



Minnesota FoodShare FoodFund

Each year, thousands of Minnesotans come together for the largest grassroots food and fund drive in the state – the Minnesota FoodShare March Campaign. To date, Minnesota FoodShare has distributed over \$18.5 million to March Campaign participating food shelves via the FoodFund. FoodFund allocations are determined according to the following:

1. Total dollars and pounds raised by a food shelf during the March Campaign, as reported to Minnesota FoodShare
2. The number of individuals a food shelf served annually, as reported to Minnesota FoodShare

The FoodFund includes donations Minnesota FoodShare secure year-round from corporations, individuals, foundations, and businesses as well as donations resulting from an annual targeted March Campaign appeal. 100% of donations received by Minnesota FoodShare during the March Campaign go into the FoodFund and are distributed to food shelves.

FoodFund Distribution

FoodFund dollars are distributed based on March Campaign participation and results and on the number of clients a food shelf serves. Each food shelf reports their March Campaign results and number of clients served to Minnesota FoodShare and those numbers determine the percentage of available dollars they will receive.

$\frac{\text{\$ + lbs. raised by a Food Shelf during March Campaign}}{\text{Total \$ + lbs. raised by participating food shelves during March Campaign}} \times .5 \text{ (FoodFund)} = X = \text{Allocation 1}$
$\frac{\text{\# clients served by a food shelf}}{\text{Total clients served in MN by participating food shelves}} \times .5 \text{ (FoodFund)} = Y = \text{Allocation 2}$

X + Y = total allocation \$

FoodFund = \$ donated directly to Minnesota FoodShare during March Campaign





GMCC's Minnesota FoodShare (MFS) March Campaign is the largest grassroots food and fund drive in the state. For 4+ decades, March Campaign has engaged thousands of individuals, organizations, businesses, and corporations to raise food and funds for our 285 food shelf partners across Minnesota.

The value of MFS March Campaign

- Incentivizes millions of dollars in private donations
- Has longtime name recognition and serves as a trusted regrantee agent
- Consistently engages 285 food shelf partners statewide
- Maintains a robust infrastructure for registration, reporting, technical support, and fund dissemination

March Campaign History

In the early 1980s, food security became a growing issue in the wake of significant federal funding cutbacks. Minnesota FoodShare began in 1982 as Metro FoodShare, a campaign to restock food shelves in the Metro area to meet demand. The Campaign's popularity and impact was so evident that it became a statewide effort after one year.

1982 ————— 2025



Food Support is Critical. According to a statewide hunger study conducted by Second Harvest Heartland in partnership with Wilder Foundation, Minnesotans made an estimated record-breaking 9 million visits to food shelves in 2024. This is up 20% from the previous record of 7.5 million set in 2023. Annual visits to food shelves are now 150% higher than they were prior to the COVID-19 pandemic.

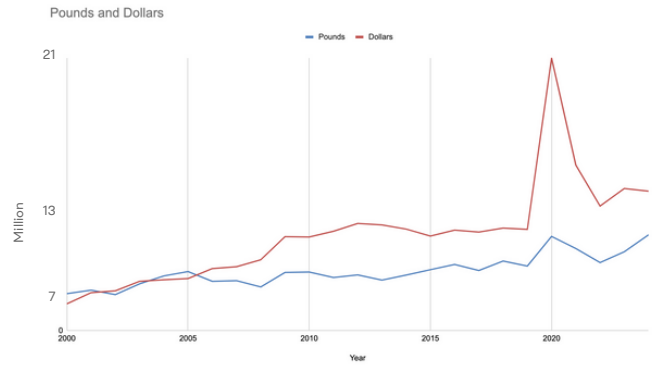
GMCC's efforts to reduce hunger.

In 2024, we:

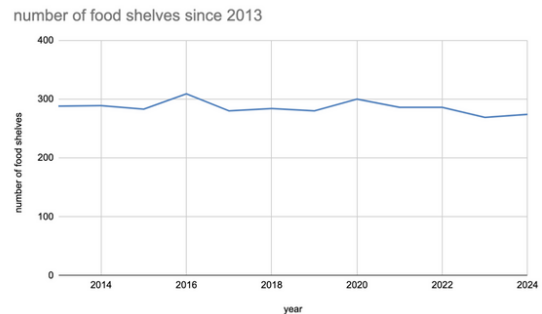
- Helped raise \$10,743,861 and 7,570,420 pounds of food for 272 food shelves
- Provided 11,300 prepared meals to people in need
- Distributed over 7,251 food bags

Year over year increase in dollars and pounds raised. Over the past 25 years, total dollars raised through March Campaign among participating food shelves has increased by \$4.6 million (156%). Pounds of food raised increased by 8.9 million (419%). We saw a spike in 2020 with increased need due to impacts of COVID-19.

Raising and regrating funds through the GMCC food fund. In addition to increasing awareness, rallying participation, and providing technical support, GMCC raises and regrants funding through our March Campaign "food fund," 100% of which has historically been regranted to participating food shelves. Distributions are based partially on a match of the total amount each food shelf raises, thus incentivizing fundraising efforts. However, while our messaging encouraging donors to give directly to their local food shelf (instead of through the food fund) has meant an overall increase in dollars and pounds raised, it has also meant a smaller food fund.



Participating Food Shelves. The number of food shelves participating in March Campaign has remained consistent year over year; 91% of food shelves continue to cite the food fund as important to their operations.



PREVIOUS SPONSORS INCLUDE:

GMCC requests \$1 million for the March Campaign food fund to supplement private donations and be distributed to our 285 food shelf partners.





Minnesota FoodShare March Campaign Testimonials

CHUM Food Shelf

April LeDoux, Director of Distributive Services
Duluth, MN
Food shelf county: St. Louis County

State Rep: Peter Johnson
State Senator: Jen McEwen

Please tell us about the importance and impact that March Campaign has on your food shelf, both historically and today: *The funds we raise through March Campaign goes towards the purchase of our fresh farm produce shares. This is so important for our community because the cost of living is so high, and it's particularly expensive to put fresh produce on the table. We have clients who need to eat right for health reasons.*

How long has your food shelf participated in the March Campaign? *Approximately 10 years.*

How does your food shelf use the funds raised through the March Campaign (and the disbursement checks you get from GMCC/Minnesota FoodShare)? *It goes for the purchasing of our farm shares. We have 7 farmers this year.*

How have you enjoyed working with GMCC and Minnesota FoodShare to run the March Campaign? *Yes, absolutely.*

Do you have any stories of impact to share about the importance of the March Campaign on your food shelf and/or your community? *Just last year, I had a woman who was on our delivery list for our "CHUM to go" program and her husband had just had a heart attack. We had to give her as much produce as we could so he could have a healthy eating lifestyle. We also had a woman who just underwent weight loss surgery, so it was critical for her to eat healthy.*



Minnesota FoodShare March Campaign Testimonials

Kandiyohi County Food Shelf, aka, Willmar Area Food Shelf

Alana Ziehl

Executive Director

Willmar, MN

Food Shelf county: Kandiyohi County

State Rep: Dave Baker

State Senator: Andrew Lang

Please tell us about the importance and impact that March Campaign has on your food shelf, both historically and today: [The March campaign helps us raise awareness of what we do for those in need; it's also our biggest fundraising month of the year. March financial donations typically carry us 6-8 months and are a huge asset to us. If the March campaign wasn't in existence, we would have a very hard time purchasing food and continuing to help those in need with food assistance.](#)

How long has your food shelf participated in the March Campaign? [From the best of my knowledge, we have participated in the March campaign since it started.](#)

How does your food shelf use the funds raised through the March Campaign (and the disbursement checks you get from GMCC/Minnesota FoodShare)? [We purchase food through our food bank and pay expenses such as heat/energy bills.](#)

How have you enjoyed working with GMCC and Minnesota FoodShare to run the March Campaign? [GMCC and Minnesota FoodShare make the March campaign run smoothly. They provide us with posters, Facebook fliers, etc and promote the campaign heavily on various social media platforms as well as print and radio.](#)

Do you have any stories of impact to share about the importance of the March Campaign on your food shelf and/or your community? [We have one huge fundraising event in March called Radio for Relief that gets wide publicity during which we partner with the local radio station. This is our 20th year of this event and is our biggest fundraiser of the year! Check out our Facebook page for more information on this.](#)



Minnesota FoodShare March Campaign Testimonials

Meeker Area Food Shelf/Dassel Area Food Shelf

Jayne Revermann

Executive Director

Food Shelf county: Meeker County

State Representative: Scott Van Binsbergen

State Senator: Andrew Lang

Please tell us about the importance and impact that March Campaign has on your food shelf, both historically and today: [The March Campaign plays a significant role in our food shelf operations: It is the largest fundraiser for our food shelf. The March Campaign helps our local food shelf meet the needs of those we serve. Many, many donors donate during this month because they know their donation makes a larger impact. Our community knows that March is the month to donate! The March Campaign is extremely important to our food shelves as it helps us to fill our shelves for the upcoming months when donations are at their lowest, but our service is at its peak in part because kids will be home for the summer.](#)

How long has your food shelf participated in the March Campaign? [Many, many years. I have been with our food shelves for over 8 years, and we have been lucky enough to participate well before my time.](#)

How does your food shelf use the funds raised through the March Campaign (and the disbursement checks you get from GMCC/Minnesota FoodShare)? [The funds we receive help us purchase food through our food bank, Second Harvest Heartland, at a discounted rate as well as purchase food items locally. Due to the high demand, our food budget has increased by over \\$60,000 in the last few years. These funds have been - and continue to be - critical to keeping food on our shelves.](#)

How have you enjoyed working with GMCC and Minnesota FoodShare to run the March Campaign? [It has been great working with GMCC over the years. You can easily tell our missions align.](#)

Do you have any stories of impact to share about the importance of the March Campaign on your food shelf and/or your community? [The March Campaign gets people re-engaged in our food shelves every March. Local churches, civic groups, and businesses put forth extra effort this month to help our community members in need. People give more when they know their donations go further.](#)



Minnesota FoodShare March Campaign Testimonials

Red Lake Falls Food Shelf

Bev Philon
Manager
Red Lake Falls, MN
Food shelf county: Red Lake County

State Rep: Steve Gander
State Senator: Mark Johnson

Please tell us about the importance and impact that March Campaign has on your food shelf, both historically and today. This is a wonderful project that you have set up! I can't tell you how much we appreciate all your hard work to make this happen! This gives local people an organized opportunity to donate to our food shelf. It is a win-win situation for us as food and monetary donations are given to us and help us establish a place in your competition. Everyone gets excited, and our local communities are very generous. People donate throughout the year but organizations, churches, people in general can't wait to participate with us in your March Campaign!

How long has your food shelf participated in the March Campaign? 25 years

How does your food shelf use the funds raised through the March Campaign (and the disbursement checks you get from GMCC/Minnesota FoodShare)? We use the money to purchase mostly frozen meats and some other groceries from our local grocery store if we can not purchase them from our food bank.

How have you enjoyed working with GMCC and Minnesota FoodShare to run the March Campaign? Your staff is so kind, patient, and helpful! Any and all questions are answered in a timely manner. You give us the posters and information so we can share it with the media. It is so easy to register and reminders are given for mid-campaign reporting. It is easy to access anything we need to participate in the March Campaign.

Do you have any stories of impact to share about the importance of the March Campaign on your food shelf and/or your community? We receive such a wonderful variety of groceries from our generous donations and we love to see the expression on people's faces. It's like kids in a candy store or when opening the gift you've hoped for at Christmas - Priceless! It brought one lady to tears as a particular item she was wishing she could get for her child was at our food shelf, and she just started to cry because she was so happy and grateful!



Minnesota FoodShare March Campaign Testimonials

CAPI USA

Monica Hernandez

Director of Communications and Development

Food shelf county: Hennepin County

State Representative: Samantha Vang

State Senator: Susan Pha

Please tell us about the importance and impact that March Campaign has on your food shelf, both historically and today. The March Campaign gives community members an opportunity to participate in alleviating food insecurity in the state of MN. It also gives the broader public the opportunity to connect with organizations that they might not have known existed and even return as volunteers. Due to the consistently increasing food costs, the March Campaign offers our food shelf a way to supplement what we can offer and helps to meet the ever growing demand for our services. As our food shelf is culturally-specific, we have compiled a list of items that are most helpful for the communities that we serve. Having community members participate in the procurement of these items provides a small amount of financial relief for our food shelf as the cost of these items is high.

How long has your food shelf participated in the March Campaign? Over a decade

How does your food shelf use the funds raised through the March Campaign (and the disbursement checks you get from GMCC/Minnesota FoodShare)? We use the funds to help procure food for our food shelf and to cover costs to run it.

How have you enjoyed working with GMCC and Minnesota FoodShare to run the March Campaign? We have enjoyed working with GMCC and Minnesota FoodShare for the March Campaign as they encourage our work, get us connected to new constituents, and help boost our social media posts to make more people aware of the campaign and our food shelf.

Do you have any stories of impact to share about the importance of the March Campaign on your food shelf and/or your community? The March Campaign has enabled us to connect with more corporate partners which can have a greater impact through their donation drives and monetary donations. Many of them leverage their networks in other companies to support the food shelf during the month of March.