



[FOR IMMEDIATE RELEASE]

WeSERV Ignites Awareness and Action for Community Well-Being

[Chandler, AZ, May 2, 2024] - Members of West and SouthEast REALTORS® of the Valley, Inc. (WeSERV) are stepping up once again to champion the cause of community well-being. Through their initiative, Ignite Others, they are shedding light on the critical issues of housing and food insecurities individuals and families face in their communities.

The Ignite Others campaign is a call to action, urging everyone to unite to make a lasting impact and bring positive change to our communities. By joining forces, WeSERV aims to ignite awareness, inspire action, and shine a light on the challenges faced by our neighbors.

One of the key partnerships in this endeavor is with the Arizona Food Bank Network (AzFBN). Through donations to AzFBN, every dollar contributed translates to approximately 5 pounds of nutritious produce distributed to food banks throughout Arizona. It means that a donation of \$20 can provide around 1,000 pounds of fruits and vegetables to those in need.

AzFBN collaborates with five Feeding America food banks in Arizona, supporting nearly 1,000 smaller food pantries and hunger relief organizations. This network ensures that essential food reaches individuals and families facing food insecurity across the state.

Furthermore, AzFBN's impact extends beyond Arizona, as they work with Feeding America food banks across the southwest and beyond to share produce and combat hunger on a regional scale. In 2023 alone, AzFBN redirected over 33 million pounds of nourishing fruits and vegetables from being wasted, contributing significantly to the fight against food insecurity.

AzFBN has been at the forefront of developing solutions to end hunger through food banking, public policy advocacy, and innovative initiatives for four decades.

WeSERV is also extending its support beyond monetary donations. As part of their commitment to lighting the way for those in need, WeSERV is donating keychain flashlights to food banks and shelters. These small but impactful tools will help individuals navigate dark or unsafe environments, providing security and hope.

"WeSERV is proud to partner with AzFBN in our Ignite Others campaign," said Lori Reiland, 2024 Grant Workgroup Chairperson at WeSERV. "One of our primary goals is to raise funds to secure 1,000,000 pounds of food for food-insecure Arizonans. Currently, we've obtained enough funding to cover 100,000 pounds of food, leaving us with a goal of 900,000 pounds to reach! Together, we can make a meaningful difference in the lives of our neighbors and create stronger, more resilient communities. Together, we shine brighter!"

You can contribute to this important cause and help WeSERV reach its goal by supporting the Ignite Others campaign. Donations to Arizona Food Bank Network can be made online at <https://bit.ly/ignite-others-2024>. The Ignite Others fundraising drive will continue through Friday, May 31, 2024.

For more information about WeSERV and the Ignite Others campaign, please visit <https://weserv.realtor>.

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The Arizona Food Bank Network (AzFBN) is a coalition of 5 regional food banks and nearly 1,000 food pantries and agencies working together to address hunger in Arizona. Each month, this network helps feed more than 450,000 food-insecure people in all 15 counties in Arizona. If you need help or know someone who does, visit our food bank directory to find one near you. You might be surprised to find one in your neighborhood! Many times, churches and neighborhood centers will have a food pantry. Learn more at <https://azfoodbanks.org>.

West & SouthEast REALTORS® of the Valley, Inc. (WeSERV), established in 1946, is a member-driven, not-for-profit REALTOR® trade association that serves over 25,000 REALTORS® and affiliates throughout Cochise, Maricopa, Pinal, and Santa Cruz Counties. Association volunteers and the Member Services Team work together to deliver resources, services, and education with a vision to be One Premier Association and the mission to provide services that lead to member prosperity. WeSERV also advocates for members and works to protect the real estate industry. Find more information at <https://weserv.realtor>.

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Contact:
Dawn Crawford
Marketing Director
dcrawford@weserv.realtor
623-889-3753
West & Southeast REALTORS® of the Valley
<https://weserv.realtor>