



DID YOU KNOW?
35% of clients served by the Foodbank are choosing between paying for food and paying for medicine or medical care.

WINTER 2012

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

FEEDING AMERICA

A member of

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BRINGING HOPE TO KIDS FACING HUNGER

More than 25 percent of Ohio's children experience food insecurity, and in the area served by the Akron-Canton Regional Foodbank, that amounts to 95,000 children. In this community or anywhere, no child should have to worry about the availability of food. Childhood hunger prevents young boys and girls from developing physically and cognitively, and exacerbates the conditions that cause poverty. The Foodbank is committed to combatting childhood hunger and has launched the Feeding Kids Initiative to address this critical need.

The Feeding Kids Initiative aims to alleviate childhood hunger by providing regular access to safe and nutritious food. One way the Foodbank is doing this is by assembling and distributing Kids' Power Packs to eligible agencies that are serving children through a backpack program. Providing children with

healthier meals to supplement their nutritional needs when not in school will enable them to be more alert for school the next day, while preventing many associated hunger issues, such as lack of concentration, disruptive behavior, school absenteeism, stomach ailments and many other health-related issues.

The Foodbank is able to purchase shelf-stable, ready-to-eat food items for breakfast and lunch meals, or "power packs," made possible through grant funding awarded from the Millenium Fund for Children of Akron Community Foundation, Kaiser Foundation Health Plan of Ohio and Feeding America, thanks to Keith and Linda Monda. Packs are assembled by Foodbank volunteers and contain a variety of kid-friendly items like cereal or canned fruit that follow nutritional guidelines of the USDA. Children experiencing hunger lack the nutrition required for optimal health, and the Kid's Power Pack Program ensures they have access to the nutrition they need.



HARVEST for HUNGER

This spring the Akron-Canton Regional Foodbank will be hosting the 21st Annual Harvest for Hunger campaign. Harvest for Hunger is a collaborative effort of four food banks that serve 21 counties in Northeast Ohio. This partnership results in one of the largest food and funds drives in the country.

Locally, food and funds collected through this vital campaign will go toward the distribution of free food to the Foodbank's 450 agency programs. Harvest for Hunger is the Foodbank's largest fundraising campaign and will help support food distribution all year long.

The goal of this year's Harvest for Hunger campaign is \$866,000 and 110,000 pounds of food, or more than 2.68 million meals.

CONTINUED INSIDE

CORPORATE & FOUNDATION GIFTS

415 Group	\$10,000
Emma Vioran Fund of Akron Community Foundation	\$25,000
American Electric Power Ohio	\$47,719
Charles E. & Mabel M. Ritchie Memorial Foundation	\$6,000
Clara Faber Foundation	\$20,000
Diebold Foundation	\$5,000
Dr. Jack and Libby Jacobs Foundation	\$3,000
GAR Foundation, special designation by Dick Chenowith ...	\$20,000
Gertrude F. Orr Trust Advised Fund of Akron Community Foundation	\$5,000
Harry & Anne Mestel Foundation	\$4,000
John McAlonan Fund of Akron Community Foundation	\$10,000
Kaiser Permanente Foundation ...	\$20,000
Laurel Lake Retirement Community (Catholic Health Partners)	\$20,000
Main Street Gourmet	\$2,148
The Ron Marhofer Auto Family ...	\$24,981
Mary and Dr. George L. Demetros Charitable Trust	\$10,000
Millenium Fund for Children of Akron Community Foundation	\$2,000
Miller Rental and Sales, Inc.	\$2,000
North Akron Savings	\$1,500
Robert E. and Judy Everett Wilson Fund of Akron Community Foundation .	\$1,000
Sue & Mal Ames Fund of Akron Community Foundation	\$750
The Fisher-Renkert Foundation ...	\$10,000
The Goodyear Tire and Rubber Company	\$16,555
The Grainger Foundation	\$10,000
The Hoover Foundation	\$10,000
The Lehner Foundation	\$10,000
The Mark and Michele Allio Family Fund of Akron Community Foundation	\$3,500
The Mary S. and David C. Corbin Foundation	\$15,000
The Microsoft Corporation (in-kind)	\$14,757
The Paul and Leslie Reynolds Charitable Fund of American Endowment Foundation ..	\$2,500
The Robert O. and Annamae Orr Family Foundation	\$15,000
The Timken Company	\$25,000
Tuscara Park Health and Wellness Foundation	\$9,345
Valero Energy Corporation	\$9,036
West Akron Board of Trade, Inc.	\$3,000

NOURISHING OUR COMMUNITY SINCE 1982

Thirty years ago, a group of local leaders and representatives from area hunger centers envisioned an organization that could help feed hungry families in their communities. Founded in September 1982, the Akron-Canton Regional Foodbank is now the cornerstone of hunger-relief in the communities across our 8-county service area. The Foodbank has built a network of more than 450 partner agency programs, like soup kitchens, pantries and shelters that provide food to thousands of families and individuals facing hunger each year. This year the Foodbank celebrates our 30-year anniversary of nourishing our community. We start the year by



thanking all of you. Without the support and compassion of the community, the Foodbank would not be able to provide the much-needed food and resources to our hungry neighbors and friends.

COLLABORATING TO ADDRESS BASIC HUMAN NEEDS

The partnership the Foodbank shares with our member agency network is crucial to our mission. Our member agencies operate more than 450 hunger-relief programs across our 8-county service area, and these pantries, soup kitchens and shelters are essential in ensuring our hungry neighbors have a place to go for assistance in their time of need.

On November 4, 2011, the Foodbank hosted its first Network Summit to bring together this network of agencies to learn, share and strengthen relationships in the communities we serve. In an effort to reignite awareness around the shared goal to Feed People and Fight Hunger, the theme for the 2011 Network Summit was Community First. Approximately 250 agency representatives attended the event that focused on learning from each other and leveraging support from the hunger-relief community. Information sessions were available to the agencies on



a number of topics including, enhancing technology, increasing fund-raising, planning for the future and understanding the benefits of the Ohio Benefit Bank.

Member agency representatives gathered together for a Community Café session, engaging in small conversations around what a hunger-free community looks like and identifying the values and connections needed to support that vision. These conversations naturally uncovered, that as a network of hunger relief organizations, our wisdom can and will create efficiencies, establish strong partnerships and help confront difficult challenges when it comes to helping those in need.



Have you met **Kate**?

Visit akroncantonfoodbank.org to meet Kate.



SUPPORT HARVEST FOR HUNGER

There are many ways you can support the campaign and help us reach our goal:

Look in your newspaper

Look in your copy of the Akron Beacon Journal, The Repository, The Independent, The Times-Reporter and The Suburbanite on Sunday, February 26 for the signature insert with a coupon to submit your donation. Local newspapers will also be running ads throughout the campaign telling you how you can get involved.

Check Out Hunger at your supermarket

Shop at participating Acme Fresh Markets, Buehler's Fresh Foods, Dave's Supermarkets, Fishers Foods, Giant Eagle and Heinen's Fine Foods and ask your cashier to scan a \$10, \$5, or \$1 coupon as you "Check Out Hunger."

Participate at your school, work, organization or place of worship

Join more than 200 businesses, schools, churches and other organizations and conduct a food and funds drive! Visit the akroncantonfoodbank.org for information and to register your drive.

Turn your dial

Listen to 98.1 WKDD, My 101.7 WHOF, 640 WHLO, and 106.9 WRQK for ways to support the campaign.

Support our idols

Join us at the Akron Civic Theatre for a night of music and song. Local singers and vocal groups will compete on stage for a chance to be named Harvest for Hunger Idol. This year's Idol competition will be held on Thursday, April 5th at 5:30 pm.

Make a donation

Visit akroncantonfoodbank.org to make a donation online or mail your check today.

Campaign Co-Chairs

William Considine, President & CEO Akron Children's Hospital, and Edward Roth, President & CEO Aultman Health Foundation



WE NEED YOUR HELP IN 2012

Harvest for Hunger Campaign Coordinator Best Practice Sessions
February 7, 8, 15

Harvest for Hunger Kick-off Event
February 22, 10:00 am

Harvest for Hunger Check Out Hunger
February 26 - April 7

Harvest for Hunger Idol
at the Akron Civic Theatre
April 5, 5:30 pm

Harvest for Hunger Wrap Up Celebration
May 18, 2:00 pm

VOLUNTEER RECOGNITION DINNER

Volunteers are a vital piece of the daily work at the Foodbank. More than 1,800 volunteers collectively, donated more than 30,000 hours of their time and talent in 2011. They sorted, cleaned and inspected more than 1.5 million pounds of food, drove towmotors and semi-tractor trailers, answered phones, made copies, stuffed envelopes, and a variety of other jobs. For these reasons, they were honored at our 2011 Annual Volunteer Recognition Dinner. Weda Norwood and FirstEnergy Corporation were recognized for their exemplary service and dedication to the Foodbank and our community.

Weda Norwood (shown at right, top) embodies the mission of the Foodbank and was recognized as the 2011 Akron-Canton Regional Foodbank Volunteer of the Year. Even though she works full-time, she can be found on most of her days off sorting and inspecting food in our warehouse. Weda loves to volunteer and has been with the Foodbank since 2007. She is recognized by staff and fellow volunteers for her quick smile

and the joy she brings with her every day.

FirstEnergy Corporation (shown at right, middle) is one of our corporate partners that exemplify community service and commitment and we are honored to partner with them through various events and volunteer activities throughout the year. Each year, they participate in our Harvest for Hunger campaign and have locally generated more than \$535,500 and 10,800 pounds of food in the past five years. They have a community volunteer program and have provided more than 540 volunteer hours since 2008. They also have numerous other community philanthropy projects that involve their offices in five states.

Special thanks to Ryan Humbert (shown at right, bottom) for donating his time to serenade our volunteers. Thank you Weda, FirstEnergy, and all of the 1,800 volunteers who give of your time and talents to assist us in our mission to Feed People and Fight Hunger.



THANK YOU FOR SUPPORTING HUNGER-FREE FAMILIES

November and December are supposed to be months we celebrate thankfulness, hope, joy and all the good things that come with the holiday season. It is hard to imagine that families here in our own community are struggling with hunger during this happy time of the year.

Hundreds of local companies, schools, social groups and faith-based organizations joined together to help us bring hope to hungry men, women and children through the Hunger-Free Families campaign. This inspiring holiday campaign included in-house food & funds drives, a one-day "Drive By & Donate" event and new online challenges to increase awareness and make a significant impact in the fight against hunger. Our community truly came together to take action and provided more than 600,000 meals to families in need.

On Friday, November 18, the Akron-Canton Regional Foodbank partnered with radio stations 98.1 WKDD, My 101.7 WHOF, 106.9 WRQK, 640 WHLO for the Long Haul Against Hunger. Listeners of the four stations were invited to drive by and drop off non-perishable food and monetary donations. On-air personalities and Foodbank staff collected donations from 5:30 am to 7:00 pm at the Plaza at Chapel Hill on Howe Ave and the Thursday's Plaza

in Belden Village. Our generous corporate partners for this event included the Ron Marhofer Auto Family, 415 Group and The Goodyear Tire & Rubber Company, who supported the event by matching every dollar that was donated throughout the course of the day. The total amount raised for the Long Haul Against Hunger was an incredible \$62,770 and 11,628 pounds of food, which will provide 197,255 meals.

Throughout the campaign, more than 300 local businesses, schools and community organizations held food and funds drives. These groups collected donations by having jeans days, pancake breakfasts, ice cream socials and many other fun activities to engage and encourage all employees and members to participate.

As part of the Hunger-Free Families campaign, the Foodbank held its first "Double Your Dollar Day" on traditionally the largest online-shopping day of the year, Cyber Monday. For every \$1 that was donated, generous friends of the Foodbank made a matching gift, for a grand total of \$14,195.

We also experienced an overwhelming success with our online Facebook Challenge. The goal was to obtain 500 new Facebook friends via page "likes" by

the end of 2011. For every new friend, a local company sponsored a monetary gift, with the goal of providing 7,500 meals in total if the challenge was met. Within less than one week of the Facebook Challenge kick-off, the Foodbank had already obtained more than 1,200 new page likes. If you haven't already, "like" the Akron-Canton Regional Foodbank on Facebook for up-to-date information about special events, news and how you can get involved in the fight to end hunger.



Thank you to Sterilite Corp. for a recent donation of totes to assist with food drive collections!

HELPING SENIORS STAY HEALTHY



After a lifetime of work, many seniors are living on fixed incomes that often force them to choose between paying for healthcare or prescriptions and buying groceries.

Because seniors often need medication to maintain their health, many elderly Americans must forgo the foods they need to stay healthy. Limited mobility and dependence on outside assistance makes seniors particularly vulnerable to hunger. Food insecurity among this vulnerable population is especially troublesome because they have unique nutritional needs and may require special diets for medical conditions.

Dorothy and her husband are in their mid-70's and living on Social Security after retiring more than 10 years ago. Together they are dependent on 14 different medications to keep them healthy. With a

fixed income, and rising gas and medical expenses, Dorothy turns to a local pantry for food assistance. Her food budget usually dwindles about the third week of the month and that is when she relies on food from the pantry. "I am a very frugal shopper and always shop at discount retailers or use coupons," said Dorothy. "However, I don't know how we would get through the month without this food supplement."

Many seniors in our neighborhoods rely on the programs of the Akron-Canton Regional Foodbank to ensure they don't go hungry each month. Together with your support we can help the elderly stay healthy, strong and hopeful.