

Gowrie Group Launches Matching Challenge with \$30,000 Donation to Benefit The Shoreline Soup Kitchens & Pantries



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Every year between November 1st and December 31st, [Gowrie Group](#), a prominent specialty insurance agency, challenges their local community of businesses and friends to team together to raise money to benefit [The Shoreline Soup Kitchens & Pantries](#) (SSKP). This year, Gowrie Group has set an ambitious goal of raising \$175,000 for the SSKP through their annual challenge.

Gowrie Group is launching this year's annual Challenge with a \$30,000 matching gift. Five local companies have stepped forward as Partner Sponsors: LC Doane Company, Tower Labs, BrandTech, Lenny & Joe's Fish Tale, and Sound Rigging Services. Together, the partner sponsors will provide an additional \$25,000 in matching funds.

Gowrie Group believes strongly in giving back to the local community and is committed to help end hunger along the Connecticut shoreline. This belief has led Gowrie Group to focus their charitable giving on supporting The Shoreline Soup Kitchens & Pantries every year since 2004. **Since the Gowrie Challenge began 15 years ago, this effort has raised more than \$1,650,000 to benefit the SSKP.**

Last year, the SSKP distributed enough food for over one million meals, through five pantries and nine hot meal sites, to people in need in the towns of Madison, Clinton, Westbrook, Old Saybrook, Essex, Old Lyme, East Lyme, Lyme, Deep River, Chester, and Killingworth. Over 8,000 of our neighbors in need registered at food pantries last year, and this year's need is just as high. The 2018 ALICE Report* showed that nearly one in three (30%) Connecticut residents struggle to meet their family's basic needs each month. ALICE stands for Asset Limited Income Constrained Employed, which is defined as individuals or families who have earnings above the federal poverty level, but below basic cost-of-living threshold.

Carter Gowrie, CEO of Gowrie Group shared, *"The Gowrie Challenge for the Shoreline Soup Kitchens & Pantries gets more exciting every year. This year we are striving to raise \$175,000. Please help the SSKP by making a donation between now and the end of the year. And don't forget to attend the Black Friday benefit concert at The Kate."*

Amy Hollis, Executive Director of the Shoreline Soup Kitchens & Pantries said, *“The Gowrie Challenge is a vital part of the Shoreline Soup Kitchens & Pantries Annual Appeal to the community. The funds raised by Gowrie’s corporate campaign go directly towards purchasing food for our five local pantries. I am grateful for joint efforts to meet the needs of our neighbors. Thank you to Gowrie Group and all who find ways to help provide food and fellowship. You make a difference!”*

Throughout the year, Gowrie Group and its employees donate time and services to soup kitchens and pantries across New England. Each summer, Gowrie employees prepare and serve a lunch at the SSKP meal site in Old Saybrook. Many Gowrie employees and their families also volunteer at their local food pantries and soup kitchen locations. The Gowrie team also works together to plan and host holiday food drives at many of the Gowrie office locations including Westbrook CT, Darien CT, Newport RI, Marshfield MA, Annapolis MD and Manchester NH. For this year’s food drives, Gowrie Group will be hosting a “Holiday Cereal Drive” focused on both kid-friendly and adult breakfast cereals.

JOIN THE GOWRIE CHALLENGE NOW - HOW YOU CAN HELP:

1. **Donate to the Gowrie Annual Challenge:** Donations can be made [online at SSKP.org](http://SSKP.org) (designate “Gowrie Challenge”), or by mail to The Shoreline Soup Kitchens & Pantries, Attn: Gowrie Group Challenge, P.O. Box 804, Essex, Connecticut, 06426.
2. **Attend the Black Friday Benefit Concert at The Kate:** Friday, November 29th at 8PM at The Katharine Hepburn Cultural Arts Center. Tickets are \$25** and are available online at www.thekate.org, or by calling the Box Office at 860.510.0453 (Proceeds benefit the Gowrie Challenge).
3. **Attend the Dancing to End Hunger Performance, Ahavah - Story of Christmas:** December 7th & 8th at The Morgan School in Clinton (Proceeds benefit the Gowrie Challenge).



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The Shoreline Soup Kitchens & Pantries. Since 1989, providing food and fellowship to those in need in the towns of Chester, Clinton, Deep River, East Lyme, Essex, Killingworth, Lyme, Madison, Old Lyme, Old Saybrook, and Westbrook. shorelinesoupkitchens.org

***The Middlesex United Way’s 2018 ALICE Report.** ALICE stands for Asset Limited Income Constrained Employed, is defined as individuals or families who have earning above the federal poverty level, but below basic cost-of-living threshold.

** **Black Friday Benefit Concert Ticket** prices are \$25 plus box office fees