

# Ms. Cheap's Penny Drive

Benefiting Second Harvest Food Bank of Middle Tennessee

*Presented by The Tennessean, Pinnacle Financial Partners,  
Wilson Bank & Trust and Kroger*



## Did you know that 1 in 7 Middle Tennesseans struggles with hunger?

Mary Hance, Ms. Cheap, created Ms. Cheap's Penny Drive in 2009 to heighten awareness of local hunger issues and to raise money to feed hungry people.

Since 2009, the Penny Drive has raised more than \$390,000 to help feed hungry children, families and seniors in our community.

You can make a big difference with the change in your pocket. For every \$1 donated, Second Harvest can provide 4 meals to our neighbors in need.

In Middle Tennessee, 1 in 7 people including 1 in 5 children are at risk of hunger – not knowing when or where they will find their next meal. Second Harvest's mission is to feed hungry people and work to solve hunger issues in our community. The demand for food assistance continues to increase, requiring Second Harvest to distribute more food to more people more often – and we need your help.

Please give and give often. Ms. Cheap's Penny Drive runs November 1<sup>st</sup> - January 31<sup>st</sup>.

Penny cans are available at Second Harvest, Pinnacle Financial Partners and Wilson Bank & Trust locations.

Together, we can **FEED MIDDLE TENNESSEE.**

# 11 Ways You Can Get Involved

- Keep a penny can at home or in your car and drop all your change in it every night.
- Give your child a penny or more for every minute he/she does homework or chores.
- Donate with your credit card on Ms. Cheap's Penny Drive Virtual Food Drive page. Learn more and donate at [shfbmt.convio.net/goto/PennyDrive2017](http://shfbmt.convio.net/goto/PennyDrive2017).
- Create a Penny Drive competition in the office departments to see which department can raise the most money. Add an incentive or a prize for the winning team. Everybody loves a challenge!
- Place a penny can at your workplace and encourage your coworkers and/or customers to drop spare change in it every chance they get.
- If your workplace has a company match program, collect as much as you can and have your company match it. Doubling your donation will double the impact!
- Use only bills (\$1, \$5 or \$10) when making purchases and put the leftover change into your penny can – you'll be amazed at how fast it adds up!
- Make your holiday gathering a "party with a purpose" and ask your guests to bring donations (change and checks) for Second Harvest instead of gifts for the host or hostess.
- Pass a penny can around at your garden club, book club or civic club meetings. Better yet, see if your club will take the Penny Drive on as a full holiday service project.
- Drop your change into your local Kroger's penny drive box at checkout.
- Share your penny drive story on social media using #mscheappennydrive, and encourage your network to participate.

**Learn even more ways to participate at  
[secondharvestmidtn.org/pennydrive](http://secondharvestmidtn.org/pennydrive)**