

Contact:
Andrew Steiner
616.432.6964
andrews@feedingamericawestmichigan.org



115,000 meals donated on #GivingTuesday



Comstock Park, Mich. — Dec. 2, 2015 — “Incredible.” That’s how Feeding America West Michigan CEO Ken Estelle describes the response to his organization’s #GivingTuesday appeal.

In the five-day online campaign that culminated yesterday, a total of \$18,682 was donated by 127 individuals, securing the full \$10,000 match pledged by a generous donor. The total \$28,682 will fund the distribution of nearly 115,000 meals in West Michigan and the Upper Peninsula.

For comparison, just \$2,700 was donated online during the same period last year.

“We’re floored by these results,” Estelle said. “To us, it proves that our community hasn’t lost focus on local hunger, or on their ability to do something about it.”

Feeding America West Michigan received donations from as far afield as Salt Lake City, in amounts ranging from \$10 to \$1,500. The owner of one local company read about the campaign online and sent an employee over to the Food Bank with a \$2,000 check.

“Everyone can contribute something, regardless of your means,” Estelle said, noting that the Food Bank was also full of volunteers — as it is every Tuesday — sorting and packing food by hand.

To support Feeding America West Michigan as a donor or a volunteer, visit FeedingAmericaWestMichigan.org.

###

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).