

Leaving on an Orange Note

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By Kate Hindin

I can't think of a better way to end my time at the Food Bank For New York City – I will be moving back to California at the beginning of February – than with the success of our NYC Goes Orange campaign. Turning New York Orange is no easy feat, and over the past year and a half I have been able to help light the city Orange twice – raising more than six million meals for New Yorkers in need!

The success of this annual food, fund and awareness raising campaign rests entirely on the enthusiasm of New Yorkers – young and old, from Staten Island to the Bronx – who come together with their families, friends and businesses to help our hungry neighbors. A campaign that began as a single week now lasts the entire holiday season and incorporates more than 300 partner organizations. This campaign would not have been possible without the generous support from our sponsors: Barclays, FedEx, Deutsche Bank, Bloomberg, BNP Paribas, Credit Suisse, Vanguard Direct, Disney, Cadwalader, Wickersham & Taft, and Goldman Sachs. The campaign is also made possible by the dozens of fundraising events that took place across the city– from Z100's Jingle Ball at Madison Square Garden to the delicious "Go Orange" cupcakes and cookies at Bay Ridge's Ivy Bakery – along with the more than 300 virtual and traditional food drives, which alone raised over 250,000 meals for hungry New Yorkers!

I would like to personally thank everyone who participated in the campaign and helped make it our most successful to date! Whether you partnered with the Food Bank, volunteered at an event, donated or helped spread the word – you helped make a real difference for New Yorkers in need.

Though I may no longer have the opportunity to light New York City orange, my time here has been transformed by the color – and I will never forget the experiences and opportunities I have had at the Food Bank!

