

BANK NOTES

A publication of the Greater Baton Rouge Food Bank – Volume 5 – No. 1



As the summer approaches, most of us are thinking about summer vacation, wondering what we will do with the kids this summer, or prognosticating about how hot this summer will be. However, there is a segment of our community that is wondering how they will find sufficient food for their kids this summer. Without the free or reduced school lunch program supplementing their already strained food budgets, many of our neighbors are looking to the Food Bank to help fill that summer gap.

This comes at time when donations to the Food Bank are not as high on everyone's radar screen as during the holiday timeframes of Thanksgiving and Christmas. While donations are generally down this time of year, the need for assistance to help feed these children increases dramatically. That creates challenges for the Food Bank to meet this increased need.

Last summer was one of the most challenging on record in my 11 years leading your food bank. Food resources and inventory were dangerously low, which limited our ability to fill the increased summer meal gap. We need your assistance to help us avoid the possibilities of food shortages again this summer. We cannot and have never been able to do it without YOU! Humbly, we are your servants and representatives to share your blessings with those most in need in our community. Your Food Bank will not be able to meet the increased demand this summer without your help. Some are already stepping up to help. Will you join them?

Sincerely,
Michael G. Manning
President & CEO

WHAT'S INSIDE

Stamp Out Hunger, Saturday May 9th

Fight Hunger. Spark Change. Now through May 3rd

Super Bowl Drives Score Big in First Quarter

The Slice Spotlight & Volunteers

Empty Bowls Project in Mid-City a Big Hit



SATURDAY, MAY 9TH

- 1 FILL BAG WITH NON-PERISHABLE FOOD ITEMS**
- 2 PLACE BAG AT MAILBOX SATURDAY MORNING**

PRESENTED BY



NATION'S LARGEST ONE-DAY FOOD DRIVE - MAY 9

Grab your bags and collect your cans, because on Saturday, May 9, 2015, the Stamp Out Hunger Food Drive takes over Baton Rouge! The nationwide one-day food drive hosted by the United States Postal Service and the National Association of Letter Carriers takes place for the 23rd time with the consistent goal of collecting millions of pounds of food for those in need. Food collected in the Baton Rouge area will be transported to the Greater Baton Rouge Food Bank.



Residents can participate in this large-scale effort to feed the hungry by leaving a nonperishable food donation by their mailbox on May 9. Local letter carriers will collect the food as they proceed along their mail route. Those that subscribe to The Advocate will receive a special bag with their newspaper during the week prior to May 9. Residents may also receive a brown paper bag for Stamp Out Hunger from their letter carrier. Either one of these bags are great for holding your donation, but any bag or container will suffice - feel free to use your own! Nonperishable food items can be left at the mailbox on Saturday morning; the letter carriers will collect the food items and bring them to the food bank.

"Too many people in this country are still going hungry every day," NALC President Fredric Rolando said. "As letter carriers, we see this firsthand in just about every community we serve. But we aren't the type of folks who simply move on to the next delivery and hope someone else will do something about it. Instead, for more than two decades now, our members have taken the lead in the effort to help solve this ongoing national problem."

Stamp Out Hunger wouldn't be possible without our generous sponsors. Huge thanks for all that they do!



CELEBRATING 30 YEARS



You may have noticed on the cover that your Greater Baton Rouge Food Bank is celebrating 30 years of serving the needs of the hungry in our community. Be on the lookout for a full story on our 30 years of history and what lies ahead for your Food Bank in our annual report to be published online this summer. In the meantime, we would like to extend our sincerest thanks for your continued support through all the years and we look forward to continuing to serve our mission in the years to come - *Together We're Fighting Hunger.*

THE SLICE SPOTLIGHT

GREATER BATON ROUGE FOOD BANK PHOTO ALBUM



▲ Beer enthusiasts sample home brewed beers at the 2015 Iron Brewer's Beer Festival hosted at Tin Roof Brewery. Entry simply required a donation of canned goods to the Food Bank.



▲ A special thanks to the Louisiana State Penitentiary at Angola for their recent donation of a truckload of mustard greens freshly picked, packed and delivered to your Food Bank.



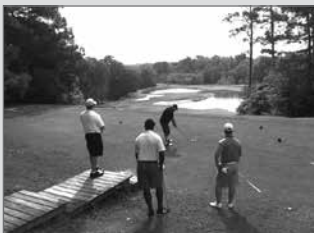
▲ The annual Challenge Day between Catholic High and St. Joseph's Academy was packed with entertainment, competitions, and activities, but most important of all is their combined efforts to collect over 95,565 pounds of food for your Food Bank. Their effort to raise awareness even included tweets from celebrities like Ellen DeGeneres, Brad Paisley, and Willie Robertson.



▲ A special thank you goes out to the Change for Community program, sponsored by the Al and Diane Kramer Foundation. Their donation of \$8,000 collected from three local Chick-fil-A restaurants will provide food for approximately 40,000 meals.



▲ Area golfers took a swing at hunger up at The Bluffs on April 9 as part of the Sparkhound Golf Tournament to benefit the Food Bank.



▲ Matt Cohn and Ainsley Cohn of Home Instead Senior Care present a check to Food Bank CEO Mike Manning for \$25,000 to fund the Backpack program. The donation comes as part of the National Founders Award they received from the Corporate Home Instead offices in Omaha for excellence in senior care.

A SPECIAL THANK YOU TO ALL OF OUR VOLUNTEERS

- Youth Challenge
- National Charity League
- Junior League of Baton Rouge
- Exquisite Jewels Social Club
- The Red Shoes
- Grainger
- Home Instead Senior Care
- ExxonExcite
- ExxonMobil Refinery
- Friday Friday Mailers
- Adopt-A-Senior Packers
- School Backpack Volunteers
- St. Michael High School
- Catholic High School
- St. Joseph's Academy
- The Dunham School
- Episcopal High School
- Alpha Kappa Alpha
- LSU Law Students
- Southern University
- Baton Rouge Telco Credit Union
- Humana
- Southern Lab School
- Geaux Big LSU
- Lee High School
- Students Today - Leaders Tomorrow
- Collegiate 100 Black Women
- Macy's at Cortana
- Congregation Bnai Israel
- LSU-SHRM
- Diamond I.C.E. Social Club
- WORC - Tara High School
- LSU Army Scotch Guard

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PIN WITH US



FIRST QUARTER FOOD DRIVES SCORE BIG



tacklehunger.org

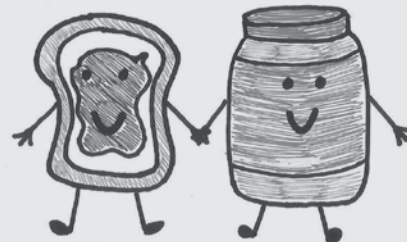
SOUPER BOWL OF CARING AND TACKLE HUNGER PRESENTED BY ALBERTSONS

Super Bowl season marked the return of Souper Bowl of Caring and Tackle Hunger. The community participated by visiting local Albertsons in advance of Super Bowl Sunday and purchasing pre-packaged \$8.00 bags of groceries for those in need. The store bag programs continue to be a big winner for your Food Bank and we couldn't do it without the continued support of our growing partnership with Albertsons food stores.

Thanks to the efforts of Albertsons and their loyal customers, Tackle Hunger collected more than 11,700 pounds of food this year. That is equivalent to approximately 14,040 meals. The collected food will go directly to families and individuals in the Greater Baton Rouge Food Bank's 11-parish service area.

SPREAD THE LOVE

A peanut butter & jelly food drive that feeds kids in need



PB&J SPREAD THE LOVE

This spring, our #BRfamily helped Spread the Love with a peanut butter and jelly drive. Many kids in our 11-parish service area rely on reduced or free school lunches to get them through each week. Once summer arrives, they lose easy access to those meals until school begins again in the fall. The Spread the Love PB&J drive helps the Food Bank provide kids with sustainable and nutritious food when they need it most.

While the PB&J drive officially ended on March 30, you can still help hungry kids get through the summer by hosting your own food drive in your neighborhood or at your school, church, or office. We can send a truck to pick up your donation, or you can help the Food Bank save fuel by bringing your collected food to our facility yourself.

DEFEAT HUNGER BOWL PRESENTED BY WALMART



presented by **Walmart** ✨

This past January, Louisianans had the opportunity to join New Orleans Saints Defensive End Cam Jordan in the fight against hunger in the state of Louisiana. On January 8th, Cam Jordan, along with Walmart and the Greater Baton Rouge Food Bank, teamed up to launch the second annual Defeat Hunger Bowl in an effort to collect food and raise awareness for those struggling with hunger in our area.

Nonperishable food items were collected via donation boxes placed inside 87 Walmart locations throughout Louisiana, with all donations benefitting local Feeding America food banks. Donors contributed nonperishable food items as well as quick and easy pre-packaged \$5 food donation bags, which were available for purchase at all participating locations.

"No one should have to go days on end, or even a single day for that matter, without eating a decent meal. Unfortunately, that is the reality for thousands of people right here in Louisiana," said New Orleans Saints Defensive End, Cam Jordan.

"We truly appreciate Walmart and Cam Jordan teaming up with us in the fight against hunger in Louisiana. This effort continued to raise awareness about the issue of hunger as we transition from the holiday season, a time when people consistently keep those less fortunate in mind, and into the tough winter months that continue to be a challenge for seniors, children and the working poor," said Mike Manning, President and CEO of the Greater Baton Rouge Food Bank.

Additional corporate partners involved in presenting the Defeat Hunger Bowl include Kraft, Mondelez, and Campbell's.

TIME TO GET INVOLVED.

FIGHT HUNGER. SPARK CHANGE.

On April 6, Walmart launched the **Fight Hunger. Spark Change.** campaign, a nationwide initiative calling on the public to take action in the fight against hunger. Feeding America, the Greater Baton Rouge Food Bank and other Feeding America member food banks across the country stand to benefit from up to \$3 million in potential Walmart donations based on participation in the #WeSparkChange social media challenge. In addition, Walmart's suppliers aim to donate enough to help Feeding America secure the equivalent of 75 million meals on behalf of the Greater Baton Rouge Food Bank and other member food banks. Additionally, Walmart customers can make a donation to the Greater Baton Rouge Food Bank at the register during checkout. The campaign runs from April 6 through May 3, 2015.

The **Fight Hunger. Spark Change.** campaign comes at a critical time, with one in six people in America struggling with hunger at some point during the year, according to the USDA. In addition, many food banks are facing the time of year known as the "spring hunger gap" when the food supply they rely on to help feed local families is often at its lowest level. Hunger is a nationwide problem with local implications in every community across the United States. In the Greater Baton Rouge Food Bank's 11-parish service area, more than 125,000 people are struggling with hunger.



To raise awareness and help provide meals to those in need, Walmart and six of its national suppliers -- Campbell's, ConAgra Foods, General Mills, Kellogg Company, Kraft, and Unilever -- are calling on customers to take action in store and online to generate support for Feeding America and its nationwide network of 200 food banks.

From April 6 through May 3, people can fight hunger and spark change in three ways:

- 1 #WeSparkChange Challenge:** People can take a picture of six friends who share their commitment to fight hunger, representing the one in six people who face food insecurity in the U.S. Then, post the picture on Facebook, Instagram or Twitter as a public post with the hashtag #WeSparkChange. For each public post connected to the hashtag #WeSparkChange, Walmart will donate \$10, up to a maximum donation of \$1.5 million, to Feeding America on behalf of its member food banks. To help generate more donations, customers can post multiple pictures, tagging friends and challenging them to take their own photo within 48 hours. To kick-off the challenge, Walmart will make an initial donation of \$1.5 million to Feeding America, with the goal of reaching a total donation of \$3 million based on the public's participation.
- 2 Participating Products:** Walmart customers can purchase one of 240 participating products in Walmart stores nationwide and the supplier will make a donation to help Feeding America secure a meal on behalf of a local food bank. For every item purchased, Feeding America will help secure one meal on behalf of the local member food bank in that area.
- 3 Donations at the Register:** For the first time, Walmart customers can make a donation on behalf of their local Feeding America food bank at the register during checkout.

JUNIOR LEAGUE OF BATON ROUGE | FOOD'S OUT FOR SUMMER

On Saturday, April 25, the Junior League of Baton Rouge hosted Food's Out for Summer, a special food drive to help the Food Bank stock up on nonperishable food items before the challenging summer months. This is the event's inaugural year, but the Junior League hopes to make it an annual occurrence. Held at the Main Library on Goodwood, the venue contributed significantly to the family-friendly atmosphere of the event.

"Food's Out for Summer provides an incredible opportunity for kids to participate in giving to others while also increasing their level of awareness about the issue of hunger in our community. Events like this show kids that there is a food insecurity problem, but there is always something they can do to make a difference for someone else," said Emily Zering, Public Relations Coordinator at the Greater Baton Rouge Food Bank.





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United Way Member Agency



Member of Feeding America

In an effort to go green and reduce costs, the Greater Baton Rouge Food Bank encourages you to sign up for our e-newsletter and newswatches. Visit www.brfoodbank.org to sign up and start receiving news in your inbox.

FIRST ANNUAL MID-CITY EMPTY BOWLS EVENT

Empty Bowls is an international project to fight hunger, personalized by artists and art organizations on a community level, and it was recently held for the first time in

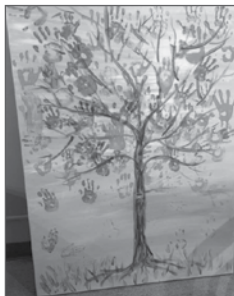


Mid-City on March 28 at Ingleside United Methodist Church! Participants experienced a unique fundraising effort that offered access to hundreds of handcrafted ceramic bowls from local Baton Rouge artists, followed by a simple meal of soup for lunch.

With one ticket, participants could choose one ceramic bowl to keep in addition to enjoying lunch at the event. The event also included live music from the LSU Jazz Band, a silent auction, t-shirts and aprons for sale, and

a special kid's zone project where kids created a piece of art using their hands and paint. The new piece of art from the event will be featured in the Food Bank facility.

One hundred percent of the proceeds from this event were allocated directly to the Food Bank. The goal of this event is to raise awareness while also collecting critical funds to provide food for those in need across the Food Bank's 11-parish service area. Plans for the next Empty Bowls project are already underway so stay tuned for more information.



KEY DATES FOR COMING FOOD BANK BENEFIT EVENTS

May 2

Belk Charity Sale

May 4

Scotlandville Magnet Golf Tournament

May 9

Stamp Out Hunger

May 16

Boy Scouts Scouting for Food

May 30

CANN 5K Downtown Baton Rouge

June 1

Redstock Summer Food Drive Campaign begins

FOR MORE DETAILS ON THESE EVENTS AND OTHERS, VISIT BRFOODBANK.ORG