



Fact Sheet

The South Plains Food Bank's 39th Annual U Can Share Holiday Fund Drive is a community-wide effort to feed those in need across the South Plains.

History: U Can Share began as a service of Skip Watson & KCBD News Channel 11 in November of 1982.

Main Headquarters: United Supermarkets at 82nd and Frankford

Date of Drive: Monday, December 6th through Friday, December 10th, 2021

U Can Share Events:

- Check-Out Hunger: All United Supermarkets & Market Street locations
- Online Auction: www.spfb.org/ucanshare2021
- Virtual Food Drives: www.spfb.org/ucansharevfd
- Various Fund Drives throughout the area

Goal: 750,000 meals (or \$250,000 cash)

Mission: 1 in 7 people across the South Plains are food insecure. 1 in 3 are children. The food and funds collected during the drive help us serve the hungry well into the new year for families in need.

Sponsors of the Day: These are area businesses and organizations who make a financial contribution to sponsor a day of the fund drive. These partners are featured on KCBD and share their total food/monetary donations collected for the drive.

TV Coverage Sponsor, Prosperity Bank: Prosperity Bank has partnered with the SPFB to help cover the cost of TV coverage. Live and continuous coverage are given multiple times throughout the day.

Serving: Over 108 agencies & churches help provide 85,000 meals a week and food to over 98,000 unduplicated people each year.

Supporting: The SPFB services 20 counties with a population of over 500,000 people. 2020 has seen need in the South Plains increase to over 150,000 people.

TV Sponsor, KCBD News Channel 11: For 39 years, KCBD has partnered with the SPFB to help raise awareness about hunger across the South Plains. Features are Monday-Friday at 6:00am, 12:00pm, 4:00pm, 5:00pm, 6:00pm and 10:00pm. The wrap-up will be on Friday at 10:00pm.

If you need more information, please feel free to contact us at vmorelion@spfb.org or visit us online at www.spfb.org/ucanshare2021.