



September 1-30 Peanut Butter Drive 2023

Who is NiHao?

As an affinity group of the North Texas Food Bank, NiHao Food Bank Initiative is a Chinese American volunteer-driven grassroots movement. NiHao focuses on raising awareness about hunger in the United States, improving community engagement, promoting the positive image of Chinese Americans, and directing resources and contributions toward the North Texas Food Bank to fight hunger. We give where you live, and have donated over **1.1 million meals** to North Texas communities in the past two years. #NiHaofoodbankinitiative #FightHunger #PeanutButterDrive

What is the Peanut Butter Drive?

- The Peanut Butter Drive is a community-led campaign where cities, schools, companies, faith-based organizations, and groups of all sizes work together in a friendly competition to collect peanut butter and raise funds. In 2022, we welcomed participants from all 13 counties in NTFB's service area and collected nearly **350,000 \$/lbs.**

Why Peanut Butter?

- Peanut butter and other kinds of nut butter are kid-friendly, nutritious, and high in protein. It's also a food often considered expensive, therefore not an item that is donated often.

What is the goal for 2023?

- This year's goal is **400,000** dollars raised and pounds collected.
 - **125,000 pounds** of peanut butter for immediate distribution, and
 - **\$275,000** to purchase peanut butter throughout the year

For more details, please check our social media:

- Instagram: @nihao_foodbank_initiative
- Facebook: @NiHao Food Bank Initiative
- LinkedIn: @NiHao Food Bank Initiative
- Website: <https://nihaofoodbankinitiative.weebly.com/>