

# BANK NOTES

A publication of the Greater Baton Rouge Food Bank – Volume 3 – No. 4

## Food Bank at Fraenkel Center

**\$3.25 Million**

Food Bank ESOP Purchase

**\$2.2 Million**

In-Kind Donation by Mr. and Mrs.  
Albert Fraenkel II & Children

**\$5.45 Million**

Total Acquisition Value to  
Food Bank

**174,800 Sq. Ft.**

Total Facility Square Footage

## Top Four Benefits of New Facility

- 1** Dramatically improves operational efficiencies
- 2** Significantly increases Food Bank's capacity
- 3** Provides bulk repackaging capabilities
- 4** Creates an expanded disaster response staging area



As we approach one of the most challenging times of our year, the summer when children no longer have access to school lunch programs, we find that Louisiana is number 2 in the country in food insecurity despite an unemployment rate that is lower than many other states. What does food insecurity actually mean? Well, food insecurity is the situation where a person is not sure from where their next meal will come or, for that matter, whether a meal will come at all. That person is considered "food insecure".

In our 11-parish service area, we have identified that, after all of the federal feeding programs and the 9.6 million meal equivalents that we distribute, a 20 million meal deficiency or gap exists for those that are food insecure. With your help, we have been able to help reduce that meal gap, but we need your continued help to do more.

Food insecurity is much more than a basic needs issue. It has become a public health issue that affects us all. The fact of people going without meals, or in other words being food insecure, has been demonstrated in studies to lead to obesity and the resulting health issues of diabetes and hypertension. You may ask how not eating is possible, but it is purely the body's physiology. When the body does not eat regularly, it begins to store fat naturally for use between eating opportunities. The longer this continues the more the body automatically stores more fat. That is the exact opposite of all the health trainers that instruct people who want to lose weight to eat 6 small meals a day to increase the body's metabolism and burn fat.

We need your continued help, especially as we move into the summer when food insecurity for children increases, to provide more meals to fight food insecurity. Our new facility has plenty of space for significantly more food. Please join us as we strive to reduce food insecurity in our area. We cannot do it without you.

Sincerely,

Michael G. Manning

President & CEO

**WE HAVE MOVED.  
PLEASE MAKE A NOTE OF OUR NEW ADDRESS.**

**10600 S. Choctaw Drive • Baton Rouge, LA 70815-1826  
P.O. Box 45830 • Baton Rouge, LA 70895-4830**

## FEINSTEIN CHALLENGE TO OFFER \$1 MILLION TO HUNGER FIGHTING AGENCIES

For the 17th consecutive year, Alan Shawn Feinstein will divide \$1 million among non-profit hunger fighting agencies nationwide using it as a spur to help them raise funds this March and April.

The more donations made to the Greater Baton Rouge Food Bank - from March 1st to April 30th— the more of the Feinstein challenge money the Food Bank will get. In years past, participating organizations have increased their donations by two or three times the usual returns this time of the year by taking advantage of the opportunity offered by the Feinstein Challenge.

Only donations or pledges received from March 1st to April 30th and **specified towards the Feinstein initiative** will apply to the challenge. Donations can include cash, checks and food items (valued at \$1.00 per item or pound) or pledges.

The million dollars from the Feinstein Challenge will be divided proportionately among all participating agencies.

Feinstein's past annual spring \$1 million challenges to fight hunger raised over \$2 billion for over 1,800 agencies and houses of worship nationwide helping the needy. Donation toward this campaign allows donors to take on a partnership role in the most successful ongoing grassroots effort to fight hunger.

A full report of the results of this 2014 Challenge will be posted on the Feinstein Challenge website in July.

## DARDEN RESTAURANTS FOUNDATION AWARDS \$3,000 GRANT TO FOOD BANK

The Greater Baton Rouge Food Bank has been selected to receive a \$3,000 grant as part of the Restaurant Community Grants program from the Darden Restaurants Foundation, Inc., the charitable arm of Darden Restaurants. The grants program, now in its third year, empowers each restaurant in the Darden family of brands to help award a \$1,000 grant to support local community programs. The donation will enable the Greater Baton Rouge Food Bank to provide additional support for the Adopt-A-Senior program.

“The Adopt-A-Senior program is very important to the seniors that we serve. The grant from Darden allows us to provide increased support to the seniors included in the program that may otherwise be faced with making the choice between food or prescription medications. This type of support for our community from partners like Darden is invaluable and vital to our ability to provide food to those in need,” said Mike Manning, President and CEO of the Greater Baton Rouge Food Bank.

“We strive to make a positive impact in all the communities our restaurants serve,” said Gene Lee, Darden's president and chief operating officer. “Our employees are incredibly passionate about getting directly involved in their local communities, and our Restaurant Community Grants program enables each of our restaurant teams to make a difference right in their own backyard.”

The Adopt-A-Senior program's purpose is to improve the quality of life of seniors with limited incomes by allowing them 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 Adopt-A-Senior program provides basic, shelf-stable food once a month for the period of a year to qualified at-risk seniors.

For more information about the Darden Foundation, please visit [www.dardenfoundation.com](http://www.dardenfoundation.com). For additional information on the Greater Baton Rouge Food Bank please visit [www.brfoodbank.org](http://www.brfoodbank.org).



## REACHING HUNGRY FAMILIES WHERE THEY LIVE WITH MOBILE PANTRIES

A food desert, defined by Feeding America, is any location where access to fresh and healthy food is limited. There are 89 percent of Scotlandville residents living a mile or more from a major grocery store or supermarket. Additionally, there are 1,067 households in Scotlandville without a vehicle and/or have little to no access to get to a large grocery store.

Last April, we shared with you our story about the Scotlandville Mobile Pantry project – a partnership formed in May of 2012 between the Greater Baton Rouge Food Bank and Together Baton Rouge to provide fresh, healthy foods to individuals and families residing in or near Scotlandville, the largest food desert in the Baton Rouge area.

We are happy to share that the success of the Mobile Pantry projects have continued to expand to meet the growing need of those who are food insecure in our communities. One such example of that growth is the Livingston Mobile Pantry project currently being administered by your Food Bank and Faith Crossing United Methodist Church on select Sundays in Walker, Louisiana. The Livingston Mobile Pantry has been providing nearby residents with the necessary fresh food items that are otherwise unattainable. Products such as fresh produce, bread and milk are distributed on a first-come, first-served basis in the church parking lot in an assembly line fashion manned by hosts of volunteers. Most importantly, all available products are free to those in need.

Plans for future Mobile Pantry site expansions are currently underway. For more information about the Mobile Pantry contact Amy Sellers at (225) 359-9940 ext. 204 or [amy@brfoodbank.org](mailto:amy@brfoodbank.org). A list of all Mobile Pantry dates and locations can be found at [www.brfoodbank.org](http://www.brfoodbank.org).



## NEW FACILITY AT FRAENKEL CENTER OFFERS BRIGHT FUTURE

After calling the warehouse at 5546 Choctaw home for 17 years, the Greater Baton Rouge Food Bank has now moved to a new location at the Fraenkel Center. The Food Bank hosted a dedication and ribbon cutting ceremony on Tuesday, January 14th, 2014. The ceremony took place at the new facility, the Fraenkel Center, located at 10600 South Choctaw. Mayor Kip Holden was present in addition to many other dignitaries and major donors who made the move to the new facility possible.



The new facility will enable the Food Bank to better serve its 11 parishes by increasing capacity, efficiency and output. More than three times the square footage of the former Food Bank warehouse, the Fraenkel Center facility is the foundation of a transformation for the Food Bank.

The Fraenkel Center is the former site of Fraenkel Furniture, a very successful furniture store owned by Albert Fraenkel. Opening its doors back in 1973, Fraenkel operated out of the facility for decades.

“Being able to offer up the facility to the Greater Baton Rouge Food Bank presented me with a noble purpose and opportunity to help thousands of people I had never met and will likely never meet,” said Fraenkel. “From hunger to hope and from furniture to food, I couldn’t think of a better way to put this building to use.”

The Greater Baton Rouge Food Bank completed the move to the new facility over the winter holidays and continues to serve over 130 agencies across 11 parishes from the new location. The new facility will allow us to experience better efficiencies in receiving, processing, packaging and distributing of food. With more dock space, expanded sorting areas, bulk product receiving and packaging, state of the art coolers, and far more additional rack space for storage, your Greater Baton Rouge Food Bank enters 2014 well prepared to better serve in the fight against hunger. The transformation is well underway and we invite you to come out for a visit. We’d love to see you.

▲  
*Pictured above (from left to right): Mike Manning, President & CEO of the Greater Baton Rouge Food Bank; Senator Sharon Weston Broome (Senate District 15); Mayor President Kip Holden; Mr. Albert Fraenkel; Metro Councilwoman Donna Collins-Lewis (District 6); Brad Lambert, Chairman of the Board of the Greater Baton Rouge Food Bank; Bobby Yarborough, Chairman of the “From Hunger to Hope” Capital Campaign and CEO of Manda Fine Meats.*

### THE NEW FACE OF THE FOOD BANK

You may have also noticed on the cover that your Greater Baton Rouge Food Bank has a new logo. We recently completed a brand refresh as part of the move process and have been working over the last several months to implement this new look and feel across all of our communication tactics including a fresh website that will better equip us for the future. You can learn more about the new brand and view new resources available to you by visiting our site at [www.brfoodbank.org](http://www.brfoodbank.org).



# THE SLICE SPOTLIGHT

## Greater Baton Rouge Food Bank Photo Album



▶ *Mr. Albert Fraenkel visits with long time friends of the Greater Baton Rouge Food Bank following the ribbon cutting ceremony held in January.*

▶ *Beer tasters take a quick party pic for the 2014 Iron Brewers Festival held at Tin Roof Brewery in February. Admission for the festival was as simple as bringing canned goods for the Food Bank. The event collected over 2,000 pounds of food.*



▶ *First Lady of Louisiana Supriya Jindal makes a delivery of almost 1,000 pounds of food collected at the Governor's Mansion over the holidays providing a great opportunity for us to give her a tour of the new facility.*

▶ *Marc Alford of Briggs Equipment presents Food Bank VP of Development & Philanthropy Charlene Guarisco Montelaro with a \$10,000 donation to help fight hunger in our community.*



## SPECIAL THANKS TO ALL OF OUR VOLUNTEERS

Shiloh Baptist Church

Youth Challenge

National Charity League

LSU Students

Capital Area Atheist/Agnostics

First Presbyterian Church

ExxonMobil

Junior League of Baton Rouge

Southern University Lab School

North 32nd St. Church of Christ Youth

Park Forest Middle School

ARC

Beta Alpha Phi

Baton Rouge High Honor Society

Adopt-A-Senior Volunteers

BackPack Wednesday Volunteers

First Friday Mail Out Volunteers

The Red Shoes

Brazilian ESL-Southern University

Capital One Bank

United Christian Faith Ministries

Amite Christian School

Southern University Ambassadors

Southern University Nutrition Class & Dr. Johnson

Telco Credit Union Employees

Dunham School

Redemptorist High School

St. Michael's High School

Catholic High School

LSU PILS (Public Interest Law Society)

**GET SOCIAL:  
STAY CONNECTED**

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FOLLOW US



PICTURE US



# FOOD DRIVES TAKE CENTER STAGE FOR SUPER BOWL WEEKEND



tacklehunger.org

## ALBERTSONS TACKLES HUNGER AS PART OF SOUPER BOWL OF CARING

Albertsons teamed up with Souper Bowl of Caring again during the 2014 Super Bowl season in an effort to “Tackle Hunger.” The community participated by visiting local Albertsons stores and purchasing a pre-packaged \$8.00 bag of groceries for those in need. Additionally, local churches collected food and funds as part of Souper Bowl of Caring. In total, \$2,702 and 12,933 pounds of food were collected. This amount is equivalent to 24,287 meals. The collected food will benefit families and individuals in the Greater Baton Rouge Food Bank’s 11-parish service area.

## FIRST EVER WALMART DEFEAT HUNGER BOWL A SUCCESS

In January 2014, the Greater Baton Rouge Food Bank teamed up with Walmart for a unique bowl game. The first annual Defeat Hunger Bowl, a food drive program held across 19 different Walmart locations, started in early January and continued through Super Bowl weekend on February 9.

The community showed their support by purchasing either individual nonperishable food items as a food donation or \$5 - \$15 pre-packaged bags made available at participating Walmart locations.

In total, the Defeat Hunger Bowl collected over \$1,400 and 5,500 pounds of food in its inaugural year. That amount is equivalent to more than 11,583 meals provided to our Baton Rouge area community.

To learn more about the Defeat Hunger Bowl and participating states, NFL teams and Walmart stores, visit: [www.facebook.com/defeathungerbowl](http://www.facebook.com/defeathungerbowl).



## BY THE NUMBERS

### Coca-Cola Spread the Joy Holiday Campaign

**4,000** = Pre-packaged bags of food purchased in area stores

**48,000** = Pounds of food for the hungry across 11 parishes

*Special thanks to Coca-Cola, Associated Food Stores, Clear Channel Radio and WAFB.*

## RESTAURANT WEEK – PEOPLE FLAT OUT DIG IT.

The latest edition of DIG Magazine’s Restaurant Week proved to be bigger and better than ever before and the community responded in large numbers to support the cause. Starting Monday, January 13, and ending on Saturday, January 18, the week long restaurant showcase featured more than 40 restaurants in the Baton Rouge area. Attendees enjoyed three-course meals at participating restaurants across the city for fixed prices ranging from \$15 - \$35 per person. Since its debut in 2013, Restaurant Week has benefitted the Greater Baton Rouge Food Bank, donating a total of \$15,000 to date - \$5,000 with each Restaurant Week. These contributions have come as part of the tradition of a donation on behalf of the diners, sponsors and participating restaurants. The generous contribution from DIG’s



Restaurant Week provides crucial support in the fight against hunger when you consider that every \$1 donated can provide food for 5 meals.

The next DIG Restaurant Week will take place in July 2014. Visit [eatbr.com](http://eatbr.com) to find participating restaurants, menus, prices, contests and more. Document your dining experiences on social media to share them with the Baton Rouge community. Use the hashtag #eatbr to stay connected with Restaurant Week and #BRfamily to stay connected with the Food Bank.



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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](http://www.brfoodbank.org) to sign up and start receiving news in your inbox.*

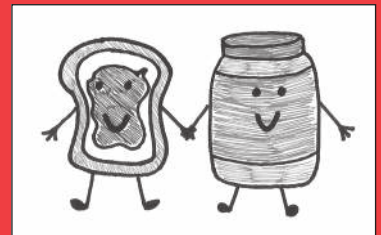
## STAMP OUT HUNGER IS BACK – MARK YOUR CALENDARS FOR MAY 10TH



This May, the National Association of Letter Carriers (NALC) will help Stamp Out Hunger for the 22nd consecutive year. On Saturday, May 10th, you can be part of the largest one-day food drive in the nation.

Residents that subscribe to The Advocate will receive newspapers wrapped in specially-designed Stamp Out Hunger bags. Simply fill the provided bag, or any sturdy bag or box, with nonperishable food items like canned vegetables, canned fruit, canned soups, pasta, rice or cereal and place it next to your mailbox prior to the time of regular mail delivery. Your letter carrier will do the rest by collecting donations from homes across the city and delivering them to the Greater Baton Rouge Food Bank! If you miss your postal carrier you can drop your donation off in the red Food Bank barrels at your local post office or participating grocery stores.

This drive provides critical assistance during the summer months when children are out of school and unable to receive their school lunch. Local sponsors of this year's drive are: Louisiana Farm Bureau Federation, Surgical Specialty Center of Baton Rouge, Team Automotive Group, The Advocate, United States Postal Service, National Rural Letter Carriers Association and the National Association of Letter Carriers.



## SPREADING THE LOVE ONE PB&J AT A TIME

Did you know that more than 23% percent of children in the Greater Baton Rouge Food Bank's 11-parish service area are food insecure? Many area schools are participating in our Peanut Butter and Jelly drive to help make a difference in the fight against hunger. Ask your kids if their school participates in the program. If they don't, find out how they can by calling (225) 359-9940 today.

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