

PARTICIPATE IN THE GREAT MICHIGAN MILK DRIVE

FILL GLASSES WITH MILK AND HEARTS WITH HOPE.



Milk is a nutritional powerhouse. Michigan dairy farmers provide milk 365 days a year to build strong bones and healthy bodies, provide nutritious school meals, and donate to support **The Great Michigan Milk Drive** in your community.

YOU CAN HELP MAKE A DIFFERENCE!

THE GREAT MICHIGAN MILK DRIVE OUR CAMPAIGN UPDATES

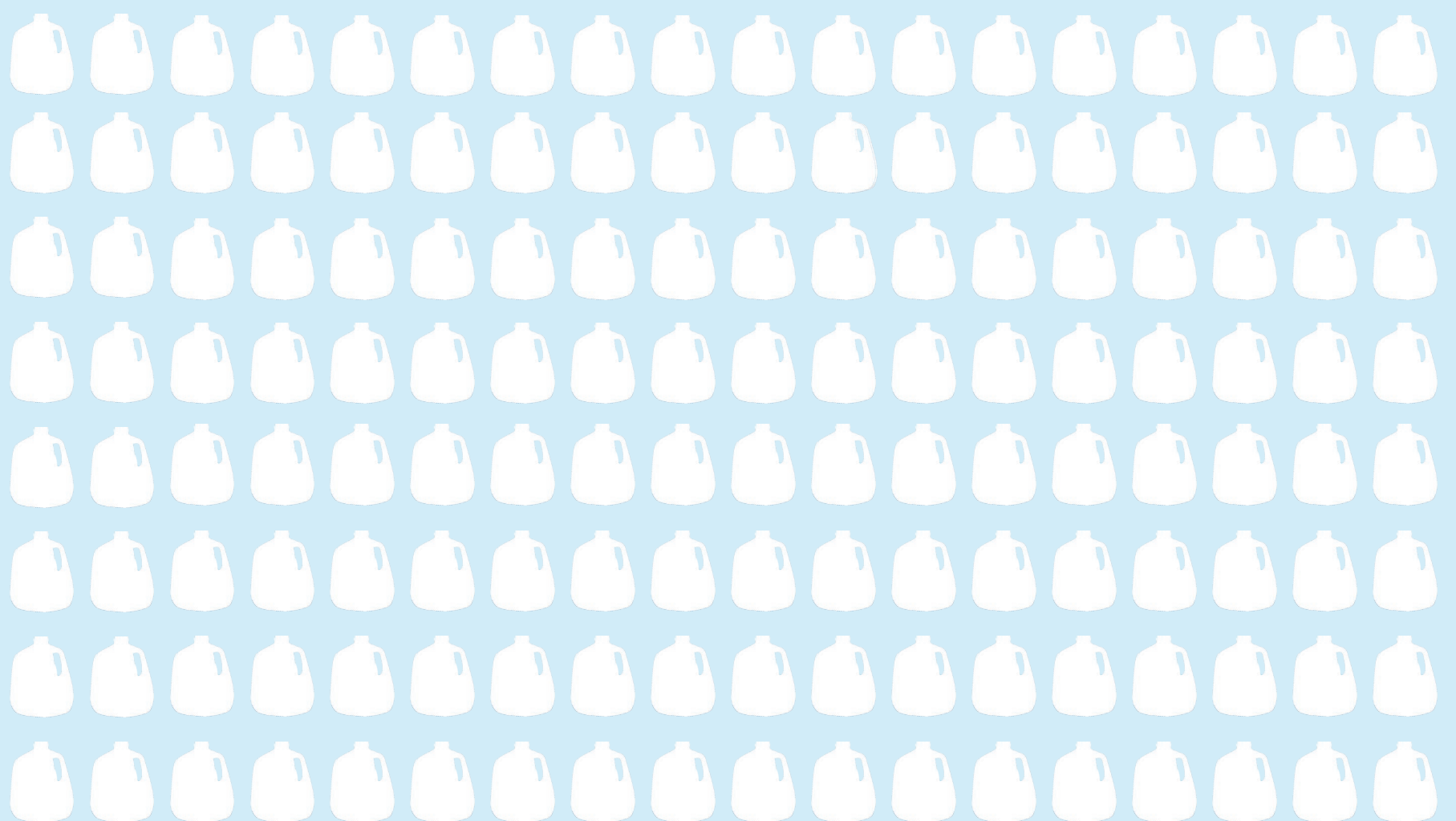
Campaign Title

Start Date

End Date

Class Donation Goal

Gallons
of Milk



the MILK GAP

Milk is one of the most requested and nutrient-rich food items in Feeding America's food banks, yet there's a nationwide shortage because milk is rarely donated.



1 in 6

Americans struggle with hunger, including 16 million children.

1

GALLON

Average access of milk per food bank client per year.

68

GALLONS

Amount of milk needed to meet the daily recommendation.

Lack of milk in food banks means families miss out on the

9

ESSENTIAL NUTRIENTS IN MILK.

INCLUDING HIGH QUALITY PROTEIN



94%

of the nation's food banks are actively working on improving the nutritional quality of meals provided to clients.



95%

of food banks say they don't receive enough milk to meet their clients' needs.

The #1 reason is

LACK of MILK DONATIONS



MilkLife.com/give

Source: Survey of 87 food banks in the Feeding America network; Feeding America's Map the Meal Gap
<http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>

THESE STUDENTS MADE A DIFFERENCE!

Fuel Up to Play 60 student ambassadors from Bath High School in Bath, Michigan, set out to organize a local campaign to raise money for milk. Milk is the most requested item at food banks and pantries, yet it's the product least available. Bath High School students representing the National Honor Society and Student Council, Faith B., Stephanie H., Morgan M., and Clarisse O., in partnership with the United Dairy Industry of Michigan, Michigan Department of Agriculture and Rural Development and Food Bank Council of Michigan, hosted a variety of fundraising activities over two weeks to raise funds. Activities included a photo booth at school lunch, hat days, placing empty milk jugs at local businesses to collect donations, and visiting local elementary and middle schools dressed in dairy costumes to engage younger students. The school raised over \$3,400 for milk for the local food bank and the students demonstrated their commitment to health and wellness at their school and in their community.

