

Fall 2014

Food for Thought

Children are headed
back to school ready to
learn — thanks to you!

Colin,
Stockyards neighborhood





Greater Cleveland Food Bank

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**Shirley Stineman,
Board Chair**

Dear Friends of the Food Bank,

This has been a year of great change for the [Greater Cleveland Food Bank](#). We now have a new name, a new logo and soon...a new president & CEO. We're so grateful for Anne Goodman's years of wise and caring leadership, and we will continue our same legacy as one of the premier food banks in the country, striving to provide even more food to those who need it most.

Although the Food Bank will soon have a new president & CEO, the Board and key staff leadership remain in place and continue to use our great body of knowledge and expertise to guide the Food Bank toward our aggressive goals — like dramatically increasing the amount of fresh produce we distribute to families in need. Bill Coquillette, a longtime Food Bank trustee and former Board Chair, has generously agreed to serve as interim CEO until our new CEO is identified.

This month, a new school year begins for children all across our service area. Students on the free or reduced-price meal program are fortunate to once again access breakfast and lunch in the school cafeteria, but what about when the bell rings at the end of the day? Without your support, children from food-insecure homes might be facing a long, hungry night without a meal until they return to school the next day.

Even for parents who don't often struggle to provide food, the added expense of the back-to-school season — school supplies and new clothes and shoes to replace the ones they've outgrown — can cause real anxiety.

Your partnership helps keep our struggling neighbors from going hungry. Because you give to the Greater Cleveland Food Bank, not only can we supply our partner agencies with the healthy groceries families need, but we can provide nutritious meals to our Kids Cafe sites as well as weekend food through BackPacks for Kids. These vital programs provide children with the tools they need to succeed in school — and in life.

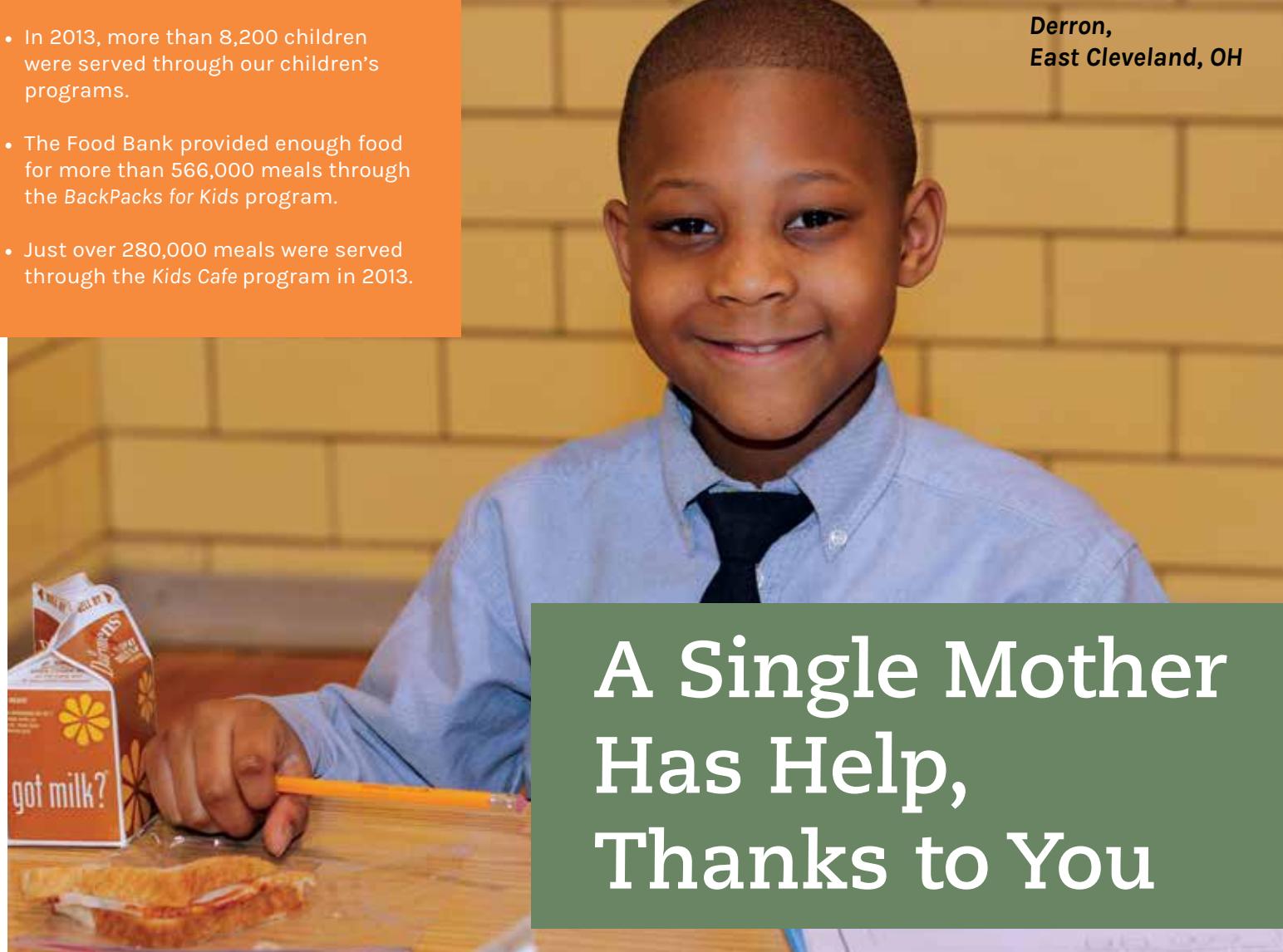
We're so grateful for you and your belief in the work we do together. With your partnership, we're helping our hungry neighbors find a way back to self-sufficiency. Thank you for your support this fall, and all year long.

My most sincere thanks,

Shirley Stineman

- In 2013, more than 8,200 children were served through our children's programs.
- The Food Bank provided enough food for more than 566,000 meals through the BackPacks for Kids program.
- Just over 280,000 meals were served through the Kids Cafe program in 2013.

Derron,
East Cleveland, OH



A Single Mother Has Help, Thanks to You

Tawina is a single mother of two boys, Derron and Van. She works hard as a librarian at Derron's elementary school – it's a job she loves, but she admits it's a real struggle to support her two sons on a single income.

Tawina's situation isn't unusual. In fact, at her children's school, 100% of students are eligible for free or reduced-price lunches. That means when parents' budgets are stretched too thin, they might face some serious decisions – like whether to keep the lights on, take a sick child to the doctor or buy the nutritious food their children need to learn and grow.

Thankfully, your support of the [Greater Cleveland Food Bank](#) helps prevent mothers like Tawina from having to choose which basic necessities they can afford each month. Because you give, Tawina can stretch her budget further thanks to help from programs like BackPacks for Kids, which provides Derron with a bag full of kid-friendly weekend food each Friday. This food helps to fill the meal gap left when children are unable to access meals in the school cafeteria on Saturday and Sunday.

Derron's favorite snack in the backpack is the pureed fruit pouch, and Tawina is so happy her son has the healthy food he needs. She says having access to this resource each week

helps her to afford healthier groceries for the whole family, like fresh fruits and vegetables.

"I appreciate what you're doing."

As for Derron, the food he finds in his weekly backpack gives him the energy to keep up the activities he loves – running track and wrestling. He's full of personality and enthusiasm. Tawina says Derron and his older brother are complete opposites, but they get along well and always look out for each other. She's proud of who they're becoming, and she's so thankful you help her provide for them when she can't.

"I appreciate what you're doing," she says. "We have a lot of kids who really benefit from the program."

With your generosity, children enrolled in our BackPacks for Kids program all across Northeast Ohio have the food they need to thrive this school year. Thank you!

Thank You for Providing Needed Meals and Groceries



Save the Date Taste of the Browns

September 15
6 - 9 p.m. at FirstEnergy Stadium

Join the Greater Cleveland Food Bank and the Cleveland Browns as they tackle hunger in Northeast Ohio at the 16th annual Taste of the Browns. Held at FirstEnergy Stadium with more than 1,000 guests, this event celebrates our city's love of its sports team and our unique and acclaimed culinary talents, all while providing hundreds of thousands of meals to hungry Northeast Ohioans. To purchase tickets go to [GreaterClevelandFoodBank.org!](http://GreaterClevelandFoodBank.org)



BrewHaHa Was a Great Success!

More than 300 people attended the Greater Cleveland Food Bank's inaugural BrewHaHa event in July at the Food Bank's Food Distribution Center. Hosted by the Food Bank's young professional group, YP Pantry, the event highlighted the talents of local comedians while giving Clevelanders the opportunity to sample craft beers from across the region. The event raised just over \$20,000, enough to provide 80,000 meals!



Harvest for Hunger Sets New Record



This year's **Harvest for Hunger** campaign set a new record, collecting just more than \$4 million and 348,000 pounds of food to provide nutritious meals for local food pantries and soup kitchens. More than 500 companies, schools, nonprofits and governmental entities participated by running food and funds drives this year. The success of the campaign was due in large part to the very successful *Check Out Hunger* campaign, a cashier-led fundraising effort in grocery stores across the region during March. Collectively, participating supermarkets raised \$1.4 million!

Harvest for Hunger is one of the largest annual, community-wide food and funds drives in the nation covering 21 counties. Other participating food banks include the Akron-Canton Regional Foodbank, Second Harvest Food Bank of the Mahoning Valley and Second Harvest Food Bank of North Central Ohio.

To see pictures from this year's **Harvest for Hunger** campaign, go to GreaterClevelandFoodBank.org.



An Innovative Idea to Alleviate Hunger

When you give to the [Greater Cleveland Food Bank](#), you're supporting a team of people who will do whatever it takes to reach people in need. Recently, the Food Bank's outreach team got creative when they came up with their newest idea to help people apply for much-needed benefits, like SNAP (formerly Food Stamps). The answer? A food truck.

Recognizing the success of its "pop-up" outreach clinics and produce distributions in low-income neighborhoods to help people in need last summer, our team found a new way to distribute fresh fruits and vegetables — and to help people apply for benefits. But the Food Bank needed a mobile, weather-proof shelter to continue these efforts year-round.

"We're here to help."

After lots of brainstorming, one team member had an epiphany — a food truck. The idea was that a food assistance truck would be eye-catching, portable and, best of all, available year-round. Once they arrived in a neighborhood, residents would be able to approach the truck like a regular food truck, pick up free fresh produce and also go inside and apply for benefits.

The outreach team submitted the idea to [Feeding America](#), and the Greater Cleveland Food Bank received a \$50,000 innovation grant through the Walmart Foundation! The grant

is awarded for innovative, unbudgeted ideas that have the potential to be replicated to fight hunger nationwide.

Jamie Sullivan, Director of Benefits Outreach, knows the truck will provide a vital service for families across the Greater Cleveland area.

"There are a lot of people in Northeast Ohio who are struggling and don't know how to get help," she says. "We're here for them. We don't care how someone arrived at the situation they're in — we want these benefits to be a stepping stone to progress."

The team is anticipating the truck will increase benefits applications by 1,200 over the next year — which will mean 1.1 million more meals for hungry families across our service area.

The Food Bank doesn't want anyone to ever feel ashamed to ask for assistance, and your support of our nutrition and benefits outreach programs makes sure hungry families and individuals can maintain their dignity while getting the help they need.

OUR MISSION:
Working together to ensure that everyone in our communities has the nutritious food they need every day.



Children in Cleveland Heights Are Thankful for You

**Kimyana,
Cleveland Heights, OH**

At the Cleveland Heights Youth Club, there's always something exciting going on. The kids who come here are involved in activities year-round – whether it's karate and yoga during the summer or community service during the school year, they're learning something valuable each and every day.

Thanks to your support of the [Greater Cleveland Food Bank](#), the Heights Youth Club can offer something equally as important as enriching activities: nourishing food. Your gifts mean this partner agency can provide a nutritious, balanced meal every day, year-round, through the Kids Cafe program.

Jackie Fehrenbrach, assistant director of the program, directly sees the benefits of your generosity. She says a lot of people think every family in Cleveland Heights is well off, but she knows the reality is that without the meal they eat at the Youth Club, many of the children she serves wouldn't eat at all.

"The kids love the meals," she says. "Sometimes it's the only one they'll get."

Jackie knows of one mother in particular whose family has really benefitted from the meals you help provide. She's self-employed and supporting her three children on her own, and often

struggles to provide them with enough nutritious food. For her – and so many others like her – your generosity is vital.

The food served at the Heights Youth Club is always nutritious. A typical meal includes lean protein, whole wheat grains like brown rice or couscous and fresh fruits and vegetables.

"It's a healthy meal that gives the students the energy to finish their homework after school," Jackie explains.

"You're doing a great thing for our kids in need."

Because she sees the kids you're helping every day, Jackie is so grateful for your generosity to the Greater Cleveland Food Bank, and she wants you to know just how much you're helping our community when you give.

"You're doing a great thing for our kids in need," she says. "Thank you – and please keep it up!"

Siblings Thrive with the Backpacks Full of Food You Help Provide

Kirrollos, 7, is in first grade at Metro Catholic School's Boniface Campus, and his little sister, Karin, 5, is in Kindergarten. Kirrollos wants to be a policeman when he grows up...or maybe a fisherman. After giving it some thought, he decides he'll be a policeman who just fishes for fun on the weekend.

“Thanks for everything!”

As for Karin, she loves painting, music and art and says she wants to be a firefighter when she grows up. Like most younger siblings, she really admires her big brother.

These two children are full of energy and life – it's hard to imagine them ever feeling the pains of hunger. Their mom does her very best to support them on her own, but their household budget is often too tight to afford even the basics... and that leaves the family at risk of hunger.

Fortunately, you help ensure young children like Kirrollos and Karin don't go hungry. Your gifts provide these two – and 75% of the students at Metro Catholic – with backpacks full of food each Friday through the BackPacks for Kids program.

Kirrollos and his sister especially like the cereal and the macaroni they find in their backpacks, which they always help their mom prepare. Really, there's nothing in the bags these two enthusiastic kids don't like.

“I like the milk – it makes me STRONG,” Kirrollos grins, pointing to his muscles.



**Kirrollos & Karin
Stockyards neighborhood**

Kirrollos and Karin say the food really helps their mom, and it's clear they like the responsibility that comes with being in charge of their backpack of food. When asked what they'd want to say to express their thanks for you, these two don't hide their excitement at all.

“Thank you!” Kirrollos shouts, jumping from his chair, while Karin adds, “Yes, thanks for everything!”

When kids like Kirrollos and Karin have the food they need to thrive, it's to the benefit of our whole community. Thank you for strengthening the next generation of Northeast Ohioans!



Greater Cleveland
Food Bank

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