



Northeast Iowa Food Bank Promotes Abby Turpin to Director of Development, Marketing, and Communications

Waterloo, IA (August 20, 2025) – The Northeast Iowa Food Bank is pleased to announce the promotion of Abby Turpin to Director of Development, Marketing, and Communications, expanding her role on the Executive Leadership Team. Formerly Director of Marketing and Communications, Turpin will now oversee fundraising, events, marketing, communications, volunteer engagement, and public relations, leading a six-person team dedicated to fighting hunger across 16 northeast Iowa counties.

Turpin joined the Food Bank's Executive Leadership Team in October 2024, after a career in television news and in marketing and communications roles with the national nonprofits Keep America Beautiful and Big Brothers Big Sisters of America.

"Abby blends strategic thinking with creativity in a way that strengthens community support," said Barbara Prather, Executive Director of the Northeast Iowa Food Bank. "Since she first volunteered with us, her sincerity, care for our mission, and gift for storytelling have helped our community understand who we are and why our work matters. Her dedication to advancing our mission makes this promotion a natural next step, and we're proud to have her on our team as we fight food insecurity in northeast Iowa."



At the Food Bank, Turpin has guided initiatives that strengthened fundraising, expanded donor engagement, and increased the organization's social media reach. She serves as one of the strategic leads on the \$14 million Capacity

Campaign, developed the Team NEIFB monthly giving program, and helped launch the NEIFB Advocacy Team to amplify the organization's voice on policy issues. Drawing on her media background, she brought marketing and video production in-house, building internal capacity to extend the Food Bank's reach and maximize resources.

"I'm honored to step into a broader role connecting more people to the Food Bank's mission," Turpin said. "Every day, I see our team's dedication, whether it's sourcing, packing, and distributing food, or building partnerships and engaging the community, and I'm proud to be part of that work. As a parent, knowing that one in six children in our region faces hunger inspires me to find solutions that make a real difference for families. At its core, this role is about working together as a community to ensure everyone has the food they need."

Outside the Food Bank, Turpin owns APT Communications, Marketing, and Media, and lives in Waterloo with her husband and daughter. She officially began her new role on August 18.

For more information about the Northeast Iowa Food Bank, please visit neifb.org.

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About NEIFB: The Northeast Iowa Food Bank (NEIFB) is a proud member of Feeding America® and the Iowa Food Bank Association. NEIFB distributes nutritious food and grocery products to over 140 nonprofit organizations and programs that help families and individuals facing food insecurity. Last year, the Food Bank distributed over 8.4 million meals within its 16-county service area. For over 40 years, the Food Bank has alleviated hunger and provided nutrition education through its eight programs: Agency Distribution, Backpack, Cedar Valley Food Pantry, Kids Café, Mobile Food Pantry, School Market, Senior Nutrition, and Summer Feeding. To learn more, visit neifb.org and follow us on social media.