



2023 PEANUT BUTTER DRIVE

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 **137 million** nutritious meals annually through our network of more than 400 Feeding Partners 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 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. In its inaugural year, the Peanut Butter Drive collected 4,500 pounds of peanut butter.

2019 Expansion to Collin County

After five successful years in Plano, the peanut butter drive expanded in 2019 to include all of Collin County. With the support from the community, we collected 193,000 pounds of peanut butter. The next year, with the onset of the COVID pandemic, we provided a virtual option for the community to donate dollars for the food bank to purchase peanut butter throughout the year. That year we raised over \$287,000 and have provided the fundraising option ever since.

2022 Expansion to NTFB 13-County Service Area

With growing excitement within the community each year, we decided to drop the boundaries of Collin County and welcome all cities in NTFB's service area to participate in the Peanut Butter Drive. We are thrilled to share that because of the great work of last year's committee and participants, we raised nearly **350,000 \$/lbs.** of peanut butter. This peanut butter is now feeding our youngest neighbors through NTFB's feeding network and Child Programs, like School Pantry and Food 4 Kids.

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.

How Can You Help?

This year, our goal is **400,000****. We aim to raise \$275,000 and collect 125,000 pounds 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, and recruit friends and family to join the campaign.

Participants can donate jars of peanut butter virtually by visiting our virtual Peanut Butter Drive, or physically by collecting peanut butter and dropping it off at NTFB or a registered drop-off location.

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

If you would like to participate in this year's Peanut Butter Drive and receive more information as it becomes available this summer, please visit ntfb.org/peanutbutterdrive, and submit the interest form.

If you have further questions, please contact PBD@ntfb.org.

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

*** Our goal is 400,000, either pounds or dollars for NTFB to purchase peanut butter.*

