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Buffalo City Mission Launches Fall Campaign to Raise \$2.35 Million by End of 2018

Announcement Coincides with Launch of Third Annual “Mission Possible: Food Drive Challenge”

BUFFALO, NEW YORK (October 4, 2018) – Today, the [Buffalo City Mission](#) announced the launch of its annual Fall fundraising campaign and the kickoff of its third [Mission Possible: Food Drive Challenge](#) to help educate our younger generation on the importance of becoming an advocate for those who are less fortunate. Both initiatives represent important annual efforts to advance Mission’s work in providing critical programs and services for the homeless of Buffalo.

Through this year’s Fall campaign, the Mission asks for community support to help raise \$2.35 million between October 1 and December 31, 2018 – representing 32 percent of the organization’s annual budget. The campaign is a significant annual fundraiser that helps the Mission to provide the finances and resources necessary to sustain its year-round work in saving the poor and homeless.

Last year, the Mission served more than 170,000 meals and provided 70,000 safe nights of sleep shelter.

“With homeless up by 9 percent over last year, the need is still great. Our annual Fall campaign is an important time where we rely on the generosity of this special community,” said Stuart Harper, CEO and Executive Director of the Buffalo City Mission. “Our \$2.35 million goal will enable us to continue providing the services and programs that have the power to rescue, change and transform lives. Every contribution, from every individual, will have meaningful impact that helps us continue our work in serving the community.”

The Mission coincided this campaign launch by kicking off its third year of Mission Possible: Food Drive Challenge, where students across Western New York will compete to collect the most canned goods possible for the Buffalo City Mission. The Mission Possible Program student teams will come together to develop a vision and strategy of how to track, measure and accomplish goals, and earn character milestone “badges” that recognize the importance of being a visionary, having kindness, compassion, generosity, and also being a community changer. Last year’s program raised more than 30,000 canned goods that



provided more than 8,000 individual meals for the homeless.

“Last year’s winner of the 2017 Mission Possible Food Drive Challenge was St. Mary’s Elementary School, raising over 4,780 canned goods between both challenge periods and exceeding their goal by 717 percent” said Aubrey Calhoun, Associate Executive Director for the Mission. “This annual challenge represents the very best of giving back from our region’s younger generation. The overwhelming success of last year’s program by raising more than 30,000 canned goods that provided more than 8,000 meals for the areas demonstrated the power of teamwork, creativity and character to help those who are homeless and our community neighbors who are struggling to meet their practical food needs.”

“This program enables our community youth to become advocates and to develop important life skills to forge paths to future success, said Calhoun. “We salute all students involved in this year’s Mission Possible Food Drive Challenge, and we look forward to seeing what our students will be able to accomplish this year!”

“Citi is pleased to once again sponsor the great Mission Possible Food Drive School Challenge of the Buffalo City Mission. Partnering with the Buffalo City Mission on this student program to help end hunger, highlights our corporate mission to help address complex social and economic challenges around the world. Citi partners with strong community organizations, like the Buffalo City Mission, to develop ideas that drive progress and strengthen communities,” stated Robin L. Wolfgang, Communications Officer Buffalo Citibank.

“GEICO is pleased to again partner with the Buffalo City Mission and area schools,” said Deanna Rizzotto, Regional Public Affairs Coordinator for GEICO. “Together, we will make a positive impact on the lives of our neighbors and take steps to help end hunger and homelessness.”

The competition will take place in two, 12-week challenge periods, with the first from October 2 to December 14, 2018 and second from February 5, 2019 to April 19, 2019. Features include, but are not limited to, a rolling [e-scorecard](#) to track team progress, creative activations with contributed canned goods, ongoing rallies, awards, and active involvement from the Challenge mascot, Agent Can Man. The goal is to generate 35,000 canned goods to assist the hungry and homeless.

This year’s Mission Possible challenge is sponsored by key community partners, Rich Products, Citi, Geico, Windsong Radiology Group and Clover Group. Together, these partners have provided more than \$50,000, which helps advance the Mission’s work and programs.

To learn more about the annual Fall campaign and how your donation can help



restore a life of a fellow Buffalonian, visit buffalocitymission.org.

To learn more about Mission: Possible and how to register your team, bcmpossible.org/register.

To stay updated on both initiatives, follow Buffalo City Mission on [Facebook](#) and [Twitter](#).

About the Buffalo City Mission

The Buffalo City Mission, founded in 1917, is a nonprofit organization providing preventative, emergency, and transitional housing programs to thousands of people who are homeless and impoverished every year. The Mission includes a Women and Children's Shelter (Cornerstone Manor), the Men's Community Center, and the Dick Road thrift store to serve the Western New York community. For more information, please visit buffalocitymission.org or call (716) 854-8181.

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About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. <http://www.citigroup.com/citi/>

About Clover Group

Clover Group, one of Western New York's largest developers and managers of independent senior living has filled a much needed void in the housing market across the United States. With over 2,500 apartments in their senior living portfolio, they have perfected the niche. Clover Group President, Michael Joseph stated: "We're proud we've been able to make such a difference in the Senior Community." Clover Group's portfolio includes local and out of state residential and senior apartments, commercial property, as well as management of condominium associations. Clover Construction Management performs ongoing construction for the growing portfolio. For more information on Clover Group please visit www.clovergroupinc.com.

About GEICO



GEICO (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the second-largest private passenger auto insurance company in the United States. GEICO, which was founded in 1936, provides millions of auto insurance quotes to U.S. drivers annually. The company is pleased to serve more than 16 million private passenger customers, insuring more than 27 million vehicles (auto & cycle). For more information, go to www.geico.com.

About Rich Products Corporation

Rich's, also known as Rich Products Corporation, is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, appetizers and specialty toppings, our products are used in homes, restaurants and bakeries around the world. Beyond great food, our customers also gain insights to help them stay competitive, no matter their size. Our portfolio includes creative solutions geared at helping food industry professionals compete in foodservice, retail, in-store bakery, deli, and prepared foods, among others. Working in 100 locations globally, with annual sales exceeding \$3.7 billion, Rich's is a global leader with a focus on everything that family makes possible. Rich's®—Infinite Possibilities. One Family. Learn more at Richs.com or join the conversation on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

About Windsong Radiology

Windsong Radiology Group, PC is the largest free standing radiology facility in Western New York and one of the busiest in the nation. It is a full-service diagnostic imaging practice staffed by 19 Board Certified and Fellowship trained radiologists who deliver cutting edge service. It was the first center in the area to be recognized as a Breast Center of Excellence by the National Accreditation Program for Breast Centers and provides minimally invasive procedures in its interventional and vascular clinic. The practice has the reputation of pursuing and acquiring the most advanced technology available. The Group works closely to ensure the least invasive and most medically appropriate procedures.