



247 Factory St., Watertown, NY 13601—(315) 782-8440 - (315) 782-8441
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For Immediate Release

Contact Drew Mangione, Director of Development

Make Your Gift Go Farther:

March, April Donations to Pantry will Leverage Grant Funding

Feinstein Challenge Offers to Match Your Generosity with Funds to Combat Hunger in Watertown
Nationwide Annual Challenge Provides \$1 Million to Spur Donations to Organizations Fighting Hunger

WATERTOWN (February 21, 2012)—In the city of Watertown, 1 in 5 residents lives below the poverty level, and countywide, the number is 1 in 6, according to the U.S. Census Bureau. More than 40 percent of the students in Watertown City School District are eligible for free or reduced lunch, according to reports.

The reality is that many of our neighbors struggle with hunger every day.

However, you can make a difference through your donations of money and food to the Watertown Urban Mission. *And when you donate to the Food Pantry in the months of March and April, a wealthy Rhode Island philanthropist is going to kick in some of his money to address hunger in our community.*

For the past 15 years, successful businessman Alan Shawn Feinstein has offered a \$1 million challenge each year to raise money and collect food for organizations fighting hunger. Once again this year, the Watertown Urban Mission is eligible to receive a portion of that \$1 million—which could be anywhere from \$250 to \$35,000, depending on your generosity in the months of March and April.

“We are so grateful for the Feinstein challenge because it gives all of you who generously make donations to our pantry an opportunity to make your gift even greater,” said Erika F. Flint, executive director. “Truly, Mr. Feinstein is to be commended for putting his money where his heart is because this challenge has not only helped the Watertown Urban Mission, but also so many worthy organizations across this country in our collective work to combat hunger.”

The Watertown Urban Mission’s Food Pantry in 2011 provided more than 301,000 meals to more than 20,000 individuals, including close to 8,000 children. On average, 550 families use our pantry each month, making the Mission’s pantry the largest in the North Country. The generosity of local churches, individuals, organizations and businesses enabled the Mission to meet the need in our community, which included nearly 2,700 individuals who received meals at the Mission for the first time in 2011.

The Feinstein challenge in 2011 was met with more than \$19,000 in food and donations, including the Feinstein grant. The grant challenge accounts for each item of food donated as \$1, along with monetary donations to determine the Mission’s share of the \$1 million.

Bottom Line: Donations to the Watertown Urban Mission Food Pantry from March 1 to April 30 will leverage matching funds from a Rhode Island Philanthropist.