

BANK NOTES

A publication of the Greater Baton Rouge Food Bank – Volume 3 – No. 3



It is hard to believe that another year is already about to end. A year of challenges and opportunities gives way to one of excitement that brings even greater opportunities, changes and challenges.

We end this year with a move into our newly renovated Food Bank facility at the Fraenkel Center, formerly Fraenkel Furniture Company on South Choctaw. The challenges of completing the project, the move coordination while distributing during the month, and the efforts to complete the capital campaign are beginning to give way to the great opportunities that this new facility presents for us to transform the Food Bank into something greater.

This new facility is much like the bud of a new rose for your Food Bank. This is the dawning of a new time, with growth and development of operations, increased efficiency and expanded capacity for distribution defining this new chapter in your Food Bank's story. Embarking upon this new chapter, your Food Bank will begin to flourish and blossom into a fully developed new rose of which you, our gardeners, will be most proud.

We thank you for your continued support of our efforts to truly make a difference for those most in need in our community. It is truly our privilege to accept the blessings of experiencing the impact of making a difference in the lives of children, seniors and the working poor on your behalf. I just wish that we could better share their smiles and stories of how impactful your contributions are in their lives. We cannot bring those smiles and have that impact for those in need without your continued support.

Sincerely,

MICHAEL G. MANNING

President & CEO



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Greater Baton Rouge
Food  Bank

29TH ANNUAL WBRZ FEED A FAMILY FOOD DRIVE

More than 179,480 meals provided to feed those in need

WBRZ's Feed A Family food drive sponsored by the Baton Rouge Clinic, AMC, was a tremendous success. The community once again answered the call to feed individuals and families in our service area by placing nonperishable food items in the specially marked white and blue Feed A Family food barrels around town. WBRZ and the Baton Rouge Clinic, in partnership with the Greater Baton Rouge Food Bank, hosted the drive from October 7 through November 9 – culminating with "Feed a Family Friday" on November 8 from Matherne's Supermarket on Bluebonnet, sponsored by Dow Louisiana Federal Credit Union.



The Feed A Family campaign collected 189,630 lbs of food and \$4,291 in donations; the equivalent of 179,480 meals! Thanks to your donations, we are able to provide a bright spot in the lives of those who struggle with hunger by stocking the shelves for the holidays.

While the campaign has ended, there are still opportunities to help feed the hungry for the holidays through the "Thibodeaux" Turkey and "Pierre" Pig campaign. For each \$25 contribution, donors will be able to adopt a Thibodeaux or Pierre beanie stuffed animal. Proceeds will be used to purchase turkeys and hams for less fortunate families in our area. For more information, contact Amy Sellers at (225) 359-9940.

"CLEAN UP ON AISLE 5!"

Peoples Health's 1st Supermarket Sweep a Big Success

Imagine if you had 5 minutes to fill as much food into baskets as you could all to benefit the Greater Baton Rouge Food Bank. That is precisely what the team at Peoples Health had in mind when they created the Supermarket Sweep, which was held in November at Albertsons on College Drive. Six celebrity teams came together to compete to see who could collect the most food in a timed race around the supermarket. All food collected was donated to the Greater Baton Rouge Food Bank and contributions were also made on behalf of Albertsons and Peoples Health.



The competing teams included Julie Morial and Jeannie Mace from Peoples Health, LSU Women's Basketball Coach Nikki Caldwell and Assistant Coach Tasha Butts, WVLA's Jeanne Burns and Jesse Gunkel, WAFB's Steve Caparotta, Johnny Ayshen and Greg Merriweather, WBRZ's Brittany Weiss and Ryan Naquin, and a team of folks from the District Attorney's Office. In the end, the team from WBRZ took first place for most food collected, and in all the event generated a donation of food valued at \$15,000 for the Greater Baton Rouge Food Bank. A special thanks to Deveney Communications for creating and executing the event on behalf of Peoples Health.



COCA COLA SPREADS THE JOY

The Greater Baton Rouge Food Bank has teamed up with Coca-Cola and Associated Food Stores once again to present the 2013 Spread the Joy campaign. Participation is easy and provides much needed food for individuals and families in your area during the holiday season. Now through December 23rd, simply visit a participating Associated Food Store and look for the red Coca-Cola Spread the Joy prepackaged food bags. Simply purchase the \$10 prepackaged bag of food when you check out and place the bag in the red Greater Baton Rouge Food Bank barrels as you leave the store.

Throughout the holiday season, Coca-Cola and Santa will be visiting area stores with their Coca-Cola Santa Truck. Visit www.brfoodbank.org for a listing of participating stores and dates for the Santa truck. For complete campaign details, feel free to contact Amy Sellers at (225) 359-9940.

FOOD DRIVES

- ▶ Cox4 Football, Food and Families – 8,127 pounds of food collected
- ▶ EBRP & Livingston Parish Libraries Food for Fines – 12,400 pounds of food collected

A CHILD WHO CHANGED A COMMUNITY

"In dying, 11-year-old Trevor Sims taught us all how to live."

You know when someone special comes into your life because he or she has a way of changing you for the better. But it is even more profound when that one special person has the ability to change an entire community. Trevor Sims was first diagnosed with cancer when he was five years old; at age 10, Trevor and his family were informed that his cancer was terminal. Understanding he would have limited time, Trevor made a wish that he shared with the Baton Rouge community: he wanted to feed the hungry because he and his family had once gone hungry with only water for several days when they were going through a rough time, and he didn't want anyone to ever have to feel that way again. Trevor's compassion and spirit to serve was all it took to spark a community to act.



The city of Baton Rouge came together to host the Trevor's Wish City-Wide Food Drive during the first week of September. The drive quickly grew to include multiple cities, parishes and even crossed state lines. The response was overwhelming and leading the effort was Trevor Sims, committed and focused on the cause despite his declining physical condition. He worked with media outlets, attended public events with the mayor, and more importantly continued to serve in an effort to help others.

The combined efforts of so many in our community, all inspired by Trevor, resulted in the collection of more than 42,798 pounds of nonperishable food items and more than \$85,000 in monetary donations and endowments. The current total is equivalent to 442,070 meals for those in need – the largest drive

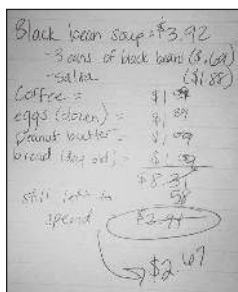
total in recent years for the Greater Baton Rouge Food Bank, and donations are still coming in as part of Trevor's Wish.

Trevor passed away on October 16, 2013, just four days after his eleventh birthday. The Greater Baton Rouge community lost a true hero in Trevor, but his legacy lives on and continues to inspire us all. The impact of his kind heart will stay with us forever, and each day his actions inspire us to renew our passion for providing food assistance to those in need. In dying, 11-year-old Trevor Sims taught us all how to live.

LIVING BELOW THE LINE

2 Broke Guys live on \$2.25 a day for a week as part of Hunger Action Month

Hunger Action Month was celebrated in September and all month long there were activities planned for raising hunger awareness. From tips on shopping and eating on a limited budget to more than 17,000 pounds of rice being donated to the Food Bank from the Louisiana Rice Industry, Hunger Action Month was busier than ever. While raising awareness was key to the overall mission, understanding what it feels like to be hungry took it a step further. Taking that step and encouraging others to do the same was a new effort led by 2 Broke Guys – Josh Howard and Ryan Chenevert.



From September 23-27, 2BRoke Guys partnered with the Greater Baton Rouge Food Bank and media outlets to encourage the community to participate in the Geaux for BRoke Challenge. Participants lived below the broke line by spending no more than \$2.25 each day on food for five days, and it proved to be quite a challenge.

"Going into the challenge, I anticipated that it was going to be difficult. However, I didn't fully realize just how difficult it would be until the second day. The hunger pains, headaches, the temptations were all hitting at once and it was not the easiest to manage," said Josh Howard. "Going to the grocery store was difficult because you had to weigh out if you could truly afford a can of soup or if that money was best suited elsewhere. Being severely hungry affects every

aspect of your well-being. Despite the mental and physical struggles, the Geaux4BRoke week opened my eyes to the immediate needs of those around me and in the city."

All participants in the challenge were encouraged to document their experience and share it through designated social media pages. The challenge also allowed participants to donate to the cause by calculating what they normally would have spent on food for five days and subtracting their daily \$2.25 from that amount. The difference would then be donated to the Food Bank to help feed the hungry in our community.

Understanding what it is like to be hungry is sometimes difficult to grasp. Experiencing it firsthand makes it real, and it is something that you remember when it is a part of daily life. In our 11-parish service area, 15.1% of the population struggles with hunger. 126,750 people do not always know where they will find their next meal and 38,440 of those are children. Together we can make a difference in their lives.



THE SLICE SPOTLIGHT

Greater Baton Rouge Food Bank Photo Album



◀ *"The Louisiana Legislator's Charity Fund made a \$2,500 donation to the Food Bank in memory of Trevor Sims. Pictured are Board Member Larry Denison, Senator Sharon Weston Broome, Representative Steve Carter, CEO Mike Manning, and Board Chair Sharon Lee."*



▲ *"LSU Lady Tiger Basketball Coach Nikki Caldwell congratulates 98 year old Margaret Alexander for completing the Hunger Walk held in November at the Catholic Life Center."*



▲ *"Contestants line up for the children's costume contest at the Mall of Louisiana's Fall Fest on the Boulevard to benefit the Food Bank."*



▲ *"The 23rd Annual Slice of Life Golf Classic was a big success, raising more than \$22,000 for the Food Bank. The Tri-State Refrigeration team took first place overall gross score."*



▲ *"Halloween Costumes were in full force at the 10/31 Consortium Halloween Parade to benefit the Food Bank."*



▲ *"The PMAC was filled with tons of happy pancake lovers on October 19th, part of the Kiwanis Pancake Festival to benefit local organizations including the Food Bank"*

Special Thanks to HUNTERS FOR THE HUNGRY

Clean Out Your Freezer Day 2013 collected more than 9,000 pounds of food. Consider donating your game to feed the hungry. Visit hunters4hungrylouisiana.org to learn more.

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ADOPT-A-SENIOR

A Greater Baton Rouge Food Bank Outreach Initiative

When you think of feeding the hungry, families and children are usually top of mind. But it is also important to note that some of the most vulnerable victims of poverty and hunger in the population we serve are our senior citizens. These seniors are on a fixed income and they have, in many cases, watched their retirement savings shrink or disappear in today's

challenging economy. Many seniors find themselves in need of assistance for the first time in their lives and the spiraling cost of food has put many basic food items out of their reach.

The Adopt-A-Senior (AAS) program is designed to improve the quality of life of seniors with limited incomes by providing them with a basic box of food staples once a month for a year. The monthly box of staples is also supplemented with fresh fruits and vegetables, dairy products and other household paper products when available. The program allows seniors

to stretch their budgets so that they do not have to choose between paying for medications, paying utility bills, paying for transportation... or buying food.



▲ The team at Olive Garden provided hot meals as part of the Adopt-A-Senior monthly box distribution in November.

To qualify for the program, the individual has to be 65-years-old or older, or 60 or older with a disability. Poverty guidelines are also used to determine eligibility. The program has continued to produce incredible results in the overall health and quality of life for our seniors and many businesses have started to get involved in the way of grants, donations and volunteerism to help the cause.

To learn more about the Adopt-A-Senior Program and how to get involved, contact Yvonne Farwell at (225) 359-9940 ext. 218.

A SPECIAL THANKS TO OUR FANTASTIC VOLUNTEERS

Alpha Kappa Alpha	Untouchable Diamond Divas	Raising Canes	Kappa Alpha Theda
Baton Rouge Magnet High Beta	Greater New Guide Baptist Church	Church of the Highlands	Public Interst Law Society - Southern
Junior League of Baton Rouge	St. Amant Interact	Liberty Mutual	Girl Scouts Office Staff
National Charity League	The Red Shoes	Faith United Methodist Church	Sigma Alpha Pi
Sigma Phi Lambda	Sherwood Middle	Designer Shoes Warehouse	BancorpSouth Employees
Parkview Baptist Church Youth	ExxonMobil Interns	LaMadeline Restaurant Managers	Capital One Bank Employees
Psi Phi Beta	Baton Rouge Bar Association	Grace Works Church	Black Law Students
Lambi Tai Youth	Dig Magazine	St. Frances Cabrini Church Youth	First Friday Memo Mailout
St. George Beta	Mu Omega Delta	Antioch UMC- Springfield, Mo.	Adopt-A-Senior Volunteers
St. Amant FFA	Air Force Flight Team	St. Martin Parish 4H Jr. LeagueClub	
City Year Baton Rouge	Job Corp	Little Prairie Bapt. Church	
The Arc Baton Rouge	Ladies in Pink Social Club	Capital Area Atheist/Agnostic Group	
LSU Rotaract	University Baptist Church	Quota International Club	
Iberville Parish FFA	Grace Convert Community Church	Whole Foods Employees	
Jetson Center for Youth	Goodwood Blvd. Church of Christ	Alter Ego Social Club	
Ascension Christian High School	CB&I	Gresham & Associates	
Istrouma Baptist Church	Baton Rouge General Radiology	AMWIN	
Bold and Beautiful Social Club	St. Lukes	Catholic High Basketball Team	
Diamond Divas Social Club	Youth Volunteer Corps	Dutchtown Baptist Church	
La. Insurance Network	Episcopal Girls Basketball team	LSU Food Service Club	
Judson Baptist Church	St. Albans Episcopal Church	United Presbyterian Church	
ExxonExcite	North Baton Rouge Youth Development	Kappa Delta Epsilon	



▲ A team of volunteers from ExxonMobil sorted and packed food for distribution in November to help feed the hungry in our community.

Greater Baton Rouge Food Bank

5546 Choctaw Drive, P.O. Box 2996
Baton Rouge, LA 70821-2296
225.359.9940 | www.brfoodbank.org



United Way Member Agency



Member of Feeding America

In an effort to go green and reduce costs, the Greater Baton Rouge Food Bank encourages you to sign up for our e-newsletter and newsflashes. Visit www.brfoodbank.org to sign up and start receiving news in your inbox.

HOW YOU CAN HELP THROUGH YEAR END GIVING – WAYS TO GIVE

As the year comes to an end and the holidays are quickly approaching, many in our generous community wonder how they can contribute to the efforts of the Food Bank. While we always accept gifts of food and funds throughout the year, there are some unique ways you can donate to the Food Bank as the calendar year comes to a close. Read on to learn more about how you can invest in the Baton Rouge community to help those in need. For more information, contact Charlene Guarisco Montelaro at (225) 359-9940, ext. 216.

- ▶ **Gift of Cash:** You can deduct cash gifts up to 50 percent of adjusted gross income. On a \$10,000 cash gift in a 28 percent tax bracket, you save \$2,800 in taxes.
- ▶ **Appreciated Stock:** Appreciated stock makes an excellent gift. You avoid all capital gain taxes, will receive a tax deduction, and can deduct it up to 30 percent of your adjusted gross income.
- ▶ **Bonds, Mutual Funds:** Similar to cash in their tax treatment, these make excellent gifts. State, Municipal, and Government bonds are welcome gifts.
- ▶ **Bequest Through Will:** One of the simplest ways is to give of your estate. You can make a gift bequest, after others have been provided for, of a dollar amount, specific property, a percentage of the estate, or what is left (remainder) to the organization.
- ▶ **Gift of Life Insurance:** A simple way to make a significant future gift is to name the organization beneficiary to receive all, or a portion of the proceeds of an existing life insurance policy. You will receive a tax deduction for the cash surrender value, thus reducing your tax liability in the year of the gift.
- ▶ **Retirement Accounts:** Retirement Account Funds (IRA's or company plans) beyond the comfortable support of yourself or loved ones may be given (like life insurance proceeds) to the organization by proper beneficiary designation.

SPECIAL OPPORTUNITY THROUGH DECEMBER 31, 2013:

If you are 70 ½ and older, your chance to make a tax-free gift from your IRA ends December 31, 2013. You have the opportunity to transfer up to \$100,000 from your IRA directly to a qualified charitable organization such as the Greater Baton Rouge Food Bank. This transfer will not generate either taxable income or a tax deduction, so you do not even have to itemize to take advantage of this wonderful opportunity to support your Food Bank.

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