



FIGHTING FOOD INSECURITY

- Food insecurity remains at high levels, making programs like *Simply Give* even more important.
- Current economic conditions are placing increased pressures on low-income families.
- In fact, more than **44.2M*** Americans are considered food insecure.



OUR PURPOSE

- Meijer is committed to feeding families by stocking the shelves of food pantries across the Midwest through its *Simply Give* program.
- For the past **16 YEARS**, the *Simply Give* program has fed hungry families in the communities Meijer serves.
- Hunger relief is a corporate philanthropic focus at Meijer, in addition to inclusion & belonging, environmental stewardship, health & wellness and local giving.



SUPPORTING LOCAL PANTRIES

- Each of the more than **270** Meijer stores across the Midwest partner with multiple local food pantries, keeping the money within the community.
- Customers are encouraged to add a \$10 *Simply Give* donation card to their cart, which is converted into a Meijer food-only gift card and given to the food pantry selected by the individual store.
- The *Simply Give* program allows food pantries the opportunity to choose the grocery or baby items (diapers, wipes, formula, baby food) best suited for the families they serve.



CONTINUED IMPACT

- Since 2008, *Simply Give* has generated more than **\$95M** for local food pantry partners since its beginning, equivalent to more than 864 million meals**.
- The 2023 Holiday *Simply Give* campaign generated more than \$3.3 million for partnering food pantries to feed hungry families.
- The Meijer LPGA Classic for *Simply Give* has generated more than \$12 million for the *Simply Give* program over the past 10 tournaments***.

*SOURCE: U.S. Department of Agriculture report, Household Food Security in the United States in 2022

**Meal calculation ratio is \$.25 per meal. Calculation is based on the approximate average cost of a meal from select food pantry partners across the Meijer footprint.

*** The LPGA tournament did not occur in 2020 due to COVID-19; however, contributions were made to the *Simply Give* program.