

Meijer Simply Give Spring Campaign Yields Nearly \$3 Million for the Hungry

This year's spring ***Simply Give*** campaign was our most successful spring campaign in the program's history, raising \$2.9 million for hungry families in the communities we serve. The 2016 spring *Simply Give* campaign ran from May 8 through June 19, coinciding with the third annual **Meijer LPGA Classic for *Simply Give***. The tournament raised [\\$850,000](#) of the total spring campaign's donation.

This was the most successful spring campaign in the history of the *Simply Give* program, elevating the total amount raised to nearly \$24 million.

Our *Simply Give* campaigns give customers the opportunity to stock the shelves of food pantries in their own communities by purchasing a \$10 *Simply Give* donation card upon checkout. These donation cards are then converted into Meijer Food-Only Gift Cards and donated directly to the local food pantry partnered with the store.

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

<https://meijercommunity.com/2016-07-14-Meijer-Simply-Give-Spring-Campaign-Yields-Nearly-3-Million-for-the-Hungry>