



FOR IMMEDIATE RELEASE

Date: August 20, 2025

Neighbors Still Rebuilding — Bounty & Soul Launches *Feed It Forward* WNC 45-Day Challenge to Raise \$100,000

Black Mountain, NC — Nearly one year after Hurricane Helene tore through Western North Carolina, the devastation continues to ripple across communities. Homes remain uninhabitable, local farms are still working to recover lost harvests, shuttered businesses and restaurants have left many without steady work, and food insecurity has surged.

Bounty & Soul, a community-based nonprofit working at the intersection of food farms and health, operates 10 free markets weekly providing fresh produce to over 26,000 participants each month. Market participation has DOUBLED since the storm with an estimated 1 in 3 in WNC experiencing food insecurity. “Every week we meet new families at our free, fresh markets for the very first time,” said Ali Casparian, Executive Director of Bounty & Soul. “While the storm has passed, thousands of our neighbors are still weathering its lasting impact.”

To meet this growing need, Bounty & Soul has launched **Feed It Forward WNC**, a **45-day crowdfunding campaign** with the goal of raising **\$100,000 by September 27**—the one-year anniversary of Hurricane Helene. The campaign is made possible with presenting sponsorship from Quility, a Swannanoa-headquartered company whose partnership reflects the power of local businesses investing in the well-being of their neighbors.

Through Feed It Forward WNC, every dollar raised will directly support access to fresh, locally grown food for families across the region.

- **\$35** feeds a family of four fresh, nutritious food for a week.
- **\$100** fuels our Farmers Market Truck to bring fresh produce to 6 local markets in a week
- **\$500** provides 670 lbs of fresh bell peppers from a local WNC farm to neighbors in need
- **\$1,000** delivers 90 fresh food boxes each week to homebound neighbors
- **\$3,500** sponsors an entire fresh market, connecting families to healthy, local food
- **Every gift helps fuel recovery and restore dignity, health, and hope.**

Supporters are also encouraged to spread the word, multiplying the impact through community networks, email, and social media platforms.

“Feed It Forward WNC is more than a campaign,” added Ali Casparian. “It’s a community-powered movement to ensure that no family or individual faces an empty table while they rebuild their lives.”



The campaign runs through **September 27, 2025 with a virtual auction September 17-27, 2025**. To learn more, visit <https://bountyandsoul.org/feeditforwardwnc/>. To donate today, please visit: <https://tinyurl.com/feeditforward-wnc-donate>

About Bounty & Soul

Bounty & Soul is a community-driven organization based in Black Mountain working at the intersection of food, farms, and health. Together we connect, share, and celebrate nutritious food, education and community. Serving over 26,000 individuals each month, Bounty & Soul is building a healthier, more resilient community for all.

To learn more, get involved, or donate to support Bounty & Soul's work, please visit www.bountyandsoul.org.

Contact:

Ali Casparian

Founder & Executive Director, Bounty & Soul

community@bountyandsoul.org