GiveMN.org beginning Nov. 1, and use #GTMD22 to join in the conversation online. Supporters can give directly to Channel One for Give to the Max Day at givemn.org/organization/Channel-One-Food-Bank

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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, Minnesota Central Kitchen and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of nearly 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

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, nearly 750,000 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 \$300 million for more than 14,000 nonprofits in its first thirteen 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.