

# FOOD DRIVE

Our efforts for the national NALC Food Drive began humbly, as letter carriers saw a need in the neighborhoods in which they carried their routes and did what they always do: They began the work of helping.

Following a successful pilot food drive held in 10 cities in October of 1991, the NALC began working with the U.S. Postal Service to roll out an even bigger effort that spanned the country. As they say, the rest is history—a wonderful history that now spans 20-plus years, with more than a billion pounds of food collected by letter carriers and our partners, all in an effort to stock local food shelves, pantries and food banks.

The second Saturday in May each year sees the largest one-day food drive in America. Building a campaign for hunger awareness is an important component in our food drive efforts. Knowledgeable of the devastating and all-too-common issue of hunger in this nation, letter carriers and our allies are ready to work together to ask for donations of non-perishable food and, on the day of the drive, to collect those donations as we conduct our daily delivery rounds.

The NALC has a great team of partners for our Letter Carriers' Stamp Out Hunger® Food Drive. In 2019, the U.S. Postal Service, by order of the postmaster general, once again granted permission for us to use the G10 permit to mail both reminder postcards and paper and plastic bags. United Food and Commercial Workers International Union (UFCW) donated \$1 million, which paid for 115 million postcards and approximately a million paper bags that was distributed around the country. Valpak also mailed more than 40 million envelopes promoting the drive, envelopes that contained inserts that further supported the effort. Other partners in 2019 were the National Rural Letter Carriers' Association, United Way Worldwide, AFL-CIO, Kellogg Co., CVS Health and Valassis. These partners assisted us with driving public and media awareness, volunteer recruitment, logistical support, food donation and planning expertise. Many local businesses, local United Way organizations and food agencies supported the food drive by sponsoring paper

and/or plastic bags, to be delivered to mailboxes as an additional reminder.

In many locations across the country, food drive promotional events were held to kick off 2019's food drive on Saturday, May 11. These are momentum-builders in the days leading up to the drive and serve as powerful illustrations of the whole-hearted commitment by NALC and our partners to continue our work to help those in need.

### 2019 Information—75,457,625 pounds

The box below shows the winners for the 2019 Food Drive awards that would have been presented at the 2020 National Convention. The awards will be presented in person at the 2022 National Convention in Chicago.

Category	Branch	Net total
1	Los Angeles, CA Br. 24	2,076,258
2	Central Florida Br. 1091	2,001,015
3	Tampa, FL Br. 599	1,352,700
4	San Juan, PR Br. 869	2,374,594
5	N. Oakland Co., MI Br. 520	417,097
6	Fort Myers, FL Br. 2072	349,305
7	Columbia, MO Br. 763	714,992
8	Charlottesville, VA Br. 518	306,000
9	Helena, MT Br. 220	214,020
10	Beaufort, SC Br. 3262	137,200
11	Watervilet, NY Br. 178	51,000

### The top five food-collecting branches for 2019:

Region	Branch	Lbs. collected
15	San Juan, PR Br. 869	2,374,594
1	Los Angeles, CA Br. 24	2,076,258
9	Central Florida Br. 1091	2,001,015
4	Oklahoma City, OK Br. 58	1,875,117
1	Gaden Grove, CA Br. 1100	1,731,166

The top branches for 2019, in 10 membership categories, were announced in that summer's July *Postal Record*, and the top branches in each category received a plaque from NALC and a letter of congratulations.

### 2020 INFORMATION

The second Saturday in May each year sees the largest one-day food drive in America. Building a campaign for hunger awareness is an important component

Total food banks	
/pantries:	\$303,588.40
Total branches:	\$ 416,873.00
Total HQ:	\$ 416,873.00
Total CVS :	\$ 30,000.00
Grand total:	\$1,167,334.40
Total pounds:	14,008,013
Total food collected:	14,008,012.80

in our food drive efforts. Knowledgeable of the devastating and all-too-common issue of hunger in this nation, letter carriers and our allies are ready to work together to ask for donations of non-perishable food and, on the day of the drive, to collect those donations as we conduct our daily delivery rounds. However, the 2020 food drive was canceled by the COVID-10 pandemic, so we had to rethink how we would help our communities due to the need being so great.

To deal with this urgent situation, we developed a new plan to address the problem of hunger that affects 1 in 8 Americans, including millions of children, elderly and military veterans.

The result: a novel donor drive approach to fit the current circumstances. Americans in big cities and suburbs, in small towns and rural areas, can go to a website set up just for this, select a food bank close to them, and donate funds to help the pantry purchase food. This has been set up in a manner that allows every dollar raised to go directly to purchasing food for the hungry. To find a local food bank all you had to do is go to [nalc.org/food](http://nalc.org/food) to donate. The following number show what was approximately donated to the food banks through the donor drive, branch donations, HQ matching and CVS donation.

## **2020 Information**

As always, the food procured will stay in the community to help residents in need. And again, our wonderful national partners—the U.S. Postal Service, United Way Worldwide, United Food and Commercial Workers International Union, Kellogg Co., National Rural Letter Carriers' Association, CVS Health, Valpak, AFL-CIO and Valassis—were vital to its success.

The NALC will continue to build on foundational blocks in the electronic

arena as far as the food drive is concerned. Informational materials, cartoons and logo artwork, public service announcements, and order forms provided by union-made food drive merchandise vendors were all made available online. An online Food Drive Tool Kit page on [nalc.org](http://nalc.org) provides a one-stop location for NALC coordinators, food agency partners, media members and journalists—as well as members of the general public—who are interested in knowing and doing more to help us feed our hungry customers.

The total effect of this electronic effort has been an enormous awareness of our food drive campaign and with the pandemic we have stepped up our efforts. This diverse and multi-pronged approach, using physical assets and resources as well as digital ads and social media posts, come together to help spur one of the greatest days of giving in the United States—the Letter Carriers' Food Drive. On that day and all year long, we have a special common purpose: helping those in our communities in need of food.