

Meijer holds its signature hunger relief program, [Simply Give](#), three times a year when our food pantry partners need the most help, but the spring campaign is arguably the most critical campaign.

"The spring Simply Give campaign is responsible for helping our food pantry partners prepare for the uptick in clients they see in the summer when federal school lunch programs are not available to children," Co-Chairman Hank Meijer said. "The Simply Give program has helped fill a void in the communities we serve thanks to the continued support and generosity of our customers, team members and pantry partners."

To help those food pantries gear up for the summer months, Meijer will stretch every customer's \$10 *Simply Give* donation further April 17-18. That means for every \$10 donation card purchase, Meijer will contribute \$20, resulting in a total \$30 donation.

According to the [United States Department of Agriculture](#), 19.5 percent of all households with children nationwide were food insecure in 2013. Additionally, food-insecure children in about 70 percent of low-income homes in 2010-11 received free or reduced-price school meals, which is the most recent data available.

For more information on the *Simply Give* program, please click [here](#).

<https://meijercommunity.com/2015-04-14-Meijer-Launches-Spring-Simply-Give-Campaign>