eNEWSLETTER // SUMMER SQUEEZE



Hunger Doesn't Take A Summer Vacation

The 2020 Summer Squeeze Challenge kicked off Monday, July 13 and your participation this year means more now than ever.

Summer is easily the busiest time of year at Irving Cares. As classrooms and cafeterias close, many children also lose access to school meals they depended on during the school year. Though some participate in Irving ISD's "Grab and Go" summer meals program, food pantry requests increase significantly during the summer months. This year, early school closures, changes in work schedules and the need for social isolation layered extra burdens on our Irving neighbors. And now, hundreds of families who never thought they'd need food assistance are turning to the Irving Cares food pantry because of the COVID-19 pandemic. In fact, we saw more than 1,000 new families in the past three months alone. The COVID-19 pandemic reminds us that anyone, at any time, in any circumstance, could need a little extra help putting food on the table.

Food pantry requests are reaching record levels this year, while on the other hand, food donations are at an all-time low. In fact, food pantry donation totals in the months of April, May and June are down 42% compared to the same period a year ago. The Summer Squeeze Challenge is a signature event held annually to help support the Irving Cares food pantry. The program challenges local organizations to raise the largest combined food & dollar donations in one of five categories. That's where you come in. Now, more than ever, we need your participation to help Irving Cares meet the increase in demand and ensure no one goes hungry.

We hope you will join Irving Cares in the in the 2020 Summer Squeeze Challenge by hosting a food drive today. You may be social distancing, but you can still bring your friends, family and co-workers together virtually, by raising funds for a really great cause. While we always welcome drop offs of non-perishable food donations, food and cash donations can also be made online 24/7—through our website or the virtual food drive. Last year, one company raised $845 from Facebook fundraisers alone and this year, we're even accepting donations on Venmo! Be sure to remind donors to note your organization, so every contribution counts towards your team's total through Friday, August 7!

Companies are encouraged to design their own dynamic strategy, but no need to panic—when they register, this year's participants will receive a planning kit, filled with resources and tools you can use to host a successful food drive. A certificate of thanks will be emailed to all teams who register to

recognize your participation and contributions. Winners will be selected in each of the following categories: Business Level A (one to 50 employees), Business Level B (51 to 150 employees), Business Level C (151 or more employees), Faith-Based Organizations and Individuals/Families and will be honored in the next quarterly newsletter, CEO letter, the Irving Cares website and on social media. Organizers from each winning team will also be awarded two tickets to the annual Irving Cares Gala in January 2021 ($250 value).

In addition to fostering friendly competition and staff spirit, the Summer Squeeze Challenge provides a fun way for teams to learn about the mission of Irving Cares and become involved in building healthy and safe communities.

To register your team or get answers to any questions, contact Joyce, our community engagement coordinator, at 972-721-9181 x202 or email JoyceE@IrvingCares.org. So, what are you waiting for? Sign up today and join the other Irving companies participating this year. And don't forget to tag us with your progress using the hashtag #ICSummerSqueeze. We will be picking our favorites weekly!