



WDIY's Spring Membership Drive Provides 7,404 Meals to Second Harvest Food Bank

By WDIY

(Lehigh Valley, PA) – WDIY 88.1 FM's 2024 Spring Membership Drive provided 7,404 meals to individuals in need through Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania. The cost of the meals was covered through a partnership with Bethlehem-based financial services firm Valley National Financial Advisors.

Through this unique three-way partnership, every \$100 that was donated to WDIY during the station's fundraiser resulted in Valley National providing the funds to Second Harvest to deliver 15 meals. Second Harvest's network of agencies which receive meals include food pantries, soup kitchens, shelters, childcare facilities and rehabilitation facilities.

On Tuesday, June 4, Valley National Senior Vice President Laurie Siebert along with Valley National Vice President of Human Resources Ashley Santiago delivered the funds for the meals to the Second Harvest facility in Nazareth, PA. They were joined by Second Harvest Development Officer January Misero, Second Harvest Associate Executive Director Allison Czapp, Second Harvest Senior Development Officer Joanne Anderson, WDIY Executive Director Margaret McConnell, and WDIY Membership and Development Director Shamus McGroggan.

"We are extremely grateful for the continued partnership and generosity of Valley National Financial Advisors," McGroggan said. "It's rewarding that we can leverage our members' donations to provide food relief to those in need."

WDIY has used one of its membership drives each year to benefit Second Harvest since 2012. To date, WDIY's membership drives have provided over 117,000 meals to Lehigh Valley residents through similar partnerships. Valley National has partnered with WDIY to cover the costs of the meals since 2017.

"A stronger community is a stronger business for us," said Matt Petrozelli, CEO of Valley National about why his business chose to partner with WDIY again. "It's tremendously important that people have access to good quality food."

WDIY's 2024 Spring Membership Drive successfully wrapped up on Wednesday, April 17. The drive is an annual fundraiser for the station. The drive provides essential funding for the operation of the station.