



**LETTER CARRIERS'**  
**FOOD DRIVE**  
**SAT., MAY 11, 2019**

# Food drive is on May 11

**I**t's getting closer: The 27th annual Letter Carriers' "Stamp Out Hunger"® Food Drive is only a few weeks away. As Saturday, May 11, draws near, food drive coordinators in hundreds of branches around the country are finalizing preparations for the event.

"Too many people in this country are going hungry," NALC President Fredric Rolando said. "We know this to be true because we see it as we deliver to every address in the United States at least six days a week."

Sadly, statistics back this up. Nearly 50 million Americans are unsure of where their next meal is coming from. This includes millions of children, senior citizens and military veterans.

Last year, the food drive collected 71.6 million pounds of nonperishable food. All told, NALC has brought in 1.67 billion pounds of food since the drive began in 1993.

The event's timing in May was deliberate. By spring, the burst of holiday largess that keeps food pantries flush with donations has dwindled. In addition, most school meal programs aren't available in summer. A spring food drive helps replenish the empty shelves at a crucial moment for food banks, pantries and churches.

## A new player on the team

This year, the Kellogg Co. has joined the effort, complementing the work of our other national partners: the U.S. Postal Service, the United Food and Commercial Workers International Union (UFCW), the National Rural Letter Carriers' Association, Valpak, United Way Worldwide, the AFL-CIO and Valassis.

The event would not be possible without the USPS's support. "We are proud of the history we have shared in conducting the nation's largest, single-

day food drive, and we look forward to supporting this worthy cause this year," Postmaster General Megan Brennan said.

The contributions of all of our partners are vital as well. These include sponsoring bags, helping gather volunteers and getting out the message about the food drive.

UFCW President Marc Perrone pointed out that 2019 has gotten off to a "rough start" for workers, with the partial government shutdown and paycheck insecurity. "America's families are struggling to keep their jobs and put food on the table. Now more than ever, it is imperative we stand together to make sure that no one has to go through that struggle alone," he said.

## In the bag

Bags contribute mightily to food drive success. If a postal customer receives a specially marked food drive bag in the mail or at the grocery store, preferably paper but also plastic, it often can double or even triple that patron's donation.

But bags can be expensive, and it usually takes the generosity of a local or regional sponsor to help defray the costs. That's why not every postal customer gets a special food drive bag—at least not yet.

Branches are encouraged to search for bag sponsors. As efforts for this year's drive proceed, look for opportunities to show local businesses how they can get involved and sponsor the branch's bags in 2020.

"We all know that as soon as one drive ends, we start planning for the next," Rolando said. "The more you do now, while it's fresh in everyone's minds, the easier it will be next year."

## An enhanced digital presence

This year, we have a new digital communications team at Headquarters getting the word out on social media. Check out the drive's official social media account on Facebook at [facebook.com/StampOutHunger](https://facebook.com/StampOutHunger) and on Twitter at @StampOutHunger and use #StampOutHunger.

NALC also continues to make use of newspapers, television and radio to get the word out about the food drive to the public. The Department of Communications and Media Relations at Headquarters stands ready to help branches that wish to publicize the drive in their communities.

A public-facing website can be found at [stampouthungerfooddrive.us](https://stampouthungerfooddrive.us). This website debuted in 2017 and has tools specifically for people who are making food donations, including a post office locator, downloadable files, contact information and answers to frequently asked questions.

For branch coordinators, the food drive tool kit at [nalc.org/food](https://nalc.org/food) has all the resources you need, including promotional artwork, forms, thank-you cards and even city proclamation templates. It's a great place for coming up with new ways to help promote the drive in your community.

If you have any questions about the food drive or need help, get in touch with your branch or regional food drive coordinator. The latest contact list can be found at [nalc.org/food](https://nalc.org/food). **PR**