

Feed The Need

Food Bank News WINTER 2008



The Need is Now

Susan H. Sanford, President & CEO, Mid-South Food Bank

We have all heard about the hardship on families of the economic downturn. You may even have been directly affected. The Mid-South Food Bank and our agencies simply do not have enough food to meet the growing need. Depleted shelves and many more hungry people have been in evidence here for months. The need is immediate! In a recent national survey commissioned by Kraft, 45 percent of respondents said current economic changes had jeopardized their ability to provide enough food for their families; 56 percent of those earning \$25,000 or less a year said they are more likely to use a food pantry than they were six months ago.



Among our agencies' 312 charitable feeding programs, the need for services has risen at least 15 percent this year. Some of those emergency food providers are seeing up to 30 percent more people, many of whom were volunteers and/or financial contributors in the past and now are waiting in line themselves for help.

With so many Mid-Southerners struggling to make ends meet, we hope our community will make a greater effort to address the challenge of hunger. Hunger and need affect many of our neighborhoods, not just the inner cities. In a community where 20 percent of the population lives in poverty and 70 percent of children in the Memphis City Schools qualify for free or reduced-price meals, Mid-South Food Bank is uniquely positioned to respond and help. We are the only regional charitable food distribution organization for the Mid-South and we are the most effective and efficient organization to carry out the work of supplying food to feed hungry and needy people.

This is not a weather-related disaster, but it is a disaster nonetheless. Please respond with your gift to Mid-South Food Bank accordingly. We need your help now.

Sardis Kids Cafe is First in North Mississippi

The newly relocated Boys & Girls Club of Northwest Mississippi, Sardis Unit is the site of the first Mid-South Food Bank Kids Cafe outside of Memphis. The grand opening and first dinner was November 20. This Kids Cafe is sponsored by a grant from CN Railroad, with additional funding from Ronald McDonald House Charities.

Kids Cafe, a national program of Feeding America (formerly America's Second Harvest), provides a hot, well-balanced meal and nutrition lesson to needy children twice a week. The Food Bank operates three Kids Cafes in Memphis.

"We are so excited to open our first Kids Cafe in north Mississippi," said Susan Sanford, president & CEO of Mid-South Food Bank. "We know that children must eat healthy meals so that they can grow to become productive citizens. The CN Kids Cafe will be a great complement to the Boys & Girls Club programs in the community."

The Sardis Boys & Girls Club is already a host site for Mid-South Food Bank's Food for Kids Backpack Program, where children receive a backpack filled with wholesome food to take home every weekend during the school year.



2009 Calendar Benefits The Food Bank



The Shelby County Clerk's office has once again produced a beautiful keepsake calendar to benefit Mid-South Food Bank. The calendar, titled "Memories Through the Eyes of Our Youth" features drawings by talented Mid-South school children and teens. The cover is a classic, one-of-a-kind Family Circus cartoon by Bil Keane, which the artist donated to Mid-South Food Bank. He autographed it, along with his son Jeff, who draws the strip now. All proceeds from sales of the 2009 calendar go to help Mid-South Food Bank feed hungry and needy people in 31 counties in west Tennessee, north Mississippi and east Arkansas. The calendars are available for \$10 each and may be purchased at all locations of the Shelby County Clerk's office and at Mid-South Food Bank, 239 S. Dudley.

Important Tax-Saving Opportunity

The Charitable IRA Legislation of 2008 was recently signed into law, extending the benefits of the Pension Protection Act of 2006 for taxpayers age 70½ or older through December 31, 2009. Under this legislation, you can make a gift to Mid-South Food Bank using funds transferred from your IRA without paying taxes on the transfer. Talk to your financial advisor about this kind of gift to benefit hungry and needy people in the Mid-South.

Student Food Drive Is Second Year Success

Mid-South Food Bank's high school-based Student Food Drive concluded with the Finale Rally and the announcement of the winning schools. Twenty area high schools participated. St. Benedict at Auburndale won the Outstanding Performer Award for the second year with the most pounds of food and other grocery items collected and also won the Most Creative Campaign award. The Student Government sponsored their drive, but teachers also got involved to bring creativity to the month-long event. The Wellness/Health teachers used the drive to discuss nutritional values, sodium intake, and nutrition percentages. They also researched hunger and ways students can help. Math teachers used cans of food to discuss volume, circumference, cost per ounce and the true value of three for \$1.29. The Student Government sponsored a Class Competition, hosted Feed the Hungry Night at the SBA vs CBHS football game and organized a Powder Puff Game in which the entry fee was two cans of food. The Reel Society hosted a movie night with two cans as admission.

Brighton High School in Tipton County was recognized as for the Most Enthusiastic Campaign. Four different school clubs, DECA, FFA and HOSA, held competitions and freshmen student council members and two teachers bagged groceries at the Millington Kroger store where donations were also accepted.

Tyson Foods and Feeding America (formerly America's Second Harvest), sponsor the Student Food Drive nationally. Tyson donated 30,000 pounds of protein products to Mid-South Food Bank in honor of the Student Food Drive. Kroger Delta Marketing Area was also a major sponsor, with president Mark Prestidge serving as the campaign chairman. Area Kroger stores teamed with schools to collect food from shoppers. Other local sponsors were WMC-TV 5, Paragon Bank, radio station 93X and Roadshow BMW.



Participating Schools

Booker T. Washington High School
 Briarcrest Christian High School
 Brighton High School
 Christian Brothers High School
 DeSoto Central High School
 Fairley High School
 Hamilton High School
 Harding Academy
 Hutchison School
 Lausanne Collegiate School
 Memphis University School
 Overton High School
 Southwind High School
 St. Agnes Academy
 St. Benedict at Auburndale
 St. George's Independent School
 St. Mary's Episcopal School
 Treadwell High School
 Whitehaven High School
 Word of Faith Christian Academy

Total Collected: 90,000 pounds



The Booker T. Washington drumline performed at the Finale Rally. Briarcrest's food was stacked up in the school hallway and St. Benedict at Auburndale cheerleaders show their Student Food Drive spirit.

Local Scouts Go *Scouting for Food*

The Chickasaw Council of Boys Scouts of America and the Girl Scout Council of the Mid-South collected 60,000 of non-perishable food items for Mid-South Food Bank the Saturday before Thanksgiving for their annual Scouting for Food drive. Boy Scouts, Cub Scouts and Girl Scouts collected door-to-door in their neighborhoods and at drop-off locations in Memphis, Jackson, Tennessee and Southaven, Mississippi.

Shelby County Mayor A C Wharton served as the honorary Scouting for Food chairman for the third year with Action News 5's weatherman Tim Van Horn as co-chairman. Scouting for Food is part of Good Turn for America and is a national call to service by the Boy Scouts of America to address the issues of hunger, homelessness, and poor health in our nation.



Co-chairman Tim Van Horn of Action News 5 helps scouts collect food. Girl Scouts count the food they collected at their headquarters in Memphis.

Hunger in America Survey Scheduled for 2009

Local results to be compiled for *Hunger in the Mid-South*

Every four years, Feeding America (formerly America's Second Harvest) conducts a comprehensive study of hunger in America and details each of its member food bank's regional information. Mid-South Food Bank will again take part in the survey. The results will create a picture of hunger in our area, in the state of Tennessee and in America. Mid-South Food Bank will produce *Hunger in the Mid-South 2009*, a summary of local results.

The goals for the local hunger survey mirror those of the national survey:

- Provide a comprehensive profile of the incidence and nature of hunger in America and the Mid-South
- Provide extensive demographic profiles of emergency food clients
- Measure the charitable response to hunger
- Provide credible information about hunger and food insecurity while giving a human face to the statistics
- Compare study data from 1997, 2001, 2006 and the present
- Provide Mid-South Food Bank with unique and statistically valid information about hunger in our community and how that relates to state and national trends

Mid-South Food Bank is one of more than 200 Feeding America food banks participating in the study. The study is designed by the research firm Mathematica, with help from a technical advisory group of leading researchers in the fields of nutrition, food assistance and social policy, and a member advisory council comprised of Feeding America members who have experience in previous hunger studies. These include food banks from every region and every size.

The Mid-South study will survey all 316 of our agencies with personal interviews with more than 500 of their clients. Food Bank staff members and volunteers will conduct the interviews at homeless shelters, soup kitchens and emergency food pantries in Tennessee, Arkansas and Mississippi. The findings of *Hunger in America 2009* and *Hunger in the Mid-South 2009* will be released in the Fall of 2009. Mid-South Food Bank's participation in the hunger study is sponsored by Methodist Healthcare. Volunteers are needed to help with the study. To be an interviewer, please call Alicia White at 901-527-0841.

THANKS



More than 30,000 pounds of protein products from Tyson Foods are unloaded at Mid-South Food Bank.

Tyson Foods donated of 30,000 pounds of protein products to Mid-South Food Bank in honor of the Southern Heritage Classic.

The Memphis Grizzlies Foundation presented Mid-South Food Bank with a \$25,000 grant to support food distribution and to fund the Grizzlies Food for Kids Backpack Program at St. Patrick's Catholic Jubilee School, which is located across from FedEx Forum. This is the second year of the Grizzlies Backpack Program, which gives more than 80 children a backpack filled with wholesome food to take home every weekend during the school year.

Mid-South Food Bank received a grant of \$10,000 from **Wal-Mart** through Feeding America for the second year of funding of the Food for Kids Backpack Program at the Boys & Girls Club of Northwest Mississippi in Batesville. This program serves more than 100 children with food-filled backpacks every weekend. Other Food for Kids Backpack Program sponsors that provided second year funding include Cargill, Baptist Healthcare and the MGM Grand Foundation/Gold Strike Casino.



The Medtronic Foundation made a three-year grant commitment of \$25,000 a year to support Mid-South Food Bank. The Medtronic Foundation takes recommendations from the local Community Link committee who made the decision because they felt that, with all that is happening in the economy, basic needs in the city need to be met.



Employees of Airport FastPark deliver boxes of food collected from customers who earned a discount on parking for their donations.

Airport FastPark held a food drive at its Memphis location and collected 12 boxes of non-perishable food items.



Omega Psi Phi fraternity once again donated more than 20 frozen turkeys to Mid-South Food Bank just in time for Thanksgiving.