



News Release

Contact: Lisa Church
573-475-7566
lchurch@semofoodbank.org

SEMO FOOD BANK EXPANDS FOOD DRIVE EFFORTS

Sikeston, MO (June 15, 2021) - Southeast Missouri Food Bank has expanded its food drive efforts with a virtual food drive program called Fenly.

When COVID-19 hit, the food bank faced limited food donations. To combat this, a push was made toward virtual food drives. Instead of donating physical items, donors could pick from items online, then donate money to go toward those items.

“Initially, we created our own virtual food drive page, but it wasn’t as user friendly as we wanted it to be,” said Justin Mann, SEMO Food Bank digital media specialist. “We eventually decided on Fenly due to how easy it is to use and because of its mission to help end hunger.”

The software was created by Maryland Food Bank and then shared with other food banks and hunger relief organizations. It allows individuals to start their own food drive and promote on their social media sites. Companies can also start a food drive with employees having their own individual fundraising page.

“This platform is great for a company to start a food drive and then challenge its employees or other companies in the same service sector to do the same” Mann said. “It’s a good way to start some friendly competition.”

Virtual food drives help the food bank provide food to the families, children and seniors who are most in need, and dollars can be used to acquire the currently most needed items. Because of its food-buying resources, the food bank can leverage donations to acquire more food than a consumer can for the same amount of money in a grocery store. One in six households in Southeast Missouri is food insecure, meaning it doesn’t have the resources to acquire enough food.

People interested in starting their own virtual food drive can explore the virtual food drive option by visiting semofoodbank.org and clicking on the virtual food drive link under “Get Involved” or visit semofoodbank.fenly.org.

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About Southeast Missouri Food Bank

The mission of Southeast Missouri Food Bank is to end hunger and leverage the power of food to build healthy communities. The food bank provides food to 143 charitable and disaster relief programs in Southeast Missouri. These member agencies include food pantries, soup kitchens, domestic violence and homeless shelters. Southeast Missouri Food Bank also holds regular mobile food distributions and provides monthly boxes of

food to 5,350 senior citizens and weekend backpacks of food during the school year to nearly 1,200 students in 32 school districts. The food bank's 16-county coverage area includes Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Madison, Mississippi, New Madrid, Pemiscot, Perry, Reynolds, Ripley, Scott, Ste. Genevieve, Stoddard, and Wayne counties. Those interested in helping can do so by making a tax-deductible contribution, donating food, or scheduling a time to volunteer. Visit SemoFoodBank.org for more information.