

# Uniting for United 2019

## May 20 - June 6

### Collection on June 7th at Surplus Unlimited

Dear Business Owner,

Last year, we brought together more than 50 different businesses in ten different industries with over 100 separate locations. You can help us make a difference by joining in this friendly competition. Our goal is to bring together as many organizations in as many different industries as possible and collect enough food and donations to feed our community for the entire summer. We need your help to accomplish this lofty goal.

Uniting for United was established because while there is an abundance of food donations during the winter and holiday time, there is a lack of such donations during the summer. 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. Specifically, this will help to benefit the Gemma E. Moran United Way/Labor Food Center, a local program operated by United Way.

While our goal is to collect food, the competitive aspect creates a meaningful and fun challenge for those involved. This year we will have three categories, one for each business category (based on gross weight), overall highest gross weight and overall highest monetary contribution. While we have a list of specific food that is both healthy and in high-demand during this time of year, all non-perishable goods are welcome.

We'd love it if you considered getting in on this friendly competition that will help show our community we care all year long – not just during the holiday donation season. The event will include lots of great media exposure in local newspapers and on local radio stations. The event will run from May 20 – June 6 and collection will occur on June 7th at Surplus Unlimited in Norwich. While we encourage you to drop off your collection the day of the weigh-in, or the night before, we will have some availability to go to pick up collections from certain locations. If you need our assistance in delivering your donation, please let us know so that we can plan accordingly.

Are you unable to participate, but you'd like to donate? That's great! *Every dollar* you and your business donates will go to purchase *FOUR meals!*

Whether you're looking to join the competition, or you'd like to make a monetary donation, we want to hear from you!

Cassandra Giovanni  
Co-founder - Uniting for United  
Marketing Manager  
Savings Institute  
860-465-8659  
CGiovanni@savingsinstitute.bank

**Brought to You By:**



**Savings  
Institute**  
BANK & TRUST

**Gemma E. Moran**  
United Way/Labor Food Center



An AFL-CIO and United Way Partnership



*Special Thanks to Our  
Sponsors:*

#### **MEDIA**

*The Bulletin  
The Day  
Hall Communications  
Full Power Radio*

#### **COLLECTION LOCATION**

**SURPLUS  
UNLIMITED**

#### **COLLECTION TRANSPORT**

*Scranton Motors, Inc.  
J+G Trucking*

*Special Thanks to Our  
Partners:*

*The Greater Norwich Area  
Chamber of Commerce*

Member FDIC  
Equal Housing Lender

# 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 over 33,000 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 \$20,000 in monetary donations and nearly 14 tons 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 Food Center also provides food to more than 80 local free emergency programs in New London County.

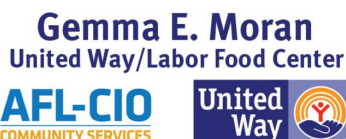
- **Friendly competition:**

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

## Brought to You By:



**Savings  
Institute**  
BANK & TRUST



An AFL-CIO and United Way Partnership



*Special Thanks to Our Sponsors:*

### **MEDIA**

*The Bulletin  
The Day  
Hall Communications  
Full Power Radio*

### **COLLECTION LOCATION**

**SURPLUS  
UNLIMITED**

### **COLLECTION TRANSPORT**

*Scranton Motors, Inc.  
J+G Trucking*

*Special Thanks to Our Partners:*

*The Greater Norwich Area  
Chamber of Commerce*

*For more information,  
please contact:  
Cassandra Giovanni  
Marketing Manager  
Savings Institute  
CGiovanni@savingsinstitute.bank*

 Member FDIC  
Equal Housing Lender