



The mission of the Food Bank of Lincoln is to alleviate hunger in Southeast Nebraska.

Rich Bailey

Rich Bailey is a longtime loyal Food Bank friend, as in ... all 40 years kind of friend.

Bailey, a Lincoln native who co-founded Bailey Lauerman Marketing Communications in 1970, recently served as an honorary chair for the Raising Our Response campaign, which raised more than \$10 million to build a new Food Bank in Northwest Lincoln. The new facility is scheduled to open this spring. Bailey also served on the Food Bank of Lincoln's first Board of Directors.

“When the Cooper Foundation’s Jack Thompson invited me to chair the board of an exciting new organization in 1982, I was tempted to decline. But Jack was a guy you didn’t say no to,” Bailey said. “So, a group of us who didn’t know much about the concept said yes. Slowly we learned how it worked and accepted the challenge. At times we were skeptical, but we moved forward. Through the years we’ve benefited from the efforts of great executive directors like Bob Troyer, Wende Baker, the incomparable Scott Young and now his worthy successor, Michaella Kumke.



“Serving on that first board was an incredible honor. But more recent boards and executive directors have accomplished so much more than we could have envisioned in 1982. The success and the tremendous need have skyrocketed. Now as a new home is within sight, even greater success is in store. It’s so gratifying to see the level of support the Food Bank of Lincoln receives from the community. I know that support and the important role the Food Bank plays will continue to grow to new heights.”

Thank you, Rich, for 40 years of friendship and support.