

Feed the Need – A project to support
ADFAC's 21st Anniversary



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Aid to Distressed Families of Appalachian Counties

*Working to Meet the Need
in East Tennessee
Since 1987*

You are probably aware that Aid to Distressed Families of Appalachian Counties – known to many as ADFAC – provides support to “the working poor” in our communities – families and individuals who fall into the very lowest income categories tracked by government agencies.

ADFAC provides crisis intervention and helps with housing, heating costs, emergency medical care, basic transportation – the things that help keep many of these individuals from crossing the line between getting by and losing their grip.

The need is great; you may have experienced it yourself in helping those who work for you – or would work for you if they could keep the rest of their lives from unraveling.

Anderson Counties restaurants are again rallying to “Feed the Need” and support the programs of ADFAC – Aid to Distressed Families of Anderson County. Similar to events you may have heard about in Knox County with approximately 70 restaurants, Feed the Need raised several thousand dollars and lots of awareness in our communities last year, while also creating business and visibility for local restaurants.

This year’s second-annual event will mark ADFAC’s 21st anniversary – and it doesn’t involve tickets or auctions or raffles or special schedules.

A county-wide marketing campaign is again being developed to drive customers through the doors of participating restaurants on Tuesday, Oct. 21 – there will be advertising and promotion in local media, and ADFAC will provide “table tents” and door signs for use in your establishment in the days and weeks leading up to the event.

We will encourage the people who live and work in Anderson County to eat out at participating restaurants Oct. 21 in support of the work ADFAC does every day, helping “the working poor” and those in the very lowest income categories make ends meet. (Thanks to great support from local media, last year’s promotion shined a spotlight on the participating restaurants, and this year’s promotion should be even bigger.)

In return, participating restaurants are asked to make a tax-deductible donation from their pre-tax sales on Oct. 21 to ADFAC (contributions are tax-deductible under section 501(c)3 of the IRS code).

A number of restaurants have already signed up for this year’s event, and we hope you’ll want to join them. This event and its promotion will send a clear message to our community – that we all stand together to help those in need.

Enclosed is a commitment form, along with promotional details about “Feed the Need.” We hope you’ll join the growing list of restaurants marking Oct. 21 on their calendars to benefit ADFAC’s programs in our communities.

Sincerely,

Rex Lynch Wimp Shoopman Sharon Wallace Tom Beehan Chris Hepler
Mayor Mayor Mayor Mayor Mayor
Anderson County Clinton Norris Oak Ridge Oliver Springs