



Incentive Allocation: “The Match.”

While there has never been a true dollar-for-dollar, pound-for-pound match in the history of the March Campaign, old myths never die.

During the first Minnesota FoodShare campaign in 1983, several of the large corporations said they would provide a “match” for all the food that was collected during the campaign. Boy did they underestimate the generosity of Minnesotans! That very first year, more than one million pounds of food were donated to local food shelves. The corporations were willing to match only up to 50,000 pounds. Thus the word “match” was born. And we can’t seem to shake it.

What Minnesota FoodShare does have, thanks to generous donations from corporations and individuals, is an Allocation Fund from which we are able to provide an incentive allocation to food shelves that participate in Minnesota FoodShare’s March Campaign. The allocation provides an incentive to local food shelves to increase their local donations from congregations, businesses, civic groups, schools and individuals who donate to the food shelf during the March Campaign. The more the local food shelf raises on its own during the March Campaign, the larger their share of the Minnesota FoodShare Incentive Allocation. But it’s never pound-for-pound.

During March, food shelves are also eligible to receive an additional incentive through the Alan Feinstein Foundation of New Jersey: again, based on all donations received at the food shelf.

These are great incentives to help restock local food shelves in March, but they never add up to a dollar-for-dollar match.

The important thing to remember is that March is the only time of year the people can leverage additional dollars for their food shelf from their donation. It is a great time of year to give and restock those local food shelves.

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