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November 1, 2024

The Benevolist Bulletin

Heartwarming Headlines

Join the Fight Against Hunger: Winter Food Drives

As the chill of winter approaches, casting long shadows over a nation already burdened by economic hardship, a silent crisis deepens: hunger. While many of us anticipate the festive cheer of the holiday season, millions of Americans face a stark reality — the uncertainty of their next meal.

Yet, amidst this darkness, a glimmer of hope emerges. Ordinary people, moved by compassion and empathy, rise to the occasion. They organize food drives, volunteer at soup kitchens, and donate generously to food banks. These unsung heroes, with their selfless acts, become the light in the darkest of times.

This holiday season, let us not be mere spectators to the suffering of others. Let us be the light we wish to see in the world.

Brown, M.A. 2024. Join the Fight Against Hunger: Winter food Drives 2024. Medium. Source.

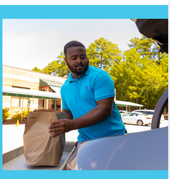
Photos taken by Cari Newton from Asheville, NC in the wake of Hurricane Helene.

Running an item collection drive?

Benevolist.org has all the tools you need to turn your drive digital, because donating to the causes you care about should be easy.

Learn how to start your first drive today!

Watch Our Organizer Walkthrough Video



Click Here to Create Your Drive Today!

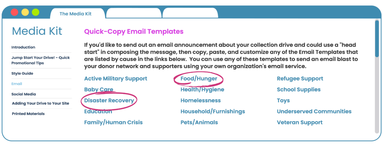
Benevolist Buzz

Implementing an Email Marketing Campaign for Your Item Collection Drive

Email marketing offers nonprofits a cost-effective and impactful way to engage supporters and further their mission. With limited budgets, nonprofits can leverage email campaigns to precisely target their audience, delivering tailored messages that resonate with donors and volunteers.

Email marketing empowers nonprofits to build and strengthen relationships, drive donations, and amplify their impact for the greater good.

Check out our Media Kit here!



CEO REFLECTIONS

Most of us have seen photos and footage of horrific natural disaster devastation, but for the first time in my life I saw it with my very own eyes. I worked for several days this month delivering aid, kindness and love to many hurting people living in small mountain communities that were nearly destroyed by Hurricane Helene. Many of these people already had very little, and now they have nothing but the generosity of strangers to help get them through the winter months.

Think about who is hurting in YOUR community. The time is NOW to create a Food Drive on Benevolist.org. Select items from Target, Walmart and Amazon. Help organize a collection drive for a local food bank, pantry or kitchen in your area, and use Benevolist.org to help you augment, streamline and manage your existing food drives. Make it fun! Make it IMPORTANT for your supporters to donate by *emphatically and consistantly* informing them that this is for those people in your community who really need your help.

Together we can make a difference!

Cari Newton, Founder & CEO

"Our prime purpose in this life is to help others."

Dalai Lama

Meet Alison Reese

Executive Director for Tackle Hunger

Changemaker Spotlight

TackleHunger.org

After a 20+ year career as a teacher and head of school, Alison began leading the effort to **Tackle Hunger** in 2018 with the goal to grow its footprint across the country and find new ways to support local food charities of all sizes. Recently, she was a Leadership Fellow in Artificial Intelligence and Machine Learning through the AIM-AHEAD program of the National Institute of Health. She has found that extensive experience supporting national hunger relief and understanding its implications on health and human flourishing can be supported through emerging technology. She supports research work with the University of Houston and other research institutions on projects highlighting healthy food access and the implications of health disparities on food insecure populations so practical actions and solutions can be found that are as unique as the communities themselves.

About *Tackle Hunger*

Tackle Hunger is a national nonprofit that started the signature **Souper Bowl of Caring** fundraiser 35 years ago to help local food charities make sure no one goes "without a bowl of soup to eat" during the coldest time of the year, around the Big Game where millions unite around sports. Thousands of groups in all 50 states participate in their free fundraising programs to support local food charities. Not only has Tackle Hunger grown to include year-round opportunities, but food charities trust their help, support and network no matter how big or small their impact. Tackle Hunger endeavors to create awareness and action so all food charities have the critical resources they need to help food-insecure neighbors.

"Food charities are on the frontline of helping their neighbors in need. They should have everything they need to meet those needs. It is important that these charities get support for this work locally, and our annual programs are one way to do that. Additionally, I work every day to find new resources and low-cost options that can help our food charity network so they don't have to turn anyone who needs help away. It is the duty of every local community to invest in its own neighbors and Tackle Hunger is here to help lead the way. We would love for you to join us." *Alison Reese*

Thank You to Our Partners!

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