

This past holiday season, the Meijer [Simply Give](#) program set a holiday record with \$2.4 million for food pantries throughout the Midwest. We cannot thank our **customers, team members** and **food pantry partners** enough for helping us achieve the most successful holiday campaign in our program's history.

During each *Simply Give* campaign, customers are encouraged to purchase a \$10 *Simply Give* donation card upon checkout. Once purchased, the donation is converted into a Meijer Food-Only Gift Card and donated directly to the local food pantry selected by the store for that campaign.

Meijer customers donated more than \$936,000 during the holiday *Simply Give* campaign, and combined with a donation from Meijer, set the donation total to more than \$2.4 million. Since the program began in 2008, the *Simply Give* program has generated more than \$21 million for food pantry partners to restock their shelves and feed hungry families.

"Hunger is a problem that occurs in all of our communities, which is why the funds generated from Simply Give stay local," Co-Chairman Hank Meijer said. "The Simply Give program gives everyone a chance to work toward ensuring no one has to go without food."

For more information about the *Simply Give* program, and other Meijer hunger relief efforts, click [here](#).

<https://meijercommunity.com/2016-02-10-Meijer-Achieves-Most-Successful-Simply-Give-Holiday-Campaign-in-Programs-History>