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Cleveland Heights, OH

Winter 2014

Food for Thought

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Northeast Ohioans
of all ages!

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been committed to minimizing waste
while helping you maximize your savings.*





Greater Cleveland Food Bank

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Anne Campbell Goodman



Anne Campbell Goodman

Dear Friend,

Not long ago, with help from the William J. and Dorothy K. O'Neil Foundation, we conducted research to find out how well our community understands the Foodbank and what we do. With this information, we embarked on a project to better define what identifies us as an organization.

This research involved input and discussion from many people. The most interesting question the experts asked was certainly "If the Foodbank were a car, what kind would it be?" There were two very different answers. One was that we were a Prius — efficient and sensible. The other was a Cadillac, because we're so effective at realizing our mission.

When it came to describing the Foodbank, three words rose to the top — innovative, efficient and growing. I'm glad that so many people share my vision of what we are, which is not the same month to month. And I'm even happier that we live in a compassionate community where there are so many people who believe in our mission, as well as our desire to grow and develop innovative ways to provide meals to those in need.

All of our work and research led us to an exciting place. After much consideration, we realized that it was time to change our name to "[Greater Cleveland Food Bank](#)." This more inclusive name came about after we learned that about half of the people surveyed thought that we only served Cleveland. In fact, we provide nutritional food to all of Cuyahoga County, as well as Ashland, Richland, Lake, Geauga and Ashtabula counties. And, in changing the name, we took the opportunity to better spell the word "Foodbank" — now you won't get a red squiggly line every time you type it!

Additionally, the logo change maintains the look we've always had, but fits in much better with the digital, interconnected world we now live in. While I still don't know what a tweet is, most people are looking up organizations such as ours on their handheld devices, and more and more people like the convenience of making their donations online. We want to make that as easy as possible!

So, we're off to the races with a new look, a new name and identity that we're proud of. I'm excited to be a part of the Greater Cleveland Food Bank, and I'll be delighted to have you with us as we continue to grow and innovate!

Best,

Anne Campbell Goodman
President & CEO

Clarence,
Mansfield, OH

Caring Grandparents Have Help, Thanks to You



In Fiscal Year 2013:

- Food Bank programs served an average of 24,400 people in Ashland and Richland Counties each month.
- Enough food for more than 801,000 meals was provided in Ashland County.
- In Richland County, more than 1.5 million meals were provided.

"This is a big help," Clarence says as he takes a can of peaches off the shelf of the H.O.P.E. Food Pantry at Catholic Charities, a [Greater Cleveland Food Bank](#) partner agency in Mansfield, Ohio. He and his wife are taking care of their 14-month-old grandson right now, and Clarence is excited to bring home something healthy for him to eat.

Clarence and his wife haven't always needed help with food, but they're getting used to their new life on a fixed income. She had a stroke two years ago and hasn't been able to work since. Their meager Social Security checks don't go very far — especially when they factor in the expensive medicine Clarence's wife requires.

Sometimes the aging couple can't make their budget stretch to last the entire month. And now that it's winter, much of their income goes to paying heating bills. During times like these, they're especially thankful for the H.O.P.E. Food Pantry. Being able to depend on the pantry's full shelves means they don't have to choose between heating their home and eating regular meals.

"I appreciate everything you're doing for us."

As proud grandparents, the couple loves when their littlest grandson comes to stay with them. They're able to fill his plate because of the food they receive from the pantry, and they're so grateful to be able to give him the comforting meals all grandparents want to provide.

"I appreciate everything you're doing for us," Clarence says, referring to your generous support of the Food Bank. "Without you, there wouldn't be help."

Your gifts are helping to feed Ohioans of all ages — from seniors like Clarence and his wife to their 14-month-old grandson! Thank you for making sure all of our neighbors have the food they need to thrive.

Thank You for Helping the Hungry, Young and Old

HARVEST for HUNGER

Harvest for Hunger 2014 Kicks Off in February!

Last year was a record-breaking year for the Harvest for Hunger campaign – more than 16 million meals were made possible for hungry people in Northeast Ohio.

Harvest for Hunger runs through the spring and is the collaborative effort of four food banks covering 21 Northeast Ohio counties. With recent cuts to the SNAP (food stamp) program, the 2014 drive is critically important, as the need for food in our area continues to increase. The food and funds raised will provide free, nutritious food to local hot meal programs, pantries and shelters to serve hungry people in Northeast Ohio.

Led by our 2014 campaign co-chairs Andrea Hogben, president, Northeast Ohio Media Group, and Howard Lewis, chairman, CEO and founder, Family Heritage Life Insurance, the goal for the 2014 Harvest for Hunger campaign is to raise enough food to provide for 17 million meals. There are several ways you can support the campaign:

CHECK OUT HUNGER

Shop at participating supermarkets and ask your cashier to scan a \$10, \$5 or \$1 donation coupon as you "Check Out Hunger."

HOST A FOOD & FUNDS DRIVE

Join the hundreds of businesses, schools, churches and other organizations conducting food & funds drives. Visit HarvestForHunger.org for food & funds drive details and to learn how to register your drive.



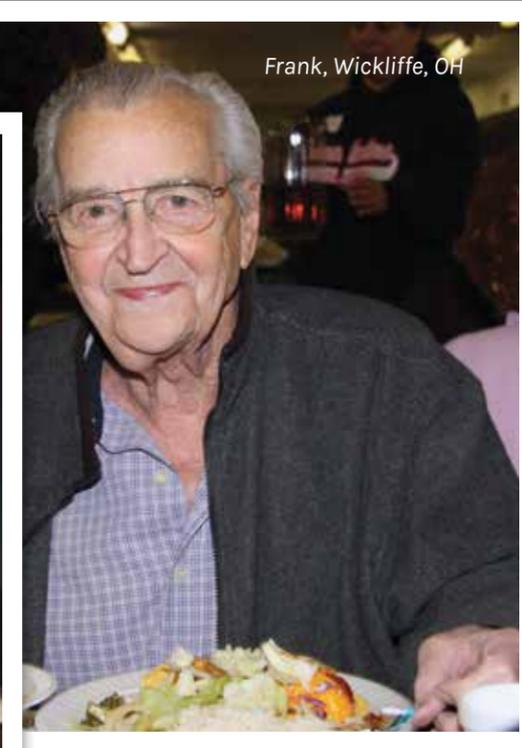
Emanuel, Old Brooklyn, OH



Michelle, Mansfield, OH



Sincere, Near West Side neighborhood



Frank, Wickliffe, OH

MARKET AT THE FOOD BANK

Join us on Sunday, May 4, for the annual Market at the Food Bank. Enjoy signature dishes from over 50 of Cleveland's best restaurants, samples from area beverage purveyors, entertainment and the chance to bid on exciting one-of-a-kind packages!

MAKE A DONATION

Visit HarvestForHunger.org to make a donation online or mail your check today.

For more information about the events or how you can host a food and funds drive at your company, visit HarvestForHunger.org.

Local Legislators Volunteer

Local legislators recently came to the [Greater Cleveland Food Bank](http://GreaterClevelandFoodBank.org) with their families and friends to show their holiday spirit by helping at the Food Bank's monthly produce distribution.

We rely on state and federal support to stock our shelves and their support is critical to our efforts.



Front row: Mayor Susan Drucker, City of Solon; Maria Farley, City of Solon; Beth Thames, Office of Senator Sherrod Brown; Anne Goodman, CEO of Greater Cleveland Food Bank; Representative Marlene Anielski; George Brown, Office of Senator Rob Portman
Back row: Clerk of Council Susan Schmotzer; Councilwoman Yvonne Conwell; Mayor Drucker's son; Councilman Dale Miller; Senator John Eklund; Belinda Prinz, and Beverly Charles, Office of Representative Marcia Fudge



Donors to the Food Bank's cold storage expansion project had the chance to sign one of the first beams to be put in place on Wednesday, December 11, 2013. Pictured, left to right: Food Bank Board Chair Shirley Stineman, Northeast Ohio Media Group; Doug Yost, Wal-Mart Inc.; Ray Murphy; Food Bank CEO Anne Goodman, Greater Cleveland Food Bank; Kathy Hallissey, Cleveland Foundation; Norman Wells, The Denise G. & Norman E. Wells Jr. Family Foundation, Inc.; Debby Capela, Cargill Deicing Technology; Karen Hooser, The Reinberger Foundation; Richard Maxfield, Cargill Deicing Technology

Special Thanks to the Donors Who Are Making Our Cold Storage Expansion Possible!

Over the last few years, the need, and the [Greater Cleveland Food Bank's](#) distribution, has skyrocketed. From Fiscal Year 2005, the first year in our new Community Food Distribution Center, to Fiscal Year 2012, our annual distribution increased by more than 16 million pounds (88%).

The Food Bank has expanded our programs to both bring nutritious food into our facility and to get it out to our member agencies and their clients as quickly as possible. The Food Bank's distribution of refrigerated and frozen food is up over 300% from Fiscal Year 2007!

Produce, meat, dairy and other perishable food items are among the most nutritious food the Food Bank can make available to our clients. This past fiscal year the Food Bank distributed nearly 12.5 million pounds of fresh produce and in the upcoming year that number is expected to increase to 16.2 million pounds.

To address the critical need for additional cold storage space, the Greater Cleveland Food Bank is increasing the amount of freezer and cooler space available. Specifically, the project will include adding approximately 13,000 square feet of new cold storage on the back of the Food Bank, including a temperature controlled dock. The Food Bank currently has 9,007 square feet of cold storage space, meaning that it will more than double the amount of space available.

Donors to the project recently got an update on the Greater Cleveland Food Bank's new cold storage expansion and a sneak peek at the construction site. The Food Bank has now

successfully raised the \$2.4 million needed to complete this project. Special thanks to Cargill, for which the space will be named. Construction on the project is expected to be completed by spring 2014.

Thank you to the following donors for making this critical expansion possible!

Bicknell Fund
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 Cleveland Foundation
 David and Inez Myers Foundation
 Denise and Norman Wells Foundation
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 Kent H. Smith Charitable Trust
 Nonneman Foundation
 Ray and Katie Murphy
 Reinberger Foundation
 Steve and Sondra Hardis
 Walmart Foundation
 and the many other individual donors

Our mission:

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

- This year we launched our *Mobile Meals* program, which serves 500 meals to older adults each day.
- About 15% of the people we serve are senior citizens.



You Bring Hope to Older Adults

Mary,
Mentor, OH

Mary came to Ohio from Ireland in 1954, when she was 28. She says she saw a new life in Ohio, one filled with opportunities. Ever since, she's been a dedicated mother, grandmother and caretaker. Now, at 87, Mary continues to put her family first. She's helped care for her grandchildren in the past and recently opened her home to her grandson, Kevin, who was laid off from his job.

by now, she's gotten used to not being able to hear much.

Mary is going through enough right now – she shouldn't have to worry about going hungry, too. Thankfully, your support of the [Greater Cleveland Food Bank](#) means Mary will have nutritious food to put on her table, despite her medical expenses.

Your gifts help stock the food pantry at Mentor Church of Christ, a Food Bank partner in Mentor, Ohio, which she can visit when she can't stretch her fixed income to the end of the month. Pantry volunteers also brought healthy food right to Mary's door after her hospital stay.

"I probably wouldn't be alive if it wasn't for this place," Mary explains, so grateful for this life-giving resource that you help make possible. "You are truly remarkable people."

At the food pantry, Mary is able to pick up fresh produce as well as shelf-stable canned goods to keep her thriving in her golden years. Your support keeps women like Mary – and so many other Northeast Ohio seniors – going strong. Thank you!

"You are truly remarkable."

Unfortunately, recent health problems have hindered Mary's ability to comfortably provide for herself. She had surgery last year, which put her in the hospital's intensive care unit for two weeks. Mary continues to suffer with complications from the surgery, and her hospital stay took a significant bite out of her savings. She's still dealing with hefty medical bills.

Mary is also very hard of hearing. She has hearing aids, but with so much of her budget going to medical bills, she's unable to afford the batteries to keep them functioning. She says that

Join Tomorrow's Harvest

Tomorrow's Harvest is a society recognizing individuals who have included the Greater Cleveland Food Bank in their estate plans through a will, trust, annuity, life insurance gift or other legacy gift. Through these special gifts, our supporters are able to make a significant difference in our community, even beyond their lifetimes. Because, as long as there are hungry people in Northeast Ohio, the Greater Cleveland Food Bank will be here to feed them.

To learn more about how your generosity could make an impact for generations to come, please contact Stacy McKinley, development officer at 216-738-2056 or smckinley@ClevelandFoodbank.org.

You're Keeping Northeast Ohioans Healthy

Edith remembers well the days she used to run out of food. Despite the long hours she put in at every job she held, as a single mother, there were many times she just couldn't make her income stretch until her next paycheck.

Fortunately, her days of running out of food are long past. Thanks to your support, Edith can visit the regular [Greater Cleveland Food Bank](#) Mobile Pantry at Calvary Hill Baptist Church. She's so grateful for the fresh fruits and vegetables she needs to stay healthy.

"I never run out of food now," she says. "This is such a blessing."

**"Because of your help,
we have hope."**

Edith has always been a dedicated caretaker. She worked as a home healthcare worker for several years, cared for her grandmother and mom as they aged, raised her son on her own and took in her cousin, who has a disability, a few years ago. But providing for herself and her cousin became difficult when she lost her job a couple months back. She's been searching diligently for more work ever since, but hasn't had any success yet. She has experience in retail as well as home health, and she's optimistic she'll find something soon.

Because you generously support the Food Bank, Edith knows she can rely on the food distributions at Calvary Hill for nutrient-rich produce for both herself and her cousin. She



Edith,
Fairfax neighborhood

During Fiscal Year 2013, the Food Bank distributed 12.5 million pounds of fresh produce. This year, we're expecting to distribute 16.2 million pounds!

especially looks forward to receiving acorn squash at this time of year, a family favorite.

"Eating veggies makes you feel good," she says. "As long as we eat healthy things, we'll be all right."

Edith and her family aren't the only ones who benefit from your generosity — in fact, the regular mobile pantries at the agency provide access to fresh food for up to 600 households locally. Edith knows your generosity helps so many people like her, and she couldn't be more grateful that you choose to give.

"If it wasn't for the Food Bank, some of us wouldn't make it," she says. "Because of your help, we have hope."



**Greater Cleveland
Food Bank**



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local coordinator of
**HARVEST
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