

This fall, Meijer customers donated more than \$913,000 to the *Simply Give* campaign. Combined with a contribution from Meijer, the donation total reached more than \$2.5 million, making it the most successful campaign in the program's history.

During each of the three *Simply Give* campaigns per year, customers are encouraged to purchase a \$10 donation card. The donation card is converted into a Meijer Food-Only Gift Card and given directly to local pantry partners. Since its inception in 2008, the *Simply Give* program has generated more than \$26 million to stock pantry shelves and feed families in need.

To learn more about the *Simply Give* program, please click [here](#).

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<https://meijercommunity.com/2016-10-24-Simply-Give-Program-Sets-Fall-Record>