

## FOR IMMEDIATE RELEASE

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### LOAVES & FISHES SETS HIGH GIVING TUESDAY GOAL TO STOP CHILDHOOD HUNGER

NAPERVILLE, Ill., November 11, 2014 – More than 30,000 children in DuPage County are food insecure, according to Feeding America’s research, which means that these children lack access to enough food for an active, healthy lifestyle. Further research has shown long-term complications when a food-insecure child enters adulthood, such as higher costs for remedial education, clinical treatment, crime, lost productivity, and ineffective workforce development. Creating the right conditions for early childhood development is far more effective, and cost effective, than addressing problems at a later age. Loaves & Fishes Community Services will improve child wellness by expanding its Child Nutrition Initiative to serve 10,000 food insecure children in 2015 with funding raised on Giving Tuesday, December 2, 2014.

Following on the heels of Black Friday and Cyber Monday, Giving Tuesday started in 2012 as a new holiday tradition on the east coast and has quickly grown in popularity among non-profit organizations across the country. As its name suggests, Giving Tuesday celebrates and encourages philanthropy to kick off the holiday season.

Last year, Loaves & Fishes supporters raised \$72,147.89 for the organization around Giving Tuesday. When combined with a \$25,000 match from an anonymous donor, the total was nearly \$100,000. This year, Loaves & Fishes has secured \$60,000 in donations from two sources, raising the earning potential to \$120,000 because each dollar donated will be matched. Moreover, the organization will be part of ILGiveBig, a statewide initiative created by Donors Forum, to raise \$12,000,000 for Illinois non-profit organizations from 10,000 donors.

To encourage more organizations to participate in Giving Tuesday and ILGiveBig, Loaves & Fishes staff has provided leadership and best practices through webinars and seminars in preparation of December 2<sup>nd</sup>. The overall goal is to encourage philanthropy among individuals, foundations, and businesses by showing how impactful donations can be to an organization.

“Giving Tuesday is a day that everyone can be a philanthropist and give back to a cause that is close to their hearts. With the ILGiveBig movement in place, donors can now feel connected to a national, state and local campaign,” said Charles P. McLimans, Loaves & Fishes’ President and CEO. “On the local level, Loaves & Fishes set a goal to raise \$120,000 to expand nutrition options for all children. Last year, 72% of client families had a child 18 or under, so it is imperative for us to make child nutrition a priority, and with the help of donors on Giving Tuesday, we can serve 10,000 children with the nutrition that is necessary for them to grow and learn.”

Loaves & Fishes is located at 1871 High Grove Lane, Naperville and provides multi-faceted programs, such as job search support, food assistance, skill-based classes and public benefit assistance, to low-income, west suburban residents. Learn more about getting help, making a donation, or volunteering at <http://www.loaves-fishes.org>.

Donors Forum is located at 208 S. LaSalle, Suite 1540, Chicago and is the premier resource for networking and education, information and knowledge, and leadership and advocacy on behalf of philanthropy and nonprofits in Illinois. Learn more here: <http://donorsforum.org/>.

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