



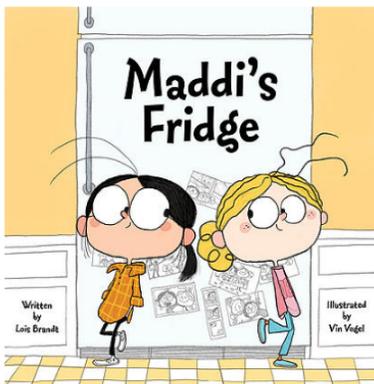
"Maddi's Fridge" Fundraiser & Awareness Campaign

<https://www.purecharity.com/scc-books>

This campaign was designed to foster awareness of childhood hunger in Northwest Arkansas and empower a generation to take action. Through social media, local blogs, and online peer-to-peer fundraising platform, a total of \$1545 was raised to provide copies of the children's book "Maddi's Fridge" to elementary school libraries across Northwest Arkansas (164 books total). A special kick-off Skype event with the book's author was planned and delivered to several of the recipient schools.

The screenshot shows the top section of the fundraiser page. At the top left is the 'pure CHARITY' logo. Navigation links for 'NONPROFITS', 'INDIVIDUALS', 'RESOURCES', 'SIGN IN', and 'SIGN UP' are visible. A large banner features a colorful illustration of a neighborhood with a person on a bicycle and a grocery store, with the text 'DONATE to EDUCATE' overlaid. Below the banner, the URL 'purecharity.com/scc-books' and the hashtag '#MADDISFRIDGENWA' are displayed. A circular logo with a stylized 'G' is on the left. The main title is 'Help Bring Hunger Awareness to Local Schools' with a location pin for 'Arkansas, United States' and 'by Samaritan Community Center'. A progress bar shows 'Amount Raised' at '\$1,545'. On the right, statistics are listed: '\$1,545 One-time Goal', '\$0 Still Needed', '35,000 Lives Impacted', and '0 Days To Go'. A 'Backers' section with a 'View all' link is also present.

Maddi's Fridge weaves this reality of childhood hunger into a story of friendship and community in a light-hearted way that children are able to relate and respond. This delightful story activates compassion for their hungry classmates and encourages them to "help friends who have empty refrigerators."



This section includes a 'Region Map' showing the location in Arkansas, United States. Below the map are 'Share this Fundraiser' buttons for Email, Facebook, and Twitter. A text input field shows the URL 'https://www.purecharity.com' with a share icon. An 'Embed this widget' section provides a preview of the fundraiser widget and the URL 'https://www.purecharity.com'.

The widget displays the title 'DONATE to EDUCATE' with the hashtag #MADDISFRIDGENWA. It indicates the campaign is 'Funded - May 14, 2015'. The main title is 'Help Bring Hunger Awareness to Local Schools' by Samaritan Community Center, with '35K Lives Impacted' and 'Arkansas, United States' listed. A brief description repeats the book's theme. At the bottom, it shows 'One-time Donations' totaling '\$1,545' and '\$1,545 One-time Goal' with '\$0 Still Needed'.

Join us in bringing *Maddi's Fridge* to elementary school libraries across Northwest Arkansas. By sharing this colorful book, we are empowering a generation to aid in the fight against childhood hunger.



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Local Blog Contributions

Maddi's Fridge book to help 'friends who have empty refrigerators' in NWA

APRIL 17, 2015 | BY: NWMAMAS



Every week, **Samaritan Community Center** sends over 7,500 **Snackpacks** to preschools and elementary, middle and high schools throughout NWA to be distributed to children who are at-risk for hunger over the weekends and school breaks.

Fill Maddi's Fridge

MAY 1, 2015 / DANIELLE MAY / 0 COMMENTS

Danielle May, grant writer for the Samaritan Community Center, brings us a powerful opportunity to combat childhood hunger in Northwest Arkansas. I met Danielle through [If:Gathering NWA](#) and each time I talk with her I am blown away by her love and service for people in need. We believe together that sharing stories brings awareness to our community needs which leads to action. I am excited and honored to share Danielle's vision for empowering children to fight hunger. - Bonnie King

The day was winding down, quickly approaching 2:00 on a beautiful Friday afternoon. The students in Room 213 were bouncing off the walls, eagerly looking forward to a couple of fun days away from school. Louis is trying to catch his breath. He just scarfed down his afternoon snack. He feels guilty because he didn't save it and try to make it last over the weekend. His mom woke up late so he missed the free school breakfast. He got in trouble twice this morning for not paying attention. He couldn't help but daydream about what they were serving for lunch today. Now he is dreading the weekend because it's the end of the month and his family is out of food stamps. Last night they ate the very last of the

I'm so excited to host one of my friends from Samaritan Community Center on the blog today. I learned about the amazing work of this organization after I moved to Northwest Arkansas. While I support hunger efforts around the world in multiple ways, I'm continually amazed at the issue right here in my back yard. Washington and Benton Counties consistently rank in the top 5 "hungriest" counties in our state. Juxtapose that with the income by county and you will find a significant discrepancy. Thankfully, the businesses in our area are great supporters and contributors to those making the greatest impact...but I love even more that it's a place the everyday person can make an exponential impact! So excited about the opportunity they are sharing below!!!

One out of every four children in Northwest Arkansas face the physical, emotional and behavioral challenges related to hunger and food insecurity. Studies have shown that in addition to anxiety, hunger has long-term consequences on children's health, education and futures. Hunger directly affects the health and well-being of children including recurring illness, obesity, depression, and other chronic health issues. Children that suffer from food insecurity often experience limited intellectual and social development, higher rates of absenteeism, and higher healthcare costs. As the children age, these issues compound and often carry on into adulthood along with poor financial attainment.



The evidence is overwhelming. But we can't simply toss this over to the growing mound of depressing news. One in four means in your child's classroom, there are likely five students unable to concentrate in class because an empty tummy demands their attention. It means the person sitting behind you at church has an empty fridge at home. It means your coworker is sacrificing their lunch so their family can have enough food to stretch until the beginning of the month when they get more food stamps. And it's not just certain schools or neighborhoods. It is every single school in Benton, Washington, Carroll and Madison Counties. Every day, over 25,000 stories of childhood hunger are happening in our community. How do we honor and redeem these stories?

DANIELLE May

“Maddi’s Fridge” Fundraiser & Awareness Campaign

<https://www.purecharity.com/scc-books>

Social Media - Graphic & Content Development, Community Management

Maddi's Fridge

04.14.15

#MADDISFRIDGENWA

is coming

Samaritan COMMUNITY CENTER

Samaritan Community Center
Page Liked · April 6, 2015 ·

#maddisfridgenwa

Like Comment Share

Cyndi Seal, Shannon Swope and 4 others

4 shares

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Instagram 43,743,748 likes

“Yuck!” Maddi said the next day.
“Oh!” Sofia said. “Double yuck.”
Fish may be good for kids,
but fish is not good for backpacks.
#MADDISFRIDGENWA

Samaritan Community Center
Page Liked · April 29, 2015 ·

In “Maddi’s Fridge,” Sofia sneaks food in her bag for her hungry BFF Maddi. Sofia soon discovers that, while fish and eggs are good for kids, they aren’t very good for backpacks. “Double yuck!” What’s the worst “double yuck” you’ve discovered in your fridge or the backseat of your car?
www.purecharity.com/scc-books #maddisfridgenwa

Like Comment Share

Gabriela Rodriguez, Brad Melton and 5 others

1 share 1 Comment

Danielle May Definitely the sippy cup with milk that rolled under the passenger seat in my car and hung out for a few weeks... super double yuck!!
Like · Reply · 1 · April 29, 2015 at 10:38am

Write a comment...

People You May Know See All

Julia Lever 48 mutual friends
Add Friend

You did it!!!

#MADDISFRIDGENWA

Samaritan Community Center
Page Liked · May 5, 2015 ·

Today something special happened. A tiny dream came true. And all of YOU helped make that happen! As of this afternoon, the Maddi’s Fridge Project to bring hunger awareness to local elementary schools has been 100% funded! We will be distributing the books to the school libraries in the coming weeks, and you’ve helped empower a generation to join the fight against hunger. Great work, team! #maddisfridgenwa

Like Comment Share

Nina Riehlmaier, Bonnie Culp King and 11 others

1 share 3 Comments

Bonnie Culp King Woo hoo!!!! So awesome!
Like · Reply · 2 · May 7, 2015 at 9:57am

Kristin Meeks Gardiner Very awesome!
Like · Reply · 2 · May 7, 2015 at 9:59am

Samaritan Community Center We are SO very excited!
Like · Reply · 2 · May 7, 2015 at 10:38am

Write a comment...