



Walmart and Sam's Club Kick Off 13th Annual 'Fight Hunger. Spark Change.' In-store or online for Northern Illinois Food Bank

Rockford residents can turn everyday shopping into local meals for families in need.

Geneva, IL (April 6, 2026) – For the 13th consecutive year, all U.S. Walmart stores and Sam's Club locations are launching the [Fight Hunger. Spark Change.](#) Campaign, including right here in Rockford, IL.

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.

The campaign to benefit [Northern Illinois Food Bank](#) will run in stores and online from April 6-May 3, with three ways to participate:

- Donating or rounding up at checkout: [Donate](#) at the register in stores or clubs or round up your total on the Walmart app and website.
- By purchasing participating products**: Look for specially marked items in-store or online. Each purchase helps provide meals to our local food bank from participating brands. 1 item = 1 meal* at Walmart; 1 item = 5 meals* at Sam's Club.
- Giving directly: Visit Feeding America's Fight Hunger. Spark Change. campaign donation site at either www.FeedingAmerica.org/Walmart or <http://www.FeedingAmerica.org/SamsClub>

On April 9 from 10 a.m. to 12 p.m. the community is invited to the Walmart store at 3849 Northridge Dr. in Rockford, IL for a live kick-off event in the parking lot, where supporters can meet Steve Summers from The Bull, win festival tickets, enter a raffle to win gift cards, snap a selfie with Clementine, and learn more about the Northern Illinois Food Bank!

Since its inception in 2014, [the campaign](#) has generated more than \$227 million and helped secure more than 2 billion meals* for the Feeding America® network of local food banks.

“In Winnebago County, 1 in 6 adults and 1 in 4 children experience food insecurity. These are the highest rates in [Northern Illinois Food Bank’s](#) 13 county service area,” said Colleen Ahearn, Chief Philanthropy Officer of Northern Illinois Food Bank. Each year, the Fight Hunger. Spark Change. campaign reminds us that strong communities are built when neighbors support one another. The generosity of shoppers and the year-round support from [Walmart and Sam’s Club](#) are making a real difference in the fight against hunger.”

Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families.

Yet nearly 48 million individuals, including more than 14 million children experience food insecurity in the U.S. the highest it’s been since 2014. This issue spans across all ages and demographics, affecting people in every county, parish and congressional district. It impacts children, seniors, young adults and working families of every background, location and/or disability.

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

"The Fight Hunger. Spark Change. campaign is built on the belief that small actions lead to significant impact. By partnering with Feeding America and their network of local food banks, Walmart and Sam’s Club are helping to bridge the gap for the millions of people facing food insecurity. Every donation and participating purchase helps secure the food and resources families need to reach their full potential. We are incredibly grateful for the generosity of our customers and members, and for the local food banks and relief agencies working on the front lines to serve our neighbors every single day," said Julie Gehrki, Senior Vice President, Philanthropy, Walmart Inc.

The 25 participating suppliers for Walmart include: Ben’s Original™, Bush Brothers & Company, Campbells, Chef Boyardee, Conagra Foods, Dole Packaged Foods, LLC, Frito-Lay North America, Inc., Garden Veggie Straws®, General Mills, Hershey Salty Snacks Company, Kellanova, Keurig Dr. Pepper, Kodiak, Kraft Heinz, Materne, Milo’s, Mondelez International, OLIPOP, RED BARON, The Clorox Company, The Coca-Cola Company, WK Kellogg Co, Unilever, Utz Quality Foods, and Welch’s® Fruit ‘n Yogurt™ Snacks.

The eight participating suppliers for Sam's Club include: General Mills, Hershey Salty Snacks Company, Kellanova, Kodiak, Kraft Heinz, Materne, Unilever, WK Kellogg Co.

For more information, visit: 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 NORTHERN ILLINOIS FOOD BANK

For over 40 years, Northern Illinois Food Bank has been dedicated to solving hunger and empowering neighbors. Our vision at [Northern Illinois Food Bank](#) is for everyone in Northern Illinois to have the food they need to thrive. A 501(c)(3) nonprofit organization and proud member of [Feeding America](#), we serve our neighbors in 13 counties with dignity, equity and convenience, providing 320,000 meals a day. We bring together manufacturers, local and corporate grocers, area farmers, corporations, foundations, and individuals who donate food and funding, and each week nearly 1,000 volunteers help us evaluate, repack, and distribute food. We also proudly partner with more than 900 food pantries, soup kitchens, shelters, and youth and senior feeding programs to provide nutritious food and resources. Our distribution centers are located in Geneva, Lake Forest, Rockford and Joliet. Find out how you can [get help](#), [volunteer](#), [donate](#) or [get involved](#) at SolveHungerToday.org, or follow us on [Facebook](#), TikTok, [Instagram](#) and [LinkedIn](#).

About Feeding America

Rooted in the voices of neighbors facing hunger, Feeding America® unites the country ensuring everyone has access to food and a thriving future. We support tens of millions of people as part of a nationwide network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs.

Powered by leaders and volunteers embedded in local communities, we are one of the nation's most effective food distribution systems driving immediate impact today—and a catalyst for long-term change through advocating for legislation that improves food security and work to address its factors. We partner with people experiencing

food insecurity, policymakers, organizations and supporters united with the unwavering commitment to provide nourishing food and work to end hunger at its roots so everyone can live fuller, healthier lives. Visit 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 270 million customers and members visit more than 10,750 stores and numerous eCommerce websites in 19 countries. With fiscal year 2025 revenue of \$681 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, on Facebook at facebook.com/walmart, on X (formerly known as Twitter) at twitter.com/walmart, and on LinkedIn at 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 or connect with Sam's Club on LinkedIn, X, Facebook, Instagram, TikTok and Pinterest.