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**FOR IMMEDIATE RELEASE:**

**Walmart and Sam's Club Fight Hunger. Spark Change Campaign Returns to the Inland Empire to Help People Facing Hunger**

*Taking place in stores, clubs, and online, the 12th annual campaign supports local hunger relief efforts*

**Riverside, CA March 4th, 2025** – For the 12<sup>th</sup> straight year, all U.S. Walmart stores and Sam's Club locations are launching the Fight Hunger. Spark Change. campaign, including right here in the Inland Empire.

The goal of the annual cause marketing campaign is to provide people facing hunger with access to the food and resources they need to thrive. Here's how it works:

The campaign will run in stores and online from March 1-March 31, with three ways for shoppers to participate:

- By donating at check-out in stores or clubs or round up at Walmart.com and the Walmart app.
- By purchasing participating products\* in-store or online at Walmart.com or SamsClub.com. For every purchase of a participating product, the supplier will donate the monetary equivalent\*\* of at least one meal (\$0.10) on behalf of a Feeding America partner food bank at Walmart and five meals (\$0.50) at Sam's Club, up to applicable limits. See specially marked packages for full details.
- By donating at Feeding America's Fight Hunger. Spark Change. campaign donation site at either [www.feedingamerica.org/walmart](http://www.feedingamerica.org/walmart) or [www.feedingamerica.org/samsclub](http://www.feedingamerica.org/samsclub)

Since its inception in 2014, the campaign has generated more than \$206 million and helped secure 2 billion meals\* for the Feeding America® network of local food banks.

“The Fight Hunger. Spark Change. campaign empowers our neighbors to make a real difference while going about their daily shopping,” said Feeding America Riverside | San Bernardino (FARSB) CEO, Carolyn Fajardo. “We are incredibly grateful to once again be part of this impactful initiative, bringing hope and nourishment to those who need it most.”

Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families. Yet in 2023, [47.4 million people—1 in 7 people](#)—experienced food insecurity in the U.S.

Those are the highest numbers in a decade, underscoring the need for more charitable food assistance in the Inland Empire and beyond.

“For the past 20 years, Feeding America, Walmart and Sam’s Club have worked together to fight hunger and help people live better in the communities we serve,” said Julie Gehrki, president, Walmart Foundation and senior vice president, philanthropy at Walmart. “During the Fight Hunger. Spark Change. campaign, we invite our customers and members to join us in providing access to food for our neighbors by supporting Feeding America Riverside and San Bernardino Counties.”

The 24 participating suppliers for Walmart include: B&G Foods, Inc., Bush Brothers & Company, Celsius, The Coca-Cola Company, Conagra Foods, Dole Packaged Foods, LLC, Ferrero USA, General Mills, Hershey Salty Snacks, Kellanova, Keurig Dr. Pepper, Kodiak, Kraft Heinz, Lipton Tea, Ben’s Original, Materne, Mondelez International, Olipop, Pepsi-Cola Advertising & Marketing, Inc., Hidden Valley Original Ranch, The Hain Celestial Group, WK Kellogg Co, Unilever and Utz Quality Foods

The six participating suppliers for Sam’s Club include: Kellanova, Kodiak, Kraft Heinz, General Mills, Nestlé and Unilever

For more information, visit: [feedingamerica.org/campaigns/fight-hunger-spark-change](https://feedingamerica.org/campaigns/fight-hunger-spark-change)

*\*Currently, \$1 helps provide at least 10 meals secured by Feeding America® on behalf of local partner food banks.*

*\*\* For every purchase of a participating product, the supplier will donate the monetary equivalent of at least one meal (\$0.10) on behalf of a Feeding America partner food bank at Walmart and five meals (\$0.50) at Sam’s Club, up to applicable limits. See specially marked packages for full details.*

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### **About Feeding America Riverside | San Bernardino**

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. FARSB opened in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. Today, FARSB is the primary food source for over 250 local nonprofit organizations, distributing over 3.1 million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more. With the help of these community partners, they make up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over one million households every year. Feeding America Riverside | San Bernardino proudly holds the 2024 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit <http://www.FeedingIE.org>

### **About Feeding America**

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment. We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more.

## **Walmart**

Walmart Inc. (NYSE: WMT) is a people-led, tech-powered omnichannel retailer helping people save money and live better — anytime and anywhere — in stores, online, and through their mobile devices. Each week, approximately 255 million customers and members visit more than 10,500 stores and numerous eCommerce websites in 19 countries. With fiscal year 2024 revenue of \$648 billion, Walmart employs approximately 2.1 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy, and employment opportunity. Additional information about Walmart can be found by visiting [corporate.walmart.com](https://corporate.walmart.com), on Facebook at [facebook.com/walmart](https://facebook.com/walmart), on X (formerly known as Twitter) at [twitter.com/walmart](https://twitter.com/walmart), and on LinkedIn at [linkedin.com/company/walmart](https://linkedin.com/company/walmart).

## **Sam's Club**

Sam's Club, the \$86 billion division of Walmart Inc. (NYSE: WMT), is a membership club that is pioneering the retail experience, providing exclusive access to value, convenience and modern omnichannel shopping options to millions of members in 600 clubs across the U.S. and Puerto Rico. With over 40 years of innovating in the category, Sam's Club continues to redefine club membership shopping with its curated assortment of quality fresh food and Member's Mark® items, in addition to market leading technologies and services like Scan & Go™, curbside pickup and home delivery. Visit the [Sam's Club Newsroom](#), shop at [SamsClub.com](https://SamsClub.com) or connect with Sam's Club on [LinkedIn](#), [X](#), [Facebook](#), [Instagram](#), [TikTok](#) and [Pinterest](#).

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