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Blue Ridge Area Food Bank Asks Community to Make GivingTuesday a Giving FoodDay

*With a matching donation from Kroger, supporters can double their impact on
December 1*

VERONA, Va.—Nov. 24, 2020—The Blue Ridge Area Food Bank seeks to inspire generosity by asking supporters to make their GivingTuesday a Giving FoodDay. With support from Kroger, the Food Bank can double the impact of donors who make an online gift at brafb.org on **Tuesday, Dec. 1**. Kroger pledges to match each gift dollar for dollar up to the first \$30,000 through their Zero Hunger, Zero Waste initiative. This means donors who support the Food Bank’s work on GivingTuesday/Giving FoodDay can help provide 8 meals for every dollar they donate.

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and their world. GivingTuesday kicks off the generosity season, following Black Friday and Cyber Monday.

Last year, the Food Bank received enough funds on GivingTuesday to provide 273,500 meals for those in need. This year, the Food Bank hopes to secure enough money to provide approximately **360,000 meals** for households in need during this unprecedented time.

“Since the start of the pandemic, the response from our neighbors—caring individuals, community groups, businesses, and media partners—has been awe inspiring. They never left our side. In fact, even more neighbors decided to stand with us,” said Michael McKee, CEO of the Blue Ridge Area Food Bank. “COVID-19 has hit everyone hard, but we’re hitting back harder. Together, we’ll do the work of providing groceries for households vulnerable to the current poor economic conditions related to COVID-19.”

With about 24,000 more people visiting its partner pantries and program sites on average each month, the Food Bank has purchased 4 million pounds of food since mid-March, compared to 1.3 million pounds of food purchased in the same period in 2019.

The Food Bank is meeting the needs of children, seniors, and families whose finances are spread thin without the support of federal supplemental unemployment assistance or federal stimulus payments. But hunger doesn't wait, and neither does the Food Bank.

Volunteers and staff members believe in their communities' desire and willingness to help people during this global, online giving event.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year." said Asha Curran, GivingTuesday's CEO and co-founder. "With country and community leaders, millions of organizations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."

Those interested in joining the movement can learn more about the Food Bank's GivingTuesday/Giving FoodDay initiative by visiting www.brafb.org/event/giving-tuesday/.

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About the Blue Ridge Area Food Bank

Founded in 1981, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. Headquartered in Verona, VA, the Food Bank serves 25 counties and nine cities through distribution centers in Charlottesville, Lynchburg, Winchester, and Verona. The Blue Ridge Area Food Bank distributes nearly 27.8 million pounds of food annually to 115,390 people each month through a network of 203 community partners – food pantries, soup kitchens, shelters, schools, churches and other non-profit groups – and 180 program sites serving children, seniors, and families. The Food Bank is a member of Feeding America, a national food bank association that supports 200 food banks across the United States. For more information, visit www.brafb.org.

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it's making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give.

GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity, and equity around the globe.