



United Way of Broome County

United Way of Broome County, Inc.  
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**NEWS MEDIA RELEASE**

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**United Way of Broome County, alongside Broome County Hunger Heroes, Kick Off the *The Full Plate Project***

(VESTAL, NY) – United Way knows that hunger is a pervasive problem. Right now, in Broome County over 26,490 individuals are food insecure. It could be your neighbor, your colleague, your friend. 52% of children enrolled in the Broome County public school system are eligible for free or reduced-price lunch. The demand for emergency food has grown as inflation has increased with the food we distributed doubling from over 350,000 meals in 2021 to over 625,000 meals in 2022.

Together, with Broome County Hunger Heroes, United Way of Broome County announces the 2<sup>nd</sup> annual ***Full Plate Project***, a community-initiative supporting the Annual Community Campaign. ***The Full Plate Project*** works to ensure vital food insecurity programs are funded and available to those in need.

“As it has done for over 100 years, United Way has conducted an Annual Community Campaign to ensure vital health and human service programs are funded and available to our families, friends, and neighbors. Together, we are raising funds to ensure no one goes hungry in Broome County,” shared Shawn Wolbert, United Way of Broome County 2022-2023 Campaign Chair and Full Plate Project Community Champion. “We ask you to join ***The Full Plate Project*** so that no child, adult, or family is denied the most basic need to eat.”

***The Full Plate Project*** is an opportunity for you to join United Way’s philanthropic mission, and help ensure everyone can have access to healthy foods. By joining United Way of Broome County, you are part of a community-wide movement that tackles the underlying causes of problems to create lasting solutions.

“We are so grateful to the Broome County Hunger Heroes and the outpouring support of the community. The success of ***The Full Plate Project*** truly is dependent on the generosity of our community and coming together to create real change. Last year, ***The Full Plate Project*** raised over \$111,000 to support local organizations fighting hunger,” shared Paula Perna, Executive Director. “However, we need your help to ensure everyone’s right to food is realized. Food is a human right and no one should go hungry. We need your help to end hunger in Broome County.”

Broome County Hunger Heroes include:

IBM  
Levene, Gouldin & Thompson, LLP  
IM3NY  
GHS Federal Credit Union

UHS  
Coughlin & Gerhart  
Pacemaker Steel & Piping  
Eat Bing  
Nick’s Pizza & Restaurant

Nexstar | NewsChannel 34  
Hinman, Howard & Kattell, LLP  
KW Fitness  
Collins Aerospace

**Join Us - 100% of your contribution to this initiative will go to food insecurity programs.**

Interested in learning more about ***The Full Plate Project***? If your business or organization is interested in becoming a Broome County Hunger Hero, please visit [www.uwbroom.org](http://www.uwbroom.org), or call 607-240-2000. Donate today to ***The Full Plate Project***

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*United Way of Broome County unites donors, volunteers and community organizations in a common mission to drive change that will have a positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners. Our focus is on Basic Needs, Health, Education, and Financial Stability. These are the building blocks for a good life and the cornerstones of a strong community. By combining contributions from individuals and organizations, United Way generates a larger pool of dollars and expertise to tackle the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact. Our work is personal enough to change lives and powerful enough to improve conditions across the community we serve. United Way invites people to come together, LIVE UNITED and create the change we want to see.*

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