

United Way Worldwide

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Brian A. Gallagher
President and Chief Executive Officer



TO: United Way Chief Volunteer and Executive Officers

FROM: BRIAN GALLAGHER *Brian*

DATE: January 20, 2018

SUBJECT: NALC National Food Drive – May, 2018

I am pleased to announce that United Way will once again partner with the National Association of Letter Carriers (NALC) National Food Drive, *Stamp Out Hunger*® in 2018. It is our privilege to once again join with organized labor, an invaluable partner in our broader mission to fight for the health, education and financial stability of every person in every community.

In May 2017, the 25th annual *Stamp Out Hunger* Food Drive collected 75 million pounds of food in one day for individuals and families in need throughout the United States. This was the 14th year in a row that the Food Drive exceeded 70 million pounds, bringing the total amount of food collected since the drive began in 1992 to a staggering 1.5 billion pounds. Behind those numbers are the many individuals and families whose lives have been improved by the passion and hard work of volunteers. Hundreds of United Way-supported food agencies across the country are recipients of donations, helping us meet a vital community need.

The 2018 Letter Carriers *Stamp out Hunger* Food Drive will take place on **Saturday, May 12, 2018**. Please promote this drive in your community by encouraging the participation and support of your staff, volunteers and local agencies. United Ways with a Labor Liaison are encouraged to work through the Liaison to coordinate the food drive with NALC leaders in your community.

For additional information about the partnership to *Stamp Out Hunger*, please contact Nicole Muhammad at (703) 836-7112 extension 465 or Nicole.Muhammad@unitedway.org

Thank you in advance for your leadership and support in this important partnership, and for choosing to LIVE UNITED with the National Association of Letter Carriers.

cc: Fredric V. Rolando, President, National Association of Letter Carriers

NALC National Food Drive Fact Sheet

The 288,000-member National Association of Letter Carriers (NALC), which represents city delivery letter carriers in all 50 states and U.S. jurisdictions, conducts the world's largest one-day food drive each year on the second Saturday in May.

NALC President Fredric V. Rolando announced that the 26th annual NALC National Food Drive will be conducted on Saturday, May 12, 2018. Prime co-sponsors of the drive are the U.S. Postal Service, United Worldwide, National Rural Letter Carrier Association, UFCW, and the AFL-CIO.

National Letter Carrier Food Drive Partners will jointly provide millions of postcards and bags for mailing to homes in participating communities just before the drive to encourage donations.

In 2017, the drive collected 75 million pounds of food-the 14th consecutive year above 70 million - and delivered the donations to local community food banks, pantries and shelters. Over 1,500 NALC local branches participated.

The effort began in 1991 when the NALC, with the support of the U.S. Postal Service and the AFL-CIO, conducted a 10-city pilot program as a "first step" in developing a coordinated, same-day nationwide food drive. Over 290 tons of food was collected in those 10 cities. The drive was not held in 1992 as plans were being developed to expand the effort nationwide.

In 1993, the drive expanded to 200 NALC branches in all 50 states, covering more than 1,000 communities. A record 12 million pounds (6,000 tons) of non-perishable food donations were collected by city carriers, with help from their rural carrier in many communities.

The NALC, through Geneva L. Kubal, Community and Membership Outreach Coordinator for the NALC and a long-time United Way volunteer, says the United Way Worldwide (UWW) was invited to become a full partner in this endeavor in 1994. United Way accepted.

The drive has continued to flourish ever since, expanding the number of cities and towns involved to over 10,000 communities.

The simplicity and efficiency of the drive are what makes it work: It is held annually on the second Saturday in May; it's promoted via post cards and bags delivered to mail boxes, video, radio, print and social medias, etc.; donations are collected in participating communities by letter carriers along their mail routes (and in some locations where donations are received at post offices), and it comes at a time when most food banks have depleted the donations received in end-of-the-year holiday drives.

UWW endorses the drive at the national level and encourages state and local United Ways to use their marketing skills and media connections to publicize and promote the drive.

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