



# Donor Impact

## REICHEL FOODS, INC

Rochester based Reichel Foods, Inc. is a leader in the value-added snack industry serving most of North America. Founded in 1997, Craig Reichel recognized a need for an easy, quick snack alternative in today's grab and go world.

Reichel Foods has always strived to make a difference, not only in their employees lives, but in sharing their success with others less fortunate.

For the past several years, Luke Reichel has brightened every Monday morning at the Ronald McDonald House when he drops by with a weekly donation of Dippin' Stix snacks. This gift supports families, body and soul. Packaged in individual, easy to go containers, the fresh and healthy Dippin' Stix snacks are very convenient for families.

In addition, this holiday season, Reichel Foods selected the Ronald McDonald House as their charity of choice. Reichel even offered the opportunity for the children staying at the House to design their company Christmas card. 16 year old guest Melissa's design was selected (see Melissa's photo opposite). Reichel Foods also invited all who attended their company Christmas party to donate an item from the Ronald McDonald House wish list. The donations received far exceeded their expectations. It was a meaningful way for Reichel Foods to share their passion for the Ronald McDonald House with their vendors and employees.



"Reichel Foods, Inc. is committed to our community. We are happy that we are able to make a small difference in the lives of families stressed with worry for their ill children. We firmly believe that lending a hand and giving back to our local community really does make a difference."

Craig Reichel, President, Reichel Foods

Karen (mom) & Melissa (16)  
New York



"Before my Mom and I got here, I just thought we were getting a room. Instead, we found more than we could have ever imagined. It made our stay here in Rochester one that I will remember with smiles and gratitude, not sadness and fear. This is truly the House that Love Built and just maybe there is even a little magic too!" Melissa