

SPRING 2011

Feed The Need

The quarterly newsletter of Mid-South Food Bank



MID-SOUTH
FOOD
BANK
FEEDING THE NEED



New Look – New Plans

Welcome to the newly redesigned Feed the Need quarterly newsletter from Mid-South Food Bank. We believe it reflects a renewed energy about what we're doing now and what is to come in the future.

As the new president & CEO, I am excited about what is happening at the Food Bank. We have an outstanding board of directors and an excellent staff of dedicated people who understand the urgency that drives what we do. Underlying every goal, objective and tactic is the constant question, "Will it help feed hungry people?" With that as our guide, we will keep our focus as we strive to access more food, recruit more agencies, expand our mobile pantry, start new Food for Kids Backpack Programs and all the other ambitious – some would say audacious – plans we have for the future.

As we move forward, we know we're facing unprecedented need. But you have proven time and time again that you are willing to join in the fight against hunger and food insecurity. Please join us now as we move into the future to realize our vision of a hunger-free Mid-South.

A handwritten signature in black ink that reads "Estella".

Estella H. Mayhue-Greer
President & CEO



A New Perspective

By Lane Southern Whitehead, Chairman of the Board, Mid-South Food Bank

In late 2010, Mid-South Food Bank went through an extensive strategic planning process that involved not only the board and staff, but input from not just the Memphis community, but also many of the 31 counties served by the Food Bank. Representatives from several Food Bank member agencies participated. We looked at the different areas of how the Food Bank works and came up with goals and objectives for each. Then we got even more feedback from our stakeholders on the drafted plan.

The end result is a bold plan for the next five years in the life of Mid-South Food Bank, with a look down the road for many years after that. The Board feels confident that we have a good road map in place to take the Food Bank forward in our fight against hunger in the Mid-South.

In 2011, Mid-South Food Bank marks its 30th year of feeding the need throughout the Mid-South. The Food Bank has grown and evolved over the years but remains firmly dedicated to its mission of fighting hunger through the efficient collection and distribution of wholesome food and through education and advocacy. That mission is at the heart of our strategic plan, along with our vision: creating a hunger-free Mid-South. We hope you will join us in our journey to feed the need throughout our service area. We need the help, support and encouragement of all to reach our goal!

Agency Spotlight: Salvation Army of Dyer County, Tennessee

Host of the Feed the Need Mobile Pantry

By Mark Oakes, Chairman of the Board, Salvation Army

The line for food starts forming at the National Guard Armory in Dyersburg around 6:30 a.m. But inside there is a flurry of activity as dozens of volunteers help the Mid-South Food Bank drivers unload the truck, pack bags of food, sort fresh produce, stack

qualifications verification to receive food or to the table for those who have lost their ID or are picking up food for more than one household. This process is very quick because all of the food recipients were screened in advance by the Salvation Army and our partners at Matthew 25:40, Union Mission and Dyersburg Housing Authority. Many of our volunteers are from the Noon Rotary Club of Dyersburg, which has taken on Feed the Need as their main service project for volunteers and monetary donations.

In addition to the food they receive at the Armory building, which on this day includes a bag of chicken, fresh produce and large bags of cheese, clients drive next door to the Pepsi Pavilion where volunteers load their cars with boxes of a variety of food and other items such as personal care products, cleaning supplies and paper products.

The line is getting shorter now and almost all the food has been distributed. Carrie Campbell is one of the last people to receive her food. She's a senior citizen who lives alone after retiring from Dyersburg Fabric, which is now closed. A volunteer helps her carry the food to her car before she drives over to get the rest. "Hard times can come to anybody," she says. "People here are just like everybody else. This really, really helps me. The folks are so

friendly and helpful. This is a blessing."

It's just after noon and the volunteers and Food Bank staff are starting to clear things away. Everyone has been served – a total of 1,043 households in three hours. But next month, there will be that many or more to help feed.

Unfortunately, the need won't end soon. We just heard about layoffs at the Goodyear Plant in a nearby county that will affect 72 households, or almost 400 people, in Dyer County. We are grateful for the Mid-South Food Bank's Mobile Pantry program for making it possible for the Salvation Army, the Noon Rotary and all the church and other volunteers to help make life easier for our neighbors in need.



boxes and bags of food on tables and set up tables with lists, signs, vouchers and instructions. There's lots of coffee, doughnuts and sausage and biscuits. The mood is light as everyone works to get the monthly Feed the Need Mobile Pantry food distribution ready to go.

In 2009, Mid-South Food Bank approached the local Salvation Army with a proposal and distribution idea for a mobile pantry. Showing the poverty statistics for Dyer County and explaining how willing the Mid-South Food Bank was to help our small community was all it took to get local people excited to help.

There is a great need in Dyer County and it is getting worse. The number of layoffs from long-time area employers is staggering. These are working class people who never thought they would be standing in line for food. But with rent or mortgage payments, utilities, medicines, people just get overwhelmed. Throw in rising gas prices and, now, food prices, and here they are – seeking assistance to feed their families.

At nine o'clock at the Armory, the doors open and people begin to file in. They are greeted by volunteers like Glendora Greenway who points them to the table they need to go to for ID and



Carrie Campbell checks in at the Feed The Need Mobile Pantry.

Donor Spotlight: Associated Wholesale Grocers

Associated Wholesale Grocers (AWG), located in Southaven, Mississippi, is a long-time supporter of Mid-South Food Bank. AWG is a retailer-owned cooperative serving more than 1,900 retail members. Through an extensive distribution network and

eight distribution centers, including the Southaven location, AWG and its subsidiaries deliver to more than 2,500 retail outlets in 24 states.



The company hosts three large food shows in Memphis every year where food manufacturers, brokers and produce and meat vendors come to present their products to the retailers who are part of AWG. When the show is over, AWG always invites the Food Bank to pick up the sample and display food items, which can amount to several hundred pounds of fresh produce and other food items that can go to feed hungry people in the Mid-South.

Gary Jennings, senior vice president and division manager at the AWG facility in Southaven, says the company is happy to help the Food Bank. "We recognize the value of giving back to the community. We appreciate the work of Mid-South Food Bank and we're glad to help when we can."

Hazel Wheeler and a volunteer from Norris Avenue Missionary Baptist Church pantry choose strawberries from an AWG food show.

Rising Food Prices Affect Mid-South Food Bank in Two Ways

As grocery shoppers begin to notice some price increases at the store, Mid-South Food Bank is expecting to see more people seeking food assistance and to pay more for the food it must purchase to supplement food donations. The Food Bank purchased more than 2.5 million pounds of high nutrition value food at a cost of \$1.8 million in 2010. Increased food prices mean the funds designated for food purchase will not go as far.

According to a U.S. Bureau of Labor statistic, prices for fruits and vegetables are up 3 percent, milk 10 percent and beef 13 percent. The rising cost of corn, wheat and other commodities is causing the increases in virtually everything we buy.

Food Bank board member Mark Prestidge, president of Kroger Delta Marketing Area, said another contributing factor is the rising cost of

fuel. "As fuel prices increase, the cost of transporting food product from the farm or field to the grocery store or the Food Bank results in higher wholesale and retail prices. I know what it means to Kroger and, as a board member, what it means to the Food Bank."



The last time there was a significant rise in food prices, in 2008; Mid-South Food Bank member agencies reported a 12 to 15 percent increase in the number of people seeking emergency food assistance. With the economic downturn already bringing more people into food pantries and soup kitchens, the Food Bank expects even more people will need help in the months to come.

Maximize Your Donations During the Feinstein Challenge

Make a contribution to Mid-South Food Bank before the end of April during the Alan Shawn Feinstein Foundation \$1 Million Challenge and your money will be matched on a percentage basis. The more money donated during the Challenge, the more Mid-South Food Bank receives from the Feinstein Foundation. Last year, the Feinstein Challenge added more than \$5,800 to March and April donations.

Alan Shawn Feinstein is a Rhode Island philanthropist who, for the 14th year, is giving \$1 million to hunger-relief organizations. Many contributors to Mid-South Food Bank have made it a habit to give as large a gift as they can during this time, knowing that they are leveraging their dollars to feed more hungry people.

Donations can be mailed to Mid-South Food Bank, 239 S. Dudley St., Memphis, Tennessee 38104 or made online at www.midsouthfoodbank.org. If your gift or pledge arrives before the end of April, it counts toward the Challenge. For more information on the Alan Shawn Feinstein \$1 Million Challenge, go to www.feinsteinfoundation.org.



Companies Gearing Up for Operation Feed 2011

Operation Feed, the workplace food and funds drive, is set for May 23 through July 1 this year. Companies sign up, hold a food and funds drive (a minimum two-week campaign is recommended) and report their total to Mid-South Food Bank to compete for prizes in categories based on company size. Last year, 70 companies collected 51,000 pounds of food and \$349,000 designated for food purchase. Operation Feed, an employee-driven event to feed hungry people, is the largest food and funds drive Mid-South Food Bank has all year, stocking the shelves for the summer months when children are out of school and requests for food assistance increase at Food Bank member agencies.

For more information, registration forms and campaign materials, visit www.midsouthfoodbank.org or contact David Stephens, vice president of community relations, 901-497-1153, or dstephens@midsouthfoodbank.org.

Media Helps Feed the Need

The fourth annual Action News 5 Holiday Food Drive, held in December collected 69,000 pounds of food, plus more than \$33,000 in cash contributions, which was used to purchase even more food. On the day of the drive, live broadcasts from six

locations throughout the Mid-South saw TV personalities, Food Bank staff and dozens of volunteers collecting food along with some special guests like the Bar-Kays Larry Dodson and seven-year old rapper L'il Peanut. Several businesses and organizations held drives and delivered their food and funds, including VP Buildings, BlueCross Blue Shield of Tennessee, Pepsi and many others.



L'il Peanut at the Holiday Food Drive



Another media-driven food drive, *Food for Families* in Tupelo, was held during the holiday season as well. Jane Spain, President of WTVA-TV in Tupelo, Mississippi recently sent this note to Mid-South Food Bank:

On behalf of the WTVA, WLOV and WKDH family of stations, I would like to thank Mid-South Food Bank for your dedication, hard work and generosity of spirit, resulting in our Food for



Families food drive's biggest success yet. The final numbers are in and we collected a grand total of 18,990 pounds of food – a new goal set by all our efforts! With the ever increasing need for a helping hand for some people in our community, it is especially gratifying that, during the difficult economic times, the response was so incredibly generous. We hope that you will partner with us again for the 2011 Food for Families project. Please share our appreciation with your staff and volunteers. We look forward to building on last year's success.

Fighting Hunger Through Sports



Hundreds of Mid-Southerners helped Mid-South Food Bank by participating in **Kraft Foods Huddle to Fight Hunger** promotion that ran during the football season last fall. By going to the Huddle web site and entering their zip code, money was pledged to Mid-South Food Bank through Feeding America.

Overall, Huddle to Fight Hunger raised the equivalent of more than 20 million meals for Feeding America food banks, including more than \$60,000 for Mid-South Food Bank.

The results are in for the **Conference USA Changing Lives** food drive competition. Overall, the conference collected more than 37,000 pounds of food for local food banks, including 5,850 pounds from the University of Memphis for Mid-South Food Bank.



Volunteers from Wooddale High School join Food Bank volunteer coordinator Paula Rushing at the Grizzlies game.

The **Memphis Grizzlies** joined with **Kroger Cares** to sponsor a food and funds drive at two Grizzlies games and a food drive featuring Grizzlies players at two Kroger locations. In addition to special ticket prices with a portion of the sale going to the



Food Bank, food and funds drive were held at the games, free tickets were given to students at Bellevue Middle School, the winning Kids Kan school, and the Food Bank was recognized on the jumbo scoreboard throughout the games. All together, the two games and the Kroger food drive raised \$4,523 and collected 2,251 pounds of food.

Kids Make a Difference

The annual **Scouting for Food** drive by the Boys Scouts of America, Chickasaw Council, collected 33,000 pounds of food and \$1,783 to purchase additional food. Scouting for Food is part of the Boy Scouts' Good Turn for America, a national call to service to address the issues of hunger, homelessness, and poor health in our nation. Sponsors included Schnucks, which hosted Scouting for Food drives at several locations, **Two Men and a Truck**, which picked up food and delivered it to the Food Bank, and **MHC Ford**, which served as a food drop-off location

Students continue to fight hunger with the annual school-based food drive, **Kids Kan**.

For a week in February, participating city, charter, county and



Members of Pack 144 join Scouting for Food.

Memphis Catholic Diocese elementary and middle schools collected non-perishable food and money at school. For the 18th year in a row, Bellevue Middle School led all city schools and was the overall winner with 12,468 food items and \$7,630 collected. Germantown Elementary led county schools with 6,645 items and \$5,724; the Catholic Schools winner was St. Benedict at Auburndale with 5,000 items and \$1,364. City University School led charter schools with 1,631 items. For the 24th year, **Kroger** was the lead sponsor of Kids Kan. **Fox13** and **KIX106** were the media sponsors and **Wendy's** supplied prizes for participating schools. Special thanks to **FedEx**, for picking up all the food from participating Memphis City Schools; **Comtrak Logistics** for picking up Shelby County Schools and **AmeriPride** for picking up at the Catholic Diocese Schools.



Students at Bellevue Middle School with some of their Kids Kan food.

Tribute Donations December 1, 2010 – February 28, 2011

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Elizabeth S. Sheppard
Carmen Ward
Cheryl L. Powers
Alice Waterbury
Dorothy W. DeMassi
Todd Watson
Mark Schirmer
Weatherford Family
Beth Weatherford
Rosa Webster
Agness E. Miller
Marcia Wells
Christopher E. Nemece
Larry Werner
Mr. & Mrs. Michael P. Malone
Stephanie Wesala
Mark Schirmer
Virginia Wester
Sally W. Haddock
Betty Wetter
James W. Witherspoon
Brad & Ellen White
Sam White
Mr. & Mrs. Mark B. Whitehead
Janet A. Bechmann
Peggy Williamson
James H. Croye
Mr. & Mrs. Bill Wilson
Linda H. Wilson
Dr. & Mrs. John S. Winford III
Dr. & Mrs. James E. Turner
Mr. & Mrs. Mike Wood
Mark Schirmer
Ella M. Worman
Robert W. Yates

Memorials

In memory of
George Ronald Abraham II
Given by Katherine Abraham
Edwin Ackerman
Mr. & Mrs. J. S. Hackett
Darrell V. Allen
Mr. & Mrs. Robert E. Allen
Sharon Renee Allen
Mr. & Mrs. Robert E. Allen
Alfred Alperin
Mr. & Mrs. William L. Huettel
Mr. & Mrs. Banks Leonard
Jeanine Edwards Mah
Christine Danehy Anderson
Kathleen C. Gardner
William J. Anderson III
Thomas M. Price
Florence Antonelli
Mr. & Mrs. Daniel S. Antonelli
Mr. & Mrs. William L. Bailey
Janice E. Bailey

James Baker
Charles P. Brown
Marie Lipscomb Baker
Mr. & Mrs. Keith S. Collins
William "Weedy" Bargery
Mr. & Mrs. Mack Forrester
Estella Mayhue-Greer
Roberts-Gibson, Inc. & staff
Mr. & Mrs. Jerry M. Shull
Mrs. Waymon Baskin
Mr. & Mrs. Bobby J. Curtis
Becky
Mr. & Mrs. David R. Llewellyn
Vivian Bell
Solon Brown
Henry S. Bell III
Kathy M. Ladner
Dr. Don Bellott
Mr. & Mrs. A. Lawrence Bellott III
Carrie Mae Bennett
Mr. & Mrs. Jimmy W. Bennett
Claire Bolding
Alice S. Quenichet
Dr. Bobby Bowie
Dr. & Mrs. Harold Bowie
Brian
Peggy E. Briggs
James A. Briggs, Sr.
Dr. & Mrs. David M. Ginsberg
Mr. & Mrs. Angelo Brindza
Marie R. Brindza
Skip Britton
Pamela G. Burgess
Brother of Marsha Norvell
Mr. & Mrs. Milton Simkin
Al Brown
Mr. & Mrs. Bill J. Rogers
Sam M. Burson
Mr. & Mrs. Bernie Kustoff
Lucille H. Marx
Wm. N. Burstyne
Joseph Burstyne
Evelyn Camsey
Barbara C. Plyler
Mike Cates
Annette Dobbs
Emma Grace Certion
Anonymous
Joseph Clifton
Dr. & Mrs. Eugene Epstein
Genevieve Cohen
Mr. & Mrs. Morris Kriger
Lauren B. McHugh
Edith Costlow
Mr. & Mrs. Frank Holloway
Judge W. Frank Crawford
Lucy S. Crawford
Leigh Ellen da Ponte
Laurie Stark
William O. Doom, Jr.
Clyde A. Billings & E. Jane Doom
Fannie Rubia Duncan
Evelyn R. Ballentine
Edwin Eanes
Janice L. Hollowell
Nicula Scaife Early
Mr. & Mrs. Marcus E. Watson
Katherine Eddins
Mrs. Charles P. Brown
Majorie Ellard
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Avanell Evans
Mr. & Mrs. Thompson C. Puckett
Mrs. Falahati
Anonymous
Phyllis C. Fenton
Dr. & Mrs. Avon Slutsky
Faye Fisher
Marilyn Piccatto
Leni Foltz
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Alma B. Gambrell
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Kathe Germann
William A. Germann
Debbie Gianni
Matthew A. Giannini
Matthew Goodman
Roseanne B. Goodman
Lee Gotthelp
Sumner I. Levine
Frances Clark Graeber
Charles P. Brown
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John R. Harris
Anonymous
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Anonymous
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Delores B. Hastings
Trent Hays
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Paul C. Heavner
Nell S. Heavner
Sandy Henderson
Mildred B. Minton
Lauren A. Hesse
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Anonymous
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Helen Lindemulder
Bill Mainard
Mr. & Mrs. Lewis A. Presley
Esther & Maury Malkin
Dr. & Mrs. David H. S. Iansmith
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Martha Lucile Martin
Martha Smith
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Audrey Page
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Vivian B. Perkins
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Sarah S. Coleman
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Anonymous
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Anonymous
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Dorothea Pauline Rost
Joan Roth
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Elissa Jill Troutman
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Angela M. Hardy
Marie Talbert
Bessie L. Goodman
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Mr. & Mrs. Bobby Webb
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Paul A. Tolson
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Mrs. William Trigg
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Charlotte Corbin
Mattie Wright
Avery C. Mitchell
Tracy Yarbro
Mr. & Mrs. Bobby J. Curtis

2011 Upcoming Events

Mid-South Food Bank Volunteer Recognition Reception

Thursday, April 28, 5:30 – 7:30 pm

296 South Pauline

Contact: Paula Rushing, 901-373-0400

prushing@midsouthfoodbank.org

National Association of Letter Carriers "Stamp Out Hunger"

Saturday, May 14

Operation Feed

Monday, May 23 through Friday, July 1

Contact: David Stephens, 901-497-1153

dstephens@midsouthfoodbank.org

Operation Feed Finale

Saturday, July 30, 9:00 – 11:00 a.m.

Malco Paradiso

Hunger Action Month

September 1 through 30

Run to Fight Hunger

Saturday, October 1

Gold Strike Casino & Resort

Contact: David Stephens, 901-497-1153

dstephens@midsouthfoodbank.org

Distribution as of March 31, 2011

2,746,370 pounds



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Mid-South Food Bank 2011 Board of Directors

Tony Bargery, Bargery Farms

Greg Campbell, Memphis Grizzlies

Pat Danehy, New South Capital Management

Dan Duncan, Community Volunteer

Gloria Giles, Nationwide Insurance

Rod Halsell, AutoZone

Rev. Chad Hampton, Raleigh Assembly of God

Larry Hardy, Community Volunteer

Will Hudson, MATA

John Koski, WHBQ-TV

Amy Langston, FedEx

Ted Merida, Community Volunteer

Jane Nuckolls, Methodist Healthcare

Bill Platten, Kroger Delta Marketing Area

Carol Prentiss, Community Volunteer

Mark Prestidge, Kroger Delta Marketing Area

Otis Sanford, University of Memphis

Gwendolyn Tucker, RIX International

Rev. Sonia Walker, First Congregational Church

Joe Webb, NW Mississippi Regional Medical Center

Lane Whitehead, G. A. Robinson Land Company, Inc.

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Mid-South Food Bank

239 South Dudley Street

Memphis, TN 38104

901-527-0841

www.midsouthfoodbank.org





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Return Service Requested

Funding for the Perishable Food Program is made possible by the City of Memphis Division of Housing and Community Development.



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Clever Canstructions

The University of Memphis Department of Civil Engineering and the American Society of Civil Engineers sponsored a "Canstruction" competition among area high schools. All the canned foods used were donated to Mid-South Food Bank; a total of 8,125 pounds of food.

Stomp Out Hunger – St. Agnes Academy. Winner: Structural Integrity. With a sole of white potatoes, chicken soup at the toe and a shoe of yellow corn with tomato sauce, chili bean and Vienna sausage accents.



Gar-CAN-tuous Melon – Harding Academy. Winner: Best Use of Labels. This giant watermelon slice is made from tomatoes, green vegetables and soup.



"Canbi" and Friends – Collierville High School. Winner: Juror's Favorite and Biggest Meal. Canbi (think Bambi) uses classic food choices of tuna, vegetables and soup.



The Food Canamid – Bartlett High School. Winner: Best Meal. The food used included layers of vegetables, fruit, protein, milk and grains – all foods recommended by the USDA to maintain good health.

