

Feed The Need

Food Bank News

FALL 2009



The Fall Campaign

Every year, nonprofit agencies of all kinds begin their fundraising efforts for Fall and Winter – the time of year when everyone thinks about giving. In the case of Mid-South Food Bank, it is also the time when the coming cold weather means many people will have to make the choice between paying for food or paying to heat their homes. In our last hunger survey in 2006, 42 percent of clients interviewed said they had to make that difficult choice. In the survey we just completed, we expect that number will increase, given the number of layoffs and the tough economic times. We hear that things are looking up, but we all know employment will be the last to recover. With winter coming, hunger and food insecurity – not knowing where your next meal is coming from – will increase across our 31-county service area.



The holiday season is also when we think about children. Here at Mid-South Food Bank, one thing we constantly keep in mind is the fact that one out of six children in small towns and big cities lives in a food insecure household. The tragedy of child hunger, and the terrible toll it exacts, cannot be overstated. Our Kids Cafes feed a free, hot meal to more than 600 children twice a week and our Food for Kids Backpack Programs give 1,300 children a backpack filled with wholesome food to take home every weekend.

The support we receive from caring friends like you during our Fall Campaign sustains us through the winter so that we can continue to feed hungry and needy people. Thank you from all of us at Mid-South Food Bank and those whose lives you touch.

Operation Feed Stocks the Shelves for Fall

Employees at large companies joined forces with employees at small companies to donate more than 100,000 pounds of food and \$376,000 to the 2009 Operation Feed workplace campaign to benefit Mid-South Food Bank. The 75 participating companies were rewarded for their efforts to feed the hungry at the Operation Feed Finale at Malco Paradiso Theatre.

Operation Feed is an annual employee-driven food and funds drive to stock Mid-South Food Bank shelves for the summer, when children are out of school and the need for food assistance is high. Each participating company organizes its drive, collects the food and money and keeps track of the points earned with each donation, according to a point value system based on greatest need at Mid-South Food Bank. The highest points go to money for food purchase, followed by protein products, dried beans, canned vegetables and fruit. The points are added up and prizes are awarded in several divisions.

Operation Feed is Mid-South Food Bank's largest food drive of the year, accounting for almost 11 percent of the total food donations last year, including both food donated and money raised.

2009 Operation Feed Winners:

1 – 24 employees – Points Per Capita and Total Points	Computer Support Services
25 – 99 employees – Points Per Capita and Total Points	United Way of the Mid-South
100 – 299 employees – Points Per Capita and Total Points	Cummins Mid-South
300 – 999 employees – Points Per Capita and Total Points	MATA
1,000 – 4,999 employees – Points Per Capita and Total Points	AutoZone
5,000 plus employees – Points Per Capita	Shelby County Government
Total Points	FedEx

Most Successful New Campaign

Nationwide Insurance

Most Creative Campaign

Cummins Mid-South

Most Improved Campaign

Computer Support Services

Top Points Producers Overall

1st Place: FedEx

2nd Place: AutoZone

3rd Place: Shelby County Government



Northwest Mississippi Regional Medical Center in Clarksdale had a successful first Operation Feed campaign



AutoZoners, including Phil D. Bag, celebrate Operation Feed

Make Your List for 2009 Holiday Cards and Cookie Letters!

Feed hungry people this holiday season by sending holiday cards and cookie letters from Mid-South Food Bank. For a minimum of \$10 each, you can send your family, friends and colleagues our unique holiday card, designed by artist Eddie Tucker. You send us your list and payment and we send your personalized cards for you.

You can also send the famous Food Bank Cookie Letter. For a minimum \$50 donation for each letter, your friends, family and business associates will receive a box of gourmet cookies enclosed with a letter from Food Bank President & CEO Susan Sanford. The letter explains that, knowing the recipient has a full pantry already, food items such as turkeys, hams and vegetables have been given to Food Bank member agencies to feed hungry and needy people during the holidays. All except the cookies, which your friends keep, along with holiday good wishes from you and Mid-South Food Bank.

For more information or to place an order, contact John Walton, donor relations manager, at 901-527-0841 or go to www.midsouthfoodbank.org and click on the holiday card/cookie letter link. Order early to ensure timely holiday delivery!



2009 Holiday Card

Annual Conference Brings Agencies Together

Mid-South Food Bank's annual agency conference was held in August at St. Luke's United Methodist Church in Memphis. Featuring workshops on fundraising, nutrition and best practices, the conference helps Food Bank member agencies to better serve their clients. More than 150 agency representatives from across Mid-South Food Bank's 31-county service area attended. The keynote address this year was given by *Commercial Appeal* columnist Wendi Thomas.

The Awards Luncheon is always a highlight of the conference. Outstanding Pantry was won by Friends for Life Nancy Fletcher Food Pantry; the Outstanding On-Site Feeding Program award was won by Aspell Recovery Center in Madison County and Boys & Girls Club of the Mississippi Delta took home the Outstanding Youth Program award. Tippah County Good Samaritan Center North Branch was recognized with the Outstanding Performance award and the Feed the Need award for Agency of the Year was won by Raleigh Assembly of God Manna Ministries.



Estella Mayhue-Greer presents the Agency of the Year Award to Pastor Chad Hampton of Manna Ministries

Getting More Food to More People in Need

Mid-South Food Bank Begins Mobile Pantry Deliveries

Using a "farmers market" concept, Mid-South Food Bank has begun a new way to distribute more food to member agencies: the mobile pantry. The refrigerated Food Bank truck arrives on the host agency's regular distribution day or a day of the agency's choice, loaded with approximately 2,500 pounds of food for distribution that day. The load consists of several different products, with an emphasis on perishable food such as fresh produce and bakery items. It may also contain dry products including canned goods, snacks, condiments or any other items that are in abundance in the Food Bank warehouse. The truck unloads and agency volunteers set up a special distribution, either in pre-packed boxes or bags set up with clients getting a bag and taking items as they go along the line, making their own food choices. Volunteers stationed at the tables restock items as needed. Any product left from the mobile pantry distribution remains with the agency.

What makes the mobile pantry unique is the immediacy of the distribution and the fact that there are no handling or delivery fees to the host agency for mobile pantry products. This kind of same-day distribution is perfect for agencies that are serving a large number of clients, but do not have the capacity to store enough food. As always, food is distributed free of charge, without discrimination, on a first-come basis. Clients are screened using the agency's income guidelines. Precautions are taken to assure that each client receives an appropriate supply of food and is receiving food only for themselves or their family's use.

More than 100 Feeding America member food banks currently operate some type of mobile pantry program, accounting for more than 75 million pounds of food provided each year. Mid-South Food Bank hopes to distribute more than 100,000 additional pounds a year through the mobile pantry.



Sow to Grow Program Provides Much-Needed Fresh Produce *Inmates Grow Vegetables for Mid-South Food Bank*



Shelby County Mayor A C Wharton joined inmates from the Shelby County Division of Corrections to deliver corn, eggplant, zucchini and other fresh vegetables they had grown to Mid-South Food Bank this summer. More than 100 volunteers helped plant community gardens in Frayser and South Memphis for Sow to Grow, a greening program designed to engage qualified, minimum-security inmates in local community revitalization projects with the goal of enhancing the environmental stability and physical quality of Memphis and Shelby County. Sow to Grow, founded by Mayor Wharton, is a voluntary program to capitalize on the desire of many inmates to redeem themselves and make a positive contribution to society by growing vegetables for Mid-South Food Bank. Sow to Grow's aim is to use gardening as a tool to help inmates redirect their lives. Mayor Wharton said it best: "Sow to Grow is not just about planting vegetable gardens, it's about sowing seeds of character." More than 7,700 pounds of fresh produce has been delivered to Mid-South Food Bank as of September 1.



THANKS

Mid-South Food Bank received an inaugural grant of \$10,000 from the **Nationwide Insurance Foundation**. The funds are part of a donation made to the national office of Feeding America, the nation's largest domestic hunger relief organization, and 15 of its member food banks in communities where Nationwide Insurance associates live and work.

The Bank of America Charitable Foundation gave Mid-South Food Bank a \$10,000 grant and honored Food Bank staff and their families at a Memphis Redbirds game. Susan Sanford, with help from the son of our warehouse manager Keith Jones, threw out the first pitch.

Sam's Clubs in Memphis held a "rolling food drive," collecting food at all their area locations. More than 3,000 pounds of food was donated by the stores and their customers.

Beth Sholom Synagogue is now a drop-off location for non-perishable food items for Mid-South Food Bank. There is a blue barrel in the lobby at Beth Sholom Synagogue, 6675 Humphreys Blvd., Tues-Fri 8 am – 4 pm, Sat 9:30 am – 1 pm.

Much of the food that comes into Mid-South Food Bank's warehouse must be repackaged into small boxes for our agencies. Recently we received box donations from **Victory Packaging** and, thanks to our board member Amy Langston, **Pratt Industries** through **FedEx**. We are so grateful for these donations because of the considerable expense of purchasing boxes.

The Wachovia Foundation chose Mid-South Food Bank for a first-time \$5,000 grant this year. Wachovia representatives delivered the check and took a tour of Mid-South Food Bank.



Amanda Malone, Dorothy Cole and Ray Mullins of Wachovia with Susan Sanford