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FOR IMMEDIATE RELEASE

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## Think Bank Matching Up to \$25,000 in Donations to Channel One through August 15

ROCHESTER, Minn.—In the entire month of July through August 15, [Think Bank](#) is matching donations made to [Channel One Regional Food Bank](#) up to \$25,000, doubling the impact to fight food insecurity in the community.

The matching gift opportunity comes at a critical time. Area food shelves—including Channel One’s—are experiencing historical levels of household visits and new registrations as inflation and costs of living continue to rise. The first quarter of 2024 saw an increase in program use of 41% compared to the first quarter of 2023 and a staggering increase of 89% compared to 2022. In 2023, the food bank supported 296,012 food shelf visits and distributed a record 13.9 million pounds of food in the region. That increase isn’t slowing down, and Channel One is on track to surpass last year’s distribution amounts, having already distributed 7.7 million pounds in the first five months of the year.

"We recognize the vital role organizations like Channel One play in our community, particularly during these challenging times," said Melissa Dickison, Vice President of Mortgage at Think Bank and a Channel One board member. "By matching donations to Channel One throughout the month of July, we aim to provide much-needed support to people facing food insecurity and encourage the community to join us to ensure that no one goes hungry."

[Donations](#) raised will help Channel One serve people and families facing food insecurity in its 14-county service region in southeastern Minnesota and western Wisconsin.

"Together, Think Bank, Channel One, and this community are working to end food insecurity for our neighbors. Even though we are facing unprecedented hurdles, I'm inspired by the incredible impact of our combined efforts," said Virginia Witherspoon, Channel One Regional Food Bank executive director.

To contribute to Channel One and take advantage of Think Bank’s matching gift opportunity through August 15, donate online at [HelpingFeedPeople.org/Donate](https://HelpingFeedPeople.org/Donate) or mail a check to Channel One Regional Food Bank, 131 35th St. SE, Rochester, MN 55904.

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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, 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](http://helpingfeedpeople.org).

**About Think Bank**

[Think Bank](#) is a community bank headquartered in Rochester, Minnesota, with full-service offices in Rochester, Apple Valley, Eagan, and Edina. Think focuses on consumers and businesses, providing a full array of banking, mortgage, financial planning, and insurance services.