

Comfort Keepers and Lubbock Meals on Wheels Rally Community for 2026 Feed Seniors Now Campaign

LUBBOCK, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- With weekend food assistance reaching 675 local seniors last year, the community-wide campaign is calling on businesses, churches, healthcare organizations, and residents to help meet a growing need.

As more local seniors turn to Lubbock Meals on Wheels for food assistance beyond weekday meal deliveries, [Comfort Keepers of Lubbock](#) is once again joining the organization to rally the community around the 2026 Feed Seniors Now campaign.

The campaign supports the Lubbock Meals on Wheels Weekend Meal Bag Program, which provides shelf-stable food to seniors who may otherwise have limited access to meals on Saturdays and Sundays.

The Feed Seniors Now organization has reported that 1 in 6 seniors struggle with hunger, proving the need for this kind of assistance is growing. The need is growing. During the September 2025 Feed Seniors Now campaign, Lubbock Meals on Wheels provided weekend food assistance to 675 seniors — a 13% increase over the previous year. Later in 2025, the organization reported serving 1,100 meals each day, providing breakfast to 860 recipients three days a week, and supplying weekend meals to 675 seniors.

Turning Community Support Into Meals

Feed Seniors Now has shown how quickly local support can add up when businesses, organizations, and residents work toward the same goal.

During the 2025 campaign, Gene Messer dealerships donated 3,000 pounds of shelf-stable food, providing a powerful example of the impact one local organization can make. In total, the 2025



Feed Seniors Now campaign generated \$18,750 in financial contributions and 16,433 pounds of donated food.

Comfort Keepers and Lubbock Meals on Wheels hope to build on that momentum in 2026 by bringing even more businesses, churches, healthcare organizations, community groups, and individuals into the effort.

“What makes Feed Seniors Now special is seeing so many different parts of our community come together for the same reason,” Lisa said. “A business can host a food drive. A church can become a collection site. An organization can sponsor the campaign. An individual can donate a few requested items or volunteer their time. Every contribution becomes part of something much bigger.”

Many Ways to Make an Impact

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Weekend food assistance can help seniors with limited access to food on weekends. Through our partnership with Lubbock Meals on Wheels, we're helping address a growing community need.”

Lisa Carson, owner of Comfort Keepers of Lubbock

Organizations can participate in Feed Seniors Now by hosting food drives, serving as collection locations, sponsoring the campaign, making donations, or volunteering.

Four sponsorship levels are available:

Platinum: \$2,500 or more

Gold: \$1,000 or more

Silver: \$500 or more

Bronze: \$250 or more

Organizations interested in sponsorship can submit the 2026 Feed Seniors Now [sponsorship form](#) to

lubbock@comfortkeepers.com or fax it to 806-745-4559.

Sponsorship, however, is only one way to help.

Community members can contribute directly through Lubbock Meals on Wheels or learn about

The graphic is a promotional poster for the 'Feed Seniors Now' campaign. At the top left is the 'Comfort Keepers' logo, which consists of a blue heart with a white outline and the text 'Comfort Keepers' in blue. The main title 'Small Donations. Meaningful Meals.' is centered at the top in a large, bold font, with 'Meaningful' in orange and 'Meals.' in white. Below the title are three images: on the left, an elderly couple sitting at a table eating; in the center, a QR code; and on the right, a group of people, including an elderly woman, sitting around a table. Below these images is a blue banner with white text that reads: 'Your donation provides nutritious meals that help local seniors stay healthy, strong, and independent.' At the bottom of the graphic is a white rounded rectangle containing the text 'Feed Seniors Now' in orange, with a 'Donate Now' button above it.

[volunteer opportunities.](#)

Feed Seniors Now is also collecting non-refrigerated, unexpired, single-serving food items for Weekend Meal Bags. Requested donations include soup, small cans of tuna or chicken, individual Beanie Weenies, Vienna sausages, oatmeal packets, peanut butter or cheese crackers, individual Chef Boyardee meals, and individual packages of peanuts.

Food donations may be dropped off at Lubbock Meals on Wheels, 2304 34th St., Monday through Friday from 8:00 a.m. to 3:30 p.m.

"For us, Feed Seniors Now is another way to put our commitment to seniors into action beyond the care we provide every day," Lisa said. "We hope even more people will join us this September and show what our community can accomplish together."

A Commitment to Lubbock Seniors That Extends Beyond the Home

Comfort Keepers of Lubbock has served local families for 24 years, providing in-home care to help older adults remain safe, supported, and connected while continuing to live in the comfort of their own homes.

Its continued partnership with Lubbock Meals on Wheels extends that commitment beyond the families it serves directly. Through Feed Seniors Now, Comfort Keepers is helping raise awareness of senior hunger, connect community partners with meaningful ways to participate, and strengthen support for the Weekend Meal Bag Program.

As the number of seniors needing weekend food assistance continues to rise, the 2026 campaign offers Lubbock residents and organizations a tangible way to help: one sponsorship, one food drive, one volunteer shift, and one meal bag at a time.

About Comfort Keepers of Lubbock

Comfort Keepers of Lubbock has served local families for 24 years, providing compassionate, quality in-home care for older adults. Its personable, family-oriented team provides dependable support and peace of mind for families while helping older adults maintain independence and continue living in the comfort of their own homes.

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