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Buffalo City Mission’s “Mission Possible Food Drive Challenge” Raises More Than 25,000 Canned Goods for the Region’s Poor and Homeless

Milestone represents largest number raised in the competition’s first challenge period



BUFFALO, NEW YORK (February 6, 2020) – Today, the Buffalo City Mission announced the results of the 2019 10-week challenge period for its Mission Possible Youth Incentive Program, a community wide initiative that brings together area schools, church youth groups and other youth programs to engage students of all ages in an exciting, educational, and action-orientated food drive challenge.

It was a record-setting period for the competition, which collected 25,003 canned goods – a 4.5 percent increase from last year’s first challenge period – which will help to feed more than 6,250 hungry individuals.

“The Mission Possible Food Challenge is driven by the cross-generational impact that we all can make in the lives of our community’s homeless,” said Aubrey Calhoun, Associate Executive Director for the Buffalo City Mission. “As this challenge period comes to a close, we are amazed by the inspirational work, creativity and commitment of everyone who has dedicated time to help neighbors in need. From last October to December, we saw a record number of participating teams and canned goods raised.



Our momentum continues, and we are grateful to everyone who is helping to make a meaningful difference.”

Twenty-four schools, youth groups and student organizations – not including sponsors or the community – engaged across the region, including 13 new schools and churches.

The competition challenged participating teams 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.

This year’s top Mission: Possible winners are:

Champion: Christian Central Academy

- 1,000 cans collected – more than 333% of their projected goal

Second Place: West Buffalo Charter School

- 1,030 cans collected – more than 206% of their projected goal

Third Place: Centerpointe Community Church

- 570 cans collected - more than 142% of their projected goal

The Buffalo City Mission thanks its key community partners, Rich Products, Citi, GEICO, Wegmans Food Markets, and Clover Management Group, with supporting sponsorship from Windsong Radiology Group and National Grid. Together, these partners have provided more than \$59,500, which helps support the Mission’s Afterschool and Summer Camp Programming for children who reside at the Mission, and the surrounding community.

We also thank GEICO and Windsong Radiology Group for hosting dedicated can drives that their internal staff facilitate support this year’s Challenge.

“Wegmans applauds the inspirational work of this year’s Mission Possible teams,” said Michele Mehaffy, Consumer Affairs Manager for Wegmans Food Markets. “In our first year as a sponsor of this competition, it has been a privilege to be part of a memorable experience that makes such a positive difference for our community’s poor and homeless. Our company believes in the strength of people working together to make a difference, and we are honored to be part of this initiative with the Buffalo City Mission.”

“GEICO salutes the students, groups and organizations who made this year’s competition a great success,” said Mehreen Khan, Customer Service Supervisor for GEICO. “Through the spirit of teamwork and creativity, Mission Possible continues to



show how we can learn important life skills, achieve great things, and create meaningful change to help alleviate homelessness in our community.”

To learn more about Mission: Possible and how your school can register for the next year’s challenge, contact Sue Cervi at (716) 854-8181, ext. 408.

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 \$4 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](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

About Wegmans Food Markets

Wegmans Food Markets, Inc. is a 99-store supermarket chain with stores in New York, Pennsylvania, New Jersey, Virginia, Maryland, and Massachusetts. The family company, recognized as an industry leader and innovator, celebrated its 100th anniversary in 2016. Wegmans has been named one of the '100 Best Companies to Work For' by FORTUNE magazine for 22 consecutive years, ranking #3 in 2019. The company was also ranked #1 for corporate reputation among the 100 most visible companies, according to the 2019 Harris Poll Reputation Quotient® study.