



## **2022 PEANUT BUTTER DRIVE**

### **Who is the North Texas Food Bank (NTFB)**

Ambassador Kathryn Hall, Liz Minyard, Lorraine Griffin Kircher, and Jo Curtis established NTFB in 1982 in a warehouse owned by the Perot family to address the critical issue of hunger in our community. That first year, NTFB distributed 400,000 pounds of food – equivalent to 333,000 meals. Today, NTFB provides access to nearly 126 million nutritious meals annually through our network of 200+ Partner Agencies in our 13-county service area. NTFB has a 4-star rating from Charity Navigator.

### **History of the Peanut Butter Drive**

In conjunction with Hunger Action Month (HAM) held every year during the month of September, the Plano Peanut Butter Drive began in 2014 when the mayor at the time, Harry LaRosiliere, became aware that children were going hungry in his community. He immediately connected with the North Texas Food Bank and our partner agencies to find ways to feed these children and their families.

According to Feeding America, 1 in 5 children in NTFB's service area are food insecure. Hunger can be a hidden issue in any community, but especially in affluent areas. The Peanut Butter Drive increases awareness of this serious issue and puts a platform in place for concerned citizens to help with the solution.

### **2019 Expansion to Collin County**

After five successful years in Plano, the peanut butter drive expanded in 2019 to include all of Collin County. Last year, with the support from the community, we raised \$235,064 and collected 114,848 pounds of peanut butter, a **total of 349,912 lbs/\$**. We are thrilled to share that because of the great work of last year's committee and participants, peanut butter is now put in weekend backpacks distributed to as many as 11,000 chronically hungry students who might otherwise go hungry.

### **2022 Expansion to NTFB 13-County Service Area**

With growing excitement within the community each year, we are dropping the boundaries of Collin County and officially expanding the Peanut Butter Drive to all of NTFB's service area. Moreover, we are including NTFB's Partner Agency network to help reach our goal of **500,000lbs/\$\***.

### **Why Peanut Butter?**

Peanut butter, along with other nut butters\*\*, is kid-friendly, nutritious and high in protein. It's also a food that might be considered expensive, therefore not being a popular donated item.

*\* With each dollar donated, NTFB can purchase 1 pound of peanut butter.*

*\*\*NTFB collects other nut butters for children with peanut allergies.*

**How Can You Help?**

As mentioned, our goal for 2022 is to collect 500,000 pounds/dollars of peanut butter to help feed hungry children and families. To meet this goal, we are asking you to host a Peanut Butter Drive, either physical or virtual.

With the success of the Virtual Peanut Butter Drive, we are offering this option again while also encouraging participants to donate physical peanut butter.

This means that members of the community can donate jars of peanut butter virtually by visiting [ntfb.org/VirtualPBDrive](https://ntfb.org/VirtualPBDrive), or physically by collecting peanut butter and dropping it off at NTFB's Plano campus or a participating Partner Agency.

We can't do this without YOU! Thank you for your participation.

To learn more about hosting a drive, please review the Peanut Butter Handbook, available on the webpage at [ntfb.org/peanutbutterdrive](https://ntfb.org/peanutbutterdrive). If you have further questions, please contact [PBD@ntfb.org](mailto:PBD@ntfb.org).