

## Meijer Simply Give Fall Campaign Achieves Record-Breaking Success

Meijer customers helped us achieve record-breaking success in fighting hunger across the Midwest with their generous donations to the [Simply Give](#) program this fall. Collectively with our customers, we nearly doubled our previous record-breaking *Simply Give* campaign with a donation of more than \$2.6 million to neighborhood food pantries across our five-state footprint.

All Meijer stores partner with a local food pantry during the *Simply Give* campaigns, which run three times a year. It's important to us, and to our customers, that donations remain in local communities.

The fall campaign began in early August during the [Meijer LPGA Classic presented by Kraft](#) and ended in late September. During that time period, our customers donated more than \$726,000. That commitment to supporting families in need, combined with a donation from Meijer, made it the most successful campaign since *Simply Give* began nearly 6 years ago. To date, the program has generated nearly \$12 million.

To learn more about Meijer hunger relief efforts, visit the [Simply Give page](#).

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<https://meijercommunity.com/2014-10-15-Meijer-Simply-Give-Fall-Campaign-Achieves-Record-Breaking-Success>