Difference makers connect to Pontiac nonprofit through Detroit's Giving Machine

Vending-machine-style experience offers choices to donors

FOR IMMEDIATE RELEASE

Detroit, Michigan—The Baldwin Center, a Pontiac nonprofit with a mission to feed, clothe, educate and empower neighbors in need, is one of 7 charities featured in Detroit's Giving Machine, located at Campus Martius Park through December 6th.

Giving Machines have appeared in cities since 2017. They are bright red, credit card donation tools. Each one is styled like a vending machine, but instead of selecting a candy bar or a bag of chips, donors direct their $5-$100 gift to funding one of 30 options.

Detroit's 2026 machine officially launched in mid-November by The Church of Jesus Christ of Latter-day Saints in partnership with the Downtown Detroit Partnership. This year's area nonprofits are The Baldwin Center, Cass Community Social Services, Gesher Human Services, Muslim Foster Care and Samaritas. The American Red Cross and CARES are this year's global charities.

"When you experience the Giving Machine, you recognize so many ways to be a difference maker," said Elizabeth Longley, executive director of The Baldwin Center. "I picture thousands of people finding ways to care for themselves or their families, cheered on by a thousand more, funding things like meals and infant formula, hot showers and personal care items and socks."

The Baldwin Center offers several programs that include food: soup kitchen takeout three days a week, summer day camp lunches, after school dinners and partner-distributed brown bags with donated sandwiches or shelf-stable "kits." This totals about 60,000 meals annually.

"Understanding the community's needs and then giving is a great expression of our shared dignity, our shared humanity," said Longley. "We've seen increased need and rising costs, so this year, it especially matters."

For over 40 years The Baldwin Center, a 501c3 nonprofit, has been providing critical services to the underserved population in the City of Pontiac, Michigan and the surrounding area. The center serves over 60,000 meals per year along with 15+ other programs, including hot showers and the distribution of infant formula, personal care products and socks.

baldwincenter.org

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