



**DID YOU KNOW?**  
More than one in seven Ohio households are facing a daily risk of hunger or are "food insecure."

WINTER | 11

# THE FOODBANK FOCUS

A publication of the Akron-Canton Regional Foodbank

Serving Carroll, Holmes, Medina, Portage, Stark, Summit, Tuscarawas & Wayne Counties



AKRON-CANTON REGIONAL

**FOOD BANK**

350 Opportunity Parkway  
Akron, OH 44307-2234  
330.535.6900

[www.akroncantonfoodbank.org](http://www.akroncantonfoodbank.org)



## BOARD OF DIRECTORS

GEORGE SARKIS | CHAIRMAN  
RICHARD WILSON | VICE CHAIRMAN  
MICHAEL MOLDVAY | TREASURER  
SHELLY ALLIO | SECRETARY

ROBERT BENDER  
CHRIS COUGHLIN  
JAMES DELUCA  
MICHAEL J. DOWLING  
SUSAN FLOWERS  
PATRICIA GIBBS  
KRISTIN HANNON  
SUZANNE HOBSON  
JUDITH MACRO  
MICHAEL LAPIDES  
JOSEPH PARSONS  
MARK PURTILAR  
PAMELA SIMPSON  
GREGORY VETRICK  
JAN WOJNO

DANIEL R. FLOWERS  
PRESIDENT & CEO

## MAKING TOUGH DECISIONS

When you have to decide between rent and food, what do you do? These are the decisions clients of the Foodbank face each day. 42 percent of the clients served by agencies of the Foodbank have to decide between buying food or paying for their rent or mortgage. 49 percent of clients served have to choose between buying food and paying for utilities.



***"I am so tired of having to make these difficult decisions. I am overwhelmed."***

**- Patricia**

Patricia, a first time client of The Arlington Memorial Pantry said, "I am so tired of

having to make these difficult decisions. I am overwhelmed." Patricia is 51 years old and worked as a supervisor at a local plastics plant. She suffers from rheumatoid arthritis, forcing her to go on disability three years ago. She receives disability and food assistance, but like most clients of the Foodbank, she can't make her benefits stretch the entire month.

Patricia shared that the decision to come to the pantry for assistance was difficult for her. She wishes she could be working again and supporting herself. However, Patricia is extremely grateful for the selection of fresh and nutritious food that she is receiving.

"I feel like a kid in a candy store," Patricia said. "This food looks so delicious."

Patricia is one of more than 180,000 different people that the Foodbank will help this year. It has been a challenging time for thousands of men, women and children in our community. Recently the U.S. Department of Agriculture's (USDA) Economic Research Service reported that more than one in seven Ohio households are facing a daily risk of hunger or are "food insecure." Ohio is tied at 8th in the nation for states with the highest rates of food insecurity.

Over the past year, food insecurity in Ohio households rose from 13.3 percent to 14.8 percent; more than 71,000 additional Ohio households are now struggling to keep an adequate amount of food on the table.

Patricia's beautiful smile is one of relief. A smile representing that this month, because of the food she is receiving at the pantry, she doesn't have to make that tough decision between paying her rent or paying for food.

SAVE THE DATE!



✓ **TASTE OF THE NFL 2011**  
Tuesday, September 20, 2011

The 2010 *Taste of the NFL* was a huge success with record-breaking attendance and donations totaling enough to provide more than 348,000 meals. Tremendous thanks for the efforts of our co-chairs Gary Smith and Thom Mandel. The Foodbank would like to thank all of the guests, food and beverage providers, the Pro Football Hall of Fame, the Hall of Fame Enshrinees and sponsors including the title sponsor WAKR/WONE/WQMX/ANN for making this great event possible.

**Congratulations to Chef Mark Pullin and Sous-Chef Nick Lenos from the Canton Club for winning the vote to represent the Foodbank & Hall of Fame at the 2012 Super Bowl!**



## WALMART DONATES TRUCK



A holiday gift came early when Walmart and the Walmart Foundation announced their donation of a new refrigerated food delivery truck to the Foodbank. Valued at \$85,000, the 18-foot non-CDL truck will help increase access to nutritious and fresh food to families, seniors, and children in need in the region. The donation was part of \$1.2 million in grants that the Walmart Foundation awarded to the Ohio Association of Second Harvest Foodbanks.

"Solving the problem of hunger in Ohio and across the country will require partnerships between government, nonprofit organizations and the private sector – all acting together," said Nick Bertram, Walmart's Northern Ohio Regional General Manager. "Walmart has made a five-year commitment to fight hunger in America by donating money and resources. We also have engaged an army of associates and customers who, through their volunteer support and food

drive contributions, will help meet the nutrition needs of countless children and families across the state."

"Walmart and the Walmart Foundation have done everything to enable us to fight hunger in our community, through store donations, volunteerism and now this new refrigerated truck," said Dan Flowers, President and CEO of The Akron-Canton Regional Foodbank, "We are very grateful for this gift and it could not have come at a better time as our food distribution continues to rise."

Last year, Walmart announced a \$2 billion commitment to help end hunger in America. Through the "Fighting Hunger Together" initiative, Walmart and the Walmart Foundation will give \$250 million in grants to hunger relief organizations and donate more than 1.1 billion pounds of food from Walmart stores, distribution centers and Sam's Club locations, valued at \$1.75 billion. Walmart also launched a nationwide food drive the week before Thanksgiving in which 3,700 stores nationwide collected food. The Foodbank received more than 2,300 pounds of donated food collected from 11 participating Walmart stores in our service area.

The Foodbank is very grateful for our partnership with Walmart and their commitment to help end hunger in America.

## HUNGER FREE families™

The Akron-Canton Regional Foodbank would like to thank all those that participated in the *Hunger-Free Families* Campaign over the holiday season. Approximately 200 companies and organizations participated by hosting food &

foods drives to help those in need. A special thanks to Marhofer Auto Family, which collected enough to provide 36,361 meals, and WKDD and WHOF for hosting a drive-by-and-donate event, *Long Haul Against Hunger*, part of the *Hunger-Free Families* Campaign, in Akron and Canton. More than \$63,000 and nearly 5,000 pounds of food were donated during this one-day event, including extremely generous donations from the Goodyear Tire & Rubber Company and AEP Ohio.

## FREEZING OUR BODIES AND WARMING OUR HEARTS

The Portage Lakes Polar Bear Club presents the 8th Annual Polar Bear Jump to benefit the Akron-Canton Regional Foodbank. The Jump will take place on Saturday, February 26, 2011. Sign up to jump, gather support and collect pledges for the Foodbank. For details and to register, please visit [portagelakespolarbearclub.com](http://portagelakespolarbearclub.com).



## STEPPING UP TO THE POUND FOR POUND CHALLENGE!

The Foodbank is working harder every day to assist individuals and their families right here in our community in these tough economic times. Fighting hunger is a daily challenge, and we are always looking for new ways to meet it head on.

That's why we are excited to announce our involvement in the *Pound For Pound Challenge*! Now in its third year, this proven fundraising program has partnered with NBC's *The Biggest Loser*, General Mills, and Subway to encourage Americans to "Lose Nationally, Feed Locally." And we need your support to make our involvement a success!



Participating is easy and your impact can be huge. Simply sign up and pledge your weight loss goals at [www.pfpchallenge.com](http://www.pfpchallenge.com). For every pound you pledge, the *Pound for Pound Challenge* will donate 13 cents –

enough to deliver one pound of groceries to the Foodbank.

The more sign-ups and pledges from this area, the more funds we receive. So please help us by signing up now and encouraging others to sign up and pledge!

It's a great opportunity for our supporters to do something good for themselves, and do something good for our community. To learn more about the *Pound For Pound Challenge*, you can visit our website or [www.pfpchallenge.com](http://www.pfpchallenge.com).



## CORPORATE & FOUNDATION GIFTS

<b>11 Good Energy</b> .....	\$1,000
<b>Akron Children's Hospital Employee Foundation</b> .....	\$2,196
<b>The Akron Community Foundation</b> .....	\$25,000
<b>Albert W. and Edith V. Flowers Charitable Foundation</b> .....	\$5,000
<b>American Electric Power Ohio</b> .....	\$43,765
<b>Bridgestone Americas Trust Fund</b> .....	\$1,000
<b>Buckeye Corrugated, Inc.</b> .....	\$6,500
<b>Charles E. &amp; Mabel M. Ritchie Memorial Foundation</b> .....	\$8,000
<b>The Charter One Foundation</b> .....	\$10,000
<b>Clara Faber Foundation</b> .....	\$15,000
<b>The College of Wooster</b> .....	\$5,000
<b>Cormany Development</b> .....	\$1,000
<b>CR, Inc.</b> .....	\$1,000
<b>Dominion Foundation</b> .....	\$7,500
<b>The Dr. Jack and Libby Jacobs Family Foundation</b> .....	\$2,500
<b>F. W. Albrecht Family Foundation</b> .....	\$5,000
<b>The GAR Foundation</b> .....	\$20,000
<b>Gertrude F. Orr Trust Advised Fund</b> .....	\$5,000
<b>Glenn R. &amp; Alice V. Boggess Memorial Foundation</b> .....	\$2,000
<b>The Goodyear Tire &amp; Rubber Company</b> .....	\$10,000
<b>The Grainger Foundation</b> .....	\$25,000
<b>Highpoint Lawn Service</b> .....	\$2,000
<b>John A. McAlonan Fund of Akron Community Foundation</b> .....	\$10,000
<b>Keith and Linda Monda</b> .....	\$5,000
<b>The Lehner Family Foundation</b> .....	\$10,000
<b>Lisle M. Buckingham Endowment Fund</b> .....	\$4,640
<b>Mary and Dr. George L. Demetros Charitable Trust</b> .....	\$10,000
<b>The Mary S. and David C. Corbin Foundation</b> .....	\$15,000
<b>The Maynard Family Foundation</b> .....	\$2,500
<b>The Millenium Fund for Children of the Akron Community Foundation</b> .....	\$2,000
<b>The Mirapaul Foundation</b> .....	\$5,000
<b>OMNOVA Solutions Foundation</b> .....	\$15,000
<b>The R.C. and Katharine Musson Charitable Foundation</b> .....	\$2,500
<b>The Robert O. &amp; Annamae Orr Family Foundation</b> .....	\$35,000
<b>Wal-Mart Foundation</b> .....	(in-kind) \$85,488
<b>The Welty Family Foundation</b> .....	\$10,000
<b>Wm. H. &amp; Jeanne Belden Philanthropic Fund of Stark Community Foundation</b> .....	\$2,000

## WE NEED YOUR HELP IN 2011

### **Pound for Pound Challenge**

January to May

### **Polar Bear Jump**

February 26

### **Harvest for Hunger Campaign**

March 1-31

### **Harvest for Hunger Kickoff**

March 9

### **Harvest for Hunger Check Out Hunger**

March 13 - April 23

### **Harvest for Hunger Idol Competition**

March 31

### **Plant a Row for the Hungry Produce Collection**

June to September

### **Hunger Action Month**

September

### **Taste of the NFL, Pro Football Hall of Fame**

September 20

### **Hunger-Free Families Campaign**

November & December

## CONNECT WITH THE FOODBANK



**Facebook:**

[facebook.com/akroncantonfoodbank](http://facebook.com/akroncantonfoodbank)



**Twitter:**

[twitter.com/ACRFoodbank](http://twitter.com/ACRFoodbank)



**Flickr:**

[flickr.com/photos/ACRFoodbank](http://flickr.com/photos/ACRFoodbank)



**YouTube:**

[youtube.com/acrfb](http://youtube.com/acrfb)

[www.akroncantonfoodbank.org](http://www.akroncantonfoodbank.org)





# HARVEST for HUNGER

## Additional Information

2011 Goal: \$750,000

Campaign Kick Off: Wednesday, March 9, 2011 at 10:30am at the Foodbank


## HARVEST FOR HUNGER KICKOFF

2010 was a record year for food distribution at the Foodbank. The *Harvest for Hunger* campaign provides a large portion of the food that is distributed to those in need each year. This vital campaign, which runs the entire month of March, is the collaborative effort of four Foodbanks covering 21 Northeast Ohio counties. 2011 will mark the 20th Anniversary of the *Harvest for Hunger* Campaign.


There are multiple ways for you to get involved!

### Hold a food & funds drive

Join more than 200 local businesses, schools, churches and community organizations by holding a food & funds drive this March. Food & funds drives are

a great way to promote team building and community involvement. Every dollar that is collected will provide three meals for those in need in our community. The Foodbank can provide you with materials to help coordinate your drive. Visit our website to download coordinator packets. 

### Make a donation

*Harvest for Hunger* is a vital effort that provides emergency food to those in need in our community. The Foodbank needs your support! Visit our website to make a secure donation to the *Harvest for Hunger* Campaign.  You can also donate by mailing a check to the Foodbank.

### Check Out Hunger

Local supermarket chains will be participating in the campaign by conducting the Check Out Hunger program from March 13th through April 23rd. Participating stores will have coupons at their registers and will be asking customers to make a \$1, \$5 or \$10 donation. If every grocery customer would make a donation of \$1 during every grocery store visit in March, the Campaign could raise millions of dollars to provide emergency food assistance. Participating chains include Acme Fresh

Markets, Buehler's Fresh Foods, Dave's Supermarkets, Giant Eagle and Heinen's Fine Foods.

### Look in your newspaper

The Akron Beacon Journal, The Independent, The Repository, The Suburbanite and The Times-Reporter will have a special insert on February 27, 2011 announcing the beginning of the campaign. These papers and several television and radio partners will be running ads throughout the Campaign to encourage food and financial donations.

### Participate in the Idol Competition

The *Harvest for Hunger* Idol singing competition is open to any organization that is holding a *Harvest for Hunger* food & funds drive. One person is eligible to participate from each organization. The Idol performers will be competing to raise money for the Foodbank. Each dollar donated counts as one vote and the performer who collects the most donations will be crowned the *Harvester for Hunger* Idol.

Can't carry a tune? Come out and support the event Thursday, March 31, 2011 at the Akron Civic Theatre at 5:30 pm. Admission is \$3.


## BE AN ADVOCATE

As an advocate, you can play a significant role in our mission to Feed People and Fight Hunger. Please sign up TODAY to become a member of the Foodbank Advocacy Network. The need for advocacy is great and the time to take action is now. As an advocate you will receive special alerts when grassroots

action is needed to help:

- Contact legislators regarding important hunger and poverty-related issues
- Participate in special events with other Foodbank advocates
- Spread the word to friends and family through social media and face-to-face contact

- Attend an event, rally or townhall meeting

Visit our website and click on the "Get Involved" tab to sign up for the Advocacy Network. 

Any inquiries regarding the Foodbank Advocacy Network may be directed to Colleen Benson at 330.777.7571 or [cbenson@acrfb.org](mailto:cbenson@acrfb.org).

## LEAVE A LEGACY

The Foodbank is privileged to have generous donors that give faithfully of their time, talent and resources. Donors make it possible for us to carry out the Foodbank's mission to Feed People and Fight Hunger. Just as some donors have made helping people and organizations their passion in life, others have chosen to continue their work in the future through a legacy gift. Remembering the Foodbank in your will is

a very generous and simple way to ensure that, in the future, you can continue to help us make an important difference in your community. It is an opportunity to help provide the hungry with meals tomorrow just as you have helped yesterday and today.

**If you are interested in discussing giving opportunities that include your will or estate plans, please contact Gina Campbell at 330.777.2308 or [gcampbell@acrfb.org](mailto:gcampbell@acrfb.org)**



## WEBSITE LINKS



Find all of the website links mentioned in this newsletter by scanning this QR Code with your smart phone or visiting [www.akroncantonfoodbank.org/newsletters.aspx](http://www.akroncantonfoodbank.org/newsletters.aspx).

If you know anyone who might be interested in receiving this newsletter, or if you would like to be removed from this mailing list, please contact the Marketing Department at 330.535.6900 or [info@acrfb.org](mailto:info@acrfb.org). Thank you for joining the Akron-Canton Regional Foodbank in the fight against hunger.