

# Feed The Need

## Food Bank News

SPRING 2010



## A Sense of Urgency

The new hunger study, *Hunger in the Mid-South 2010*, which you will read about in this newsletter, got me thinking about Mid-South Food Bank's accomplishments for the year just past. I am so proud of what this Food Bank – your Food Bank – has done to feed hungry and needy people. In the face of an incredible economic downturn, we were able to distribute more than 10.2 million pounds of food, start the Mobile Pantry for rapid distribution of large amounts of food to underserved areas, transition the prepared food program to pick-ups of perishable food at retail stores and we ended the year on budget when other nonprofits saw large deficits.



But we never rest on our laurels. We are pushing ahead, looking at even more ways to maximize our efficiency in procuring and distributing food, increasing the nutritional value of the food we offer our agencies, recruiting new agencies to reach even more people who are struggling with food insecurity, and maintaining the relationships we have with our current agencies, our donors and the community. Most of all, we do everything with a sense of urgency that reflects the immediate needs of hungry people. We challenge our employees, volunteers, agencies and partners to embrace the same sense of urgency to accomplish our vision: a hunger-free Mid-South community.

These are challenging times, but with your help, we will meet our responsibility of making a difference in the lives of people struggling to feed themselves and their families.

Susan Sanford, President & CEO

# New Study Reveals an Unprecedented Number of Mid-Southerners Seeking Emergency Food Assistance

## Largest, Most Comprehensive Report Ever Conducted On Emergency Food Distribution Reports 26 Percent Increase in Clients Served Annually; Nearly 62,000 Children and 17,000 Seniors in Need

A landmark study released by Mid-South Food Bank and Feeding America, the nation's largest domestic hunger-relief organization, reports that more than 186,500 different people, including 62,000 children, receive emergency food each year through the network of emergency food agencies served by Mid-South Food Bank. The findings represent a 26 percent increase since the findings reported in 2006.

*Hunger in the Mid-South 2010* is the first research study to capture the significant connection between the recent economic downturn and an increased need for emergency food assistance. The number of children and adults in need of food as a result of experiencing food insecurity has significantly increased. Many of the adults never expected to need help, and their plight is a result of job loss.

In the Mid-South, more than one in three client households are experiencing very low food security—or hunger. An estimated 21,000 people receive emergency food assistance each week from a food pantry, soup kitchen, or shelter served by Mid-South Food Bank.

Nationally, an estimated 5.7 million people receive emergency food assistance each week from a food pantry, soup kitchen, or shelter served by one of Feeding America's more than 200 food banks, including Mid-South Food Bank.



"We have seen the effect of the unemployment rate in our area, but also with the working poor and people being forced to choose between paying for rent, utilities, healthcare and other basic household expenses or buying food," said Susan Sanford, president & CEO of Mid-South Food Bank. "These are choices that no one should have to make, but particularly households with children. Insufficient nutrition has adverse effects on the physical, behavioral and mental health, and academic performance of children."



The methodology incorporated into the 2010 study includes data collected from February through June, 2009. Mid-South Food Bank conducted face-to-face interviews with more than 400 people seeking food at emergency feeding programs including food pantries, soup kitchens and shelters, as well as surveys completed by 198 agencies that provide food assistance.

A summary of the findings and a link to the entire report is available at [www.midsouthfoodbank.org](http://www.midsouthfoodbank.org). We thank Methodist Healthcare for their sponsorship of Mid-South Food Bank's participation in the hunger study. The full national report, *Hunger in America 2010*, is available on Feeding America's web site, [www.feedingamerica.org](http://www.feedingamerica.org).

### Key findings regarding those receiving emergency food assistance in the Mid-South.

31% of the members of households served by Mid-South Food Bank are children under 18

6% of the members of households are children age 0 to 5 years

10% of the members of households are elderly

40% of clients are non-Hispanic white, 56% are non-Hispanic black, 4% are Hispanic and the rest are from other racial groups

27% of households include at least one employed adult

76% have incomes below the federal poverty level during the previous month

15% are homeless

83% of clients served by Mid-South Food Bank report having to choose between paying for food and paying for utilities or heating fuel.

46% of client households served by Mid-South Food Bank are receiving Supplemental Nutrition Assistance Program (food stamps) benefits.

However, it is likely that many more are eligible.

Among households with school-age children, 74% and 69%, respectively, participated in the federal school lunch and school breakfast programs.

77% of pantries, 69% of soup kitchens and 46% of shelters are faith-based agencies affiliated with churches, synagogues, mosques and other religious organizations.

Among programs that existed in 2006, 81% of pantries, 80% of kitchens and 65% of shelters reported that there had been an increase in the number of clients who come to the emergency food program sites.

Mid-South Food Bank is by far the single most important source of food, accounting for 76% of the food distributed by pantries, 53% percent of food served by soup kitchens and 48% percent of food at shelters.

As many as 91% of pantries, 76% of soup kitchens and 74% of shelters use volunteers. Many programs rely entirely on volunteers; 69% of pantries and 37% of soup kitchens have no paid staff at all.

## Pledge to Lose and Help Feed the Hungry

*Pound for Pound Challenge Benefits Local Food Banks*

**M**id-South Food Bank joins NBC's *The Biggest Loser* and Feeding America for the Pound For Pound Challenge, a program that encourages residents in the Mid-South and people across the country to lose weight to help provide hunger relief locally. For the second year, for every pound of weight participants pledge to lose, a pound of groceries will be delivered to a local food bank. Pledges will be accepted until June 30.

To join the Challenge, go to [www.PFPChallenge.com](http://www.PFPChallenge.com), or [www.BiggestLoser.com](http://www.BiggestLoser.com) and enter your weight loss goals. For every pound of weight participants pledge to lose, the Pound For Pound Challenge donates 14 cents to Feeding America – enough to deliver one pound of groceries to Mid-South Food Bank – up to a maximum donation of \$800,000. The Pound for Pound Challenge web site highlights the top 10 participating states and food banks igniting friendly competition across the country.



Recent data from the U.S. government shows that 20 percent of residents of the Mid-South are "food insecure", meaning that they lack consistent access to adequate amounts of nutritious food. In total, more than 49 million Americans struggled to get enough to eat at some point last year, the highest total in 14 years, making it the ideal time to get involved in the fight against hunger by participating in the Pound For Pound Challenge.

With the rapidly increasing need for nutritious food, everyone can do their part to spread awareness of the hunger issue and become part of the solution. In addition to pledging to lose weight, at [www.PFPChallenge.com](http://www.PFPChallenge.com) you can create a PFP Challenge team on Facebook, invite a friend to join the Challenge via e-mail, donate directly to Mid-South Food Bank and learn how you can volunteer. To learn more and to join the Challenge, visit [www.PFPChallenge.com](http://www.PFPChallenge.com) or [www.midsouthfoodbank.org](http://www.midsouthfoodbank.org).

## Leverage Donations to the Food Bank During the Feinstein Challenge

**M**id-Southerners can provide extra help to Mid-South Food Bank by making donations March 1-April 30 during the annual Feinstein \$1 Million Challenge.

For the 13th year, Alan Shawn Feinstein, a Rhode Island philanthropist, is giving \$1 million to hunger-relief organizations in the biggest grassroots campaign to fight hunger in the nation. As donations are made to Mid-South Food Bank during the challenge, Feinstein will leverage that money to help the Food Bank fulfill the vision of creating a hunger-free Mid-South community. Last year, the Food Bank received \$5,000 from the challenge.

Donations can be made online at [www.midsouthfoodbank.org](http://www.midsouthfoodbank.org) or mailed to Mid-South Food Bank at 239 S. Dudley St., Memphis, Tennessee 38104. Log on to [www.feinsteinfoundation.org](http://www.feinsteinfoundation.org) for more details on the Feinstein Challenge.

## Local Boy Scouts Go Scouting for Food

**T**he Chickasaw Council of Boys Scouts of America collected non-perishable food items for Mid-South Food Bank on Saturday, February 13 during their annual Scouting for Food drive. During the week leading up to Saturday, Scouts delivered more than 10,000 paper grocery sacks to households throughout the Mid-South. More than 35,000 pounds and \$2,000 was collected. In 2010, Boy Scouts of America is celebrating its 100th Anniversary. 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. Schnucks, International Paper, ServiceMaster and Two Men and a Truck were the sponsors of Scouting for Food 2010.



## Upcoming Events

National Association of Letter Carriers "Stamp Out Hunger" – Saturday, May 8  
Operation Feed 2010 – May 24 through June 30

## New Board Members

*Mid-South Food Bank added five new board members this year.*



**Gloria Giles** is Sales Associate Vice President responsible for Arkansas, Mississippi and West Tennessee for Nationwide Insurance. Since coming to Nationwide in 2005, she has held the positions of PCIO Agency Compliance Auditor, State Sales Director, and Senior Field Sales Consultant. A graduate of Ole Miss, Giles has supported team building initiatives and leadership development programs designed to improve organizational effectiveness.

**Reverend Chad L. Hampton** is the Outreach Pastor and Director of Manna Ministries at Raleigh Assembly of God. Manna Ministries is a Food Bank member agency, currently feeding around 200 people weekly and providing clothing, counsel, networking, prayer and church support. Manna Ministries was the winner of Mid-South Food Bank's Feed the Need Award for Agency of the Year in 2009.



**Reverend Sonia Loudon Walker** joined the staff of First Congregational Church as Associate Pastor in 2008. Her extensive volunteer and staff experience in philanthropy, the arts, and other non-profit service organizations are marked with awards and honors. To many in the Mid-South, Walker is known as a former public affairs television personality who kept critical issues on the civic radar screen, especially hunger and public education.

**Clifford F. Lynch** of C. F. Lynch & Associates has been in the logistics industry for 47 years. Formerly with the Quaker Oats Company and Trammell Crow Distribution, Lynch is a member and past president of the Council of Logistics Management and has received numerous awards in the field of logistics. Lynch is a former Food Bank board member and chairman.



**JJ Zmudzinski** is the Facility Manager at Cargill Memphis Corn Facility. Zmudzinski grew up on a farm in Southern Illinois and has worked in environmental engineering, safety and production for Cargill for more than 10 years. He is new to the Mid-South and is looking forward to representing the Memphis Cargill team on the board. Cargill is a long-time supporter of the Food Bank, including being sponsor of a Food for Kids Backpack Program. Cargill volunteers come to fill bags

## THANKS

**Dunkin' Donuts** opened its second location in the Memphis area and first in Germantown with a grand opening event and food drive to benefit the Mid-South Food Bank. Consumers who dropped off a bag of nonperishable food items at the new Germantown location received a free medium cup of coffee and a donut coupon.



Susan Sanford with Bob Myers of Graham's Lighting

**Graham's Lighting** kicked off the new year with a Showcase Window display from designer Sallie Nicol and a reception announcing Mid-South Food Bank as the designated charity. A portion of all sales was donated to the Food Bank.

**The Palladio Group**, which includes art galleries, showrooms and antique shops in the Cooper Young neighborhood in Memphis, donated \$1,500 to Mid-South Food Bank as part of a fundraiser held the last week of December and first week of January. Customers donated money to the Food Bank and earned discounts at Palladio Antiques, Market Central and WaterWorks.



**Mississippi TV stations WTVA, WLOV and WKDH** held the Food For Families Food Drive with North Mississippians encouraged to drop off canned goods at any of the 17 Mississippi State University Extension offices and the Tupelo Automobile Museum. Kay Bain, WTVA personality was spokesperson for the project. The food collected was shared by Mid-South Food Bank and Mississippi Food Network in Jackson, Mississippi. Food Bank agencies in Mississippi received 12,000 pounds; enough for 9,600 meals.

**WKNO-FM** helped feed the hungry during their Fall pledge drive. Instead of a thank-you gift, donors were given the option to choose a \$5 donation to provide 10 meals through Mid-South Food Bank. WKNO's Justin Willingham and Kacky Walton presented Susan Sanford with a check for \$775, the equivalent of 1,510 meals. The station is planning the same offer for their upcoming Spring campaign.

During the 2009 holiday season, generous Mid-Southerners held more than 80 food drives, collecting much-needed food and funds. From a Sunday school class to an office project to a birthday bash, people collected food to help feed hungry people in the Mid-South. Community food drives supply more than 10 percent of the food distributed by Mid-South Food Bank. For information on how to have a successful food drive, go our web site for a list of most-needed items and a downloadable how-to brochure, [www.midsouthfoodbank.org](http://www.midsouthfoodbank.org).