



Northeast Iowa Food Bank Announces Plates for a Purpose Initiative to Build Community Support Through Local Restaurants

WATERLOO, Iowa (March 6, 2026) — The Northeast Iowa Food Bank is launching a new community initiative, Plates for a Purpose, designed to grow support in the fight against food insecurity through partnerships with local restaurants.

At participating locations, customers will see table and menu materials inviting them to make a simple gift to help support children, families, and seniors who may not know where their next meal will come from.

Plates for a Purpose builds on the Food Bank's newest cause-marketing effort, Driving Out Hunger, which invited local auto dealerships to donate a portion of oil change proceeds during the month of December. Bill Colwell Ford, Rydell Chevrolet, and Dan Deery Toyota participated in the inaugural year.



"We're passionate about creating new ways to raise awareness about food insecurity and invite community support," said Abby Turpin, Director of Development, Marketing, and Communications. "We hope this initiative encourages people to recognize that not everyone can afford to enjoy a meal out. For those who can, it's a simple way to show they care and help make a difference."

"Restaurants are such a gathering place in our community," said Barbara Prather, Executive Director of the Northeast Iowa Food Bank. "When local businesses step forward in ways like this, and customers choose to give while they dine, it helps ensure more children, families, and seniors across our 16-

county service area can access food when they need it, served with dignity and compassion.”

Restaurants interested in joining Plates for a Purpose can contact Megan Beaman, Donor Relations Manager, at mbeaman@neifb.org. Participating restaurants will be recognized with a social media post and logo placement on the Plates for a Purpose page on the Food Bank’s website.

To learn more about other initiatives and current Food Bank news, 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.