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Feeding America West Michigan Seeks 80,000 Meals on #GivingTuesday



Comstock Park, Mich. — Nov. 24, 2015 — [One in seven people](#) is food insecure in West Michigan and the Upper Peninsula. [Feeding America West Michigan](#) is inviting the community to do something about it on [#GivingTuesday](#), Dec. 1. In fact, the Food Bank is issuing a five-day challenge beginning Nov. 27, to raise enough money to send 80,000 meals to people in need.

A generous donor has offered to match up to \$10,000 for the online #GivingTuesday campaign, effectively doubling every dollar that comes in. So instead of providing four meals, every dollar donated in this campaign will provide eight.

“This is the first time we’ve really pushed our message on #GivingTuesday,” said Feeding America West Michigan CEO Ken Estelle. “But we know people are going to respond to this match. It’s a powerful feeling to realize you’re not giving on your own, but you’re part of a community where everyone is pushing toward the same goal.”

While #GivingTuesday was created as the philanthropic counterpart to Black Friday and Cyber Monday — and falls within most charities’ peak giving season — Estelle wants to emphasize that food-insecure families struggle throughout the year.

“For the most part, hunger isn’t seasonal. It’s with our families year-round. The money that’s donated during the #GivingTuesday campaign will go into our general operating budget, helping us meet the need 12 months of the year.”

To take advantage of the #GivingTuesday match, make a donation at FeedingAmericaWestMichigan.org. All gifts made online from Nov. 27-Dec. 1 will be counted toward the 80,000-meal goal.

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About Feeding America West Michigan. Serving local families in need since 1981, Feeding America West Michigan reclaims safe surplus food from farmers, manufacturers, distributors and retailers. We distribute that food through a network of more than 1,100 food pantries, youth programs, and other hunger-relief agencies in 40 counties from the Indiana border through the Upper Peninsula. Each year, an estimated 492,100 people receive food from Feeding America West Michigan. For more information, visit [FeedingAmericaWestMichigan.org](https://www.FeedingAmericaWestMichigan.org).