



Feel Good Fridge

NBA Legends x Whirlpool Corporation
December 2025



What is Feel Good Fridge?

A grassroots employee initiative, started in 2020

We allocate & donate refurbished refrigerators to non-profits & other organizations

Our Goal: Expand access to healthy food in under-resourced communities



70+

Core Team Members



35

Food Banks & Counting



1,000+

Total Nonprofits & Schools



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AMERICA

Fight Hunger in BIPOC Communities/Food Deserts

The pandemic has increased food insecurity among families with children and communities of color, who already faced hunger at much higher rates before the pandemic

Many households that experience food insecurity do not qualify for federal nutrition programs and visit their local food banks and other food programs for extra support

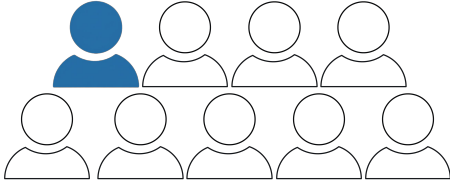
Hunger in African American, Latino, and Native American communities is higher because of systemic racial injustice. To achieve a hunger-free America, we must address the root causes of hunger and structural and systemic inequities

Every community in the country is home to families who face hunger. But rural communities are especially hard hit by hunger

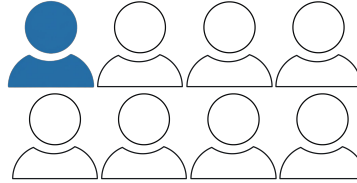


Why Feel Good Fridge Exists

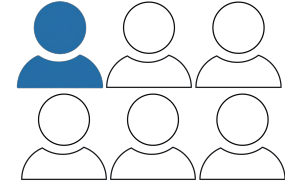
In the United States



1 in 9 People Live in Poverty

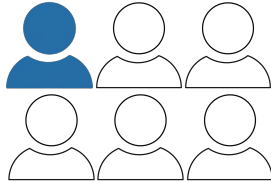


1 in 8 People Face Hunger
(2021)

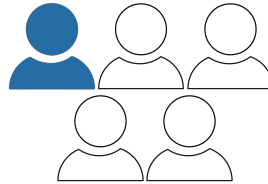


1 in 6 People Face Hunger
(2024)

Child Hunger



1 in 6 Children Face Hunger
(2021)



1 in 5 Children Face Hunger
(2024)

Benton Harbor

Median Income: \$22,000

People in Poverty: 45%



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How Feel Good Fridge Works



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AMERICA**

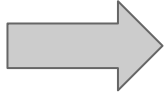
Our Feel Good Fridges



Tested, cleaned, and certified safe for donation via our Return Centers

Cosmetic blemishes (scratches/dents) possible

Covered by 5-year service hotline



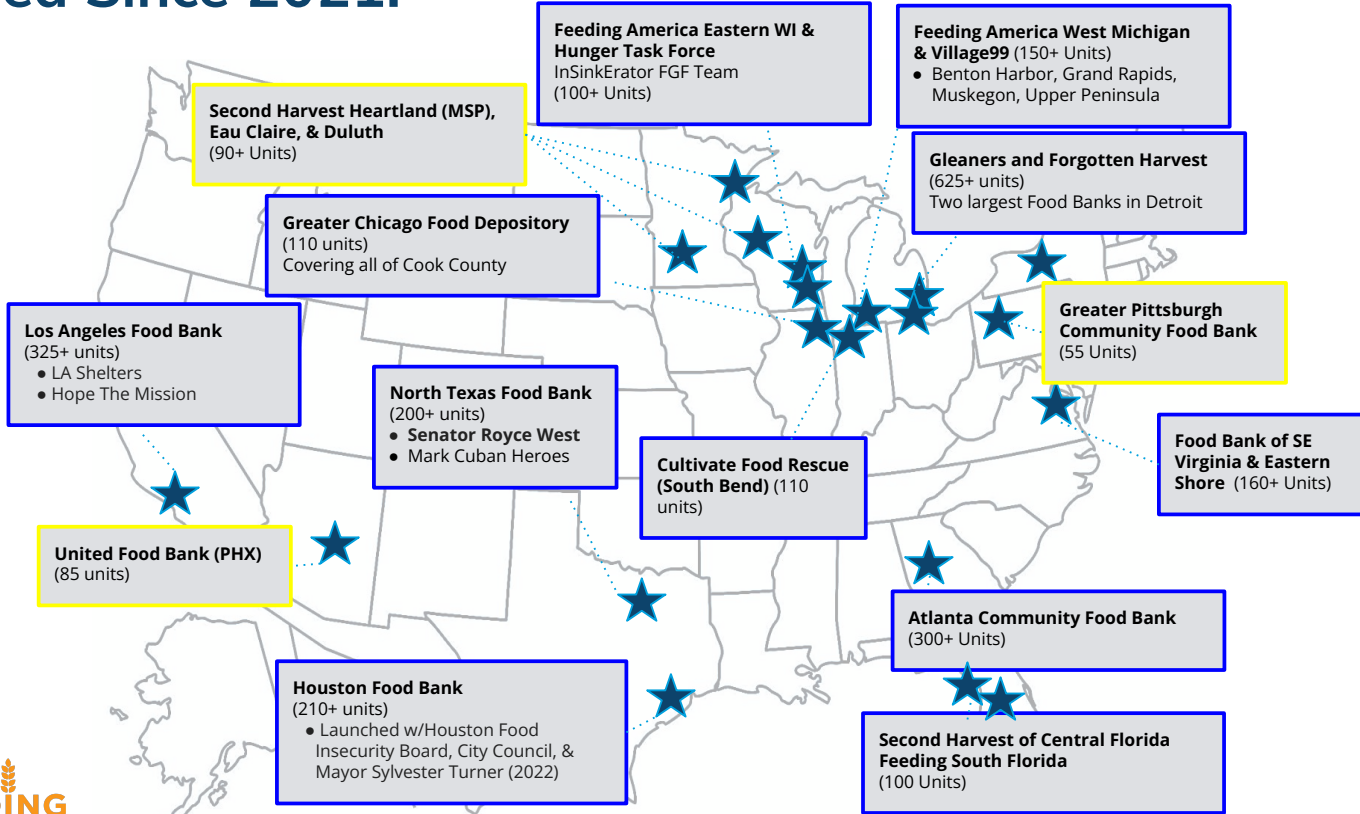
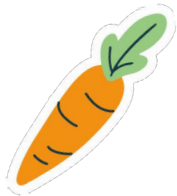
Testing, Cleaning, and Refurbishing
Units on Site



Inside Whirlpool Return Center
Dallas, TX



Our Impact So Far: 2,900+ Total Feel Good Fridges Delivered Since 2021!



■ <100 FGFs delivered ■ >100 FGFs delivered

Expanding Our Reach

NBA Legends x Oakland Unified School District

- Retired NBA players-themed fridges in Bay Area high schools
- Partnership via NBA Retired Players Association & Alameda County Food Bank

Detroit NBA Legends x Metro Detroit Schools

- Retired NBA players-themed fridges in Detroit-area high schools
- Designed and executed by Derrick Coleman

Swipe Out Hunger and Student LunchBox (Los Angeles)

- Supporting food-insecure college students
- Bringing FGF to 10+ Los Angeles Community Colleges

