

To the judges of the
Wisconsin Newspaper Association's
Better Newspaper Contest,
c/o the Community Engagement Award

10/17/2022

Dear judges,

Every year, the USA TODAY NETWORK-Wisconsin partners with Feeding America Eastern Wisconsin to raise money and feed our neighbors in the communities served by our papers. This includes Outagamie, Brown, Milwaukee, Sheboygan, Manitowoc, Fond du Lac, Oshkosh, Marathon, Wood, Portage, Door, Oconto and Kewaunee counties at least, though donors in other counties served by Feeding America are allowed to designate that their donation return to their community.

The campaign, known as "Stock the Shelves" and spearheaded by the staff at the Post-Crescent in Appleton, has been an annual occurrence since 2010. In that time, the campaign has raised enough money for more than 15 million meals, according to Feeding America, with the money for more than 650,000 of those meals raised last year.

In addition to funds raised from readers, we line up a collection of credit unions to provide a matching donation for a portion of the funds and help stretch those reader-donated dollars. We chose to partner with Feeding America because each dollar collected can translate to \$10 worth of food, thanks to their ability to buy in bulk and organize resources.

Attached in this submission is my introductory column, which ran online only and was updated throughout the month as additional stories were published. I've also attached three of the enterprise pieces we wrote to encourage donations, and Vice President of News Jim Fitzhenry's thank-you column which ran in November's Thanksgiving issue along with the spadea ad thanking donors for their contributions. Those were among the 44 stories we published during the campaign.

As I write this submission, I and my team are already in the midst of 2022's campaign, hoping to again reach out and engage our readers.

I hope you will consider our efforts for the Community Service Award.

Sincerely,

Taima Kern

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