

# Annual Uniting for United Competitive Food Drive

Uniting for United was established in 2016 to collect much-needed food during the summer months. Many food pantries, like the United Way, struggle to provide food to the community outside of the holiday and winter months. That's why this food drive is so crucial to the communities we serve. The purpose of this food drive is to unite organizations in similar industries for a cause that is close to us all: ending hunger. Why should your company participate?

- **Team Building:**

This friendly competition helps to bring together those within your organization. Many of our participants also have an internal competition, which contributes to strengthening teamwork and motivate positive change.

- **Community Building:**

It's a harsh reality that nearly 22,000 residents of New London County struggle with food insecurity each and every month of the year. Many of these individuals are children. We can make our community better through this competition.

- **Fosters goodwill:**

The event is highly publicized through each competitor's location, along with advertising that is donated by media providers. The competition has raised more than \$10,000 in monetary donations and 15,000 pounds of food since it was founded.

- **The Food Stays Within Our Communities:**

All of the funds raised and food collected remain within our community. Specifically, the event will benefit the Gemma E. Moran United Way/Labor Food Center, a program operated by United Way. Their Mobile Food Pantry Program delivers fresh food such as milk, meat, and veggies, along with traditional canned and boxed foods once a week in the areas we operate including Colchester, Groton, Jewett City, Norwich, New London, Salem, Stonington and Taftville. The Labor Food Center also helps to supply other local food pantries.

- **Friendly competition:**

Go head-to-head with others in your industry, creating connections and showing your customers that you care!

## Brought to You By:



An AFL-CIO and United Way Partnership



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