



Northeast Iowa Food Bank Launches “Team NEIFB: Ending Hunger in Our Community for \$15/Month” Campaign

WATERLOO, Iowa (March 23, 2024) – The Northeast Iowa Food Bank is embarking on a transformative journey with the launch of an ongoing community fundraising initiative, the “Team NEIFB: Ending Hunger in Our Community for \$15/Month” campaign. The campaign was officially unveiled at the Food Bank’s annual Empty Bowls event March 22, representing a significant stride towards community engagement and sustainable impact across the 16 counties served by the organization.

Barbara Prather, Executive Director of the Northeast Iowa Food Bank, emphasized the importance of community support: “Bridging the meal gap in Northeast Iowa relies on the collective strength of our outstanding community. We invite those with the capacity to contribute \$15 a month to join us in sustaining this vital effort, recognizing that it truly takes an entire community coming together to end hunger.”



Emily Girsch, Northeast Iowa Food Bank Board Chair, emphasized the campaign's core principles of unity and compassion: “Our campaign aims to demonstrate that in Northeast Iowa, we are all interconnected. Together, we can shape a community where the shared commitment to ensuring no one goes hungry becomes a testament to our collective strength.”

To participate, individuals are encouraged to visit the 'Team NEIFB' page on the food bank’s website (neifb.org/teamneifb) or conveniently sign up by scanning the provided QR code. The community is also invited to share their support for the campaign on social media using



the hashtag #TeamNEIFB. Numerous local leaders will actively engage in the initiative, fostering awareness about hunger and inspiring fellow community members to join the fight against it.

As part of this initiative, the Northeast Iowa Food Bank has also established individual Facebook groups for each of the 16 counties it serves, facilitating enhanced connections among those supporting and utilizing the food bank's services.

Join Team NEIFB now and contribute to the community's collective effort to eradicate hunger in Northeast Iowa.

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About NEIFB: NEIFB is a proud member of the Iowa Food Bank Association and Feeding America. The Northeast Iowa Food Bank distributes nutritious food and grocery products to over 140 nonprofit organizations and programs that help families and individuals facing food insecurity. Last year, the Food Bank distributed over seven million meals within its sixteen-county service area. For over forty years, the Food Bank has alleviated hunger and provided nutrition education through its eight programs: Agency Distribution, Cedar Valley Food Pantry, Backpack, Kids Cafe, Elderly Nutrition, Mobile Pantries, Summer Feeding, and Community Garden. To learn more, visit neifb.org or find us on our social media.