

BANK NOTES

A publication of the Greater Baton Rouge Food Bank – Volume 6 – No. 1



As we begin the new year, I wanted to stop and reflect on how honored we are that you have entrusted us with your time, food and funds to help us fulfill our mission of feeding those in need in the 11-parishes that make up our Greater Baton Rouge community. Every day we focus on maximizing the value and impact of every dollar, every canned good, and every minute with which you entrust us. Each year presents different challenges and opportunities as we strive to feed as many people in need as possible, but the one constant has been your dedication and support of our mission. The only way that we are able to feed so many people is through your support and assistance.

Thanks to your generous support in 2015, we were able to distribute over 8.7 million meals. Our BackPack program was able to assist over 800 students in 3 of our parishes. As produce was available, we were able to deliver six mobile pantries to provide fresh, healthy and nutritious produce and other food items to people living in food deserts in our service area.

We are often asked about the people we assist as people attempt to understand whom we are serving. An ever-increasing portion of the people we assist is made up of children and senior citizens. Others we assist are a mix of different races and faiths, many of whom are the working poor struggling to put food on the table. Many come for assistance one-time as a result of being temporarily out of work due to an accident, injury, or reductions in workforce. Many are your neighbors and you may not even be aware, possibly embarrassed by being in the situation of need.

Your care and compassion to support our efforts makes a true difference in the lives of so many different people in different situations. We cannot accomplish any of this without your continued dedication to our mission to feed those in need. THANK YOU for your continued support!

Sincerely,
Michael G. Manning
President & CEO

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DON'T FORGET TO SHARE THE FUN! TAG US IN YOUR PHOTOS

Use hashtags #BRfamily #BRfoodbank



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REAL STORIES:

TESTIMONIALS FROM THOSE WE SERVE ON THE FRONT LINES

We recently conducted a series of interviews with a few of our member agencies and the individuals and families they serve through the efforts of your Greater Baton Rouge Food Bank. We have released a comprehensive video, which highlights the work of our volunteers and those who work directly with our member agencies. Included in the video are the true stories of how the efforts of many generous donors have impacted the lives of those in our community facing hunger. Visit the Greater Baton Rouge Food Bank's website to watch the true stories.

HERE ARE A FEW OF THE POWERFUL STATEMENTS OF GRATITUDE, LOVE, AND KINDNESS:

"It's the human element... I want to demonstrate an appreciation for that humanity. To acknowledge that there's somebody sitting across the table from you who is willing to give up their time, as most of these people are volunteers who are compassionate to your situation, that's impressed me more than the materials they're providing... This person's giving far more than just another meal, they're giving their time, and they're giving their compassion and their emotion. They're sharing my burden. That's personal. That's a real personal issue and I can't be more grateful for that."

– **Adam Verrett**, Food Recipient



"[The Food Bank] has really been a blessing to me...I'm a senior parent, a senior citizen, so the Food Bank helps me because it carries me through the end of the month when I don't have money to purchase what I need. The Food Bank helps me and I really thank God for the people."

– **Eleanor Wooders**, recipient of Greater Sixty Aid Pantry



"They're serving people. If somebody is in need of food, milk, baby food, whatever... they provide that to us. They have a lot of love too. It's not just about getting all of the food, but they show a lot of love."

– **Jackie Williams**, recipient of Zachary Food Pantry



VISIT BRFOODBANK.ORG TODAY TO VIEW THE ENTIRE VIDEO

MARQUEE HOLIDAY CAMPAIGNS HELP END YEAR STRONG

ANNUAL WBRZ FEED A FAMILY FOOD DRIVE A SUCCESS

OVER 42,085 MEALS PROVIDED TO FEED
THOSE IN NEED

The 31st Annual WBRZ Feed A Family food drive was back in action this fall. Throughout the month of October, area grocery stores and many other donors collected food in specially marked white and blue Feed A Family barrels in Baton Rouge and surrounding areas. WBRZ partnered with the Greater Baton Rouge Food Bank and The Baton Rouge Clinic to host the drive from October 1-31.

“I’ve made countless trips to the warehouse at the Greater Baton Rouge Food Bank both for news coverage and as a volunteer,” said WBRZ News Anchor Sylvia Weatherspoon. “It’s heartbreaking to see rows of empty shelves, knowing that thousands of people in our area rely on the food that fills those shelves to help feed their families. The good news is that our community is always willing to make a difference thanks to their generosity and faithful support.”

The community effort resulted in more than 42,085 meals for people facing hunger.

FEED A FAMILY FRIDAY AT ALBERTSONS



As is tradition, Feed A Family Friday took place towards the end of the October, providing a live, outdoor environment for members of the community to drop off food donations for the Greater Baton Rouge Food Bank. This year, Feed A Family Friday took place on October 30, at Albertsons on Perkins Road. Donations included both perishable and nonperishable food items.

WBRZ reported live from the Albertsons’ parking lot throughout the day. Features included live interviews with Albertsons, 10/31 Consortium, Associated Grocers, Sigma Consulting, Essential Federal Credit Union, Capitol City Produce, The Baton Rouge Clinic, Kleinpeter Farms Dairy, and HOLA NOLA.

COCA-COLA SHARES THE HAPPINESS FOR THE HOLIDAYS



Baton Rouge Coca-Cola Bottling Company, Associated Grocers Food Stores, WAFB-TV and iHeartRadio partnered to present the Share Happiness holiday campaign to feed the hungry this past December. Members of the community participated in the Share Happiness campaign, by stopping at a participating Associated Food Store locations and picking up a red pre-packed bag of food. They purchased the bag at the register for \$10 and dropped the red bag into a Food Bank barrel on the way out the door. The Food Bank then collected the bags and brought them back to the warehouse, where they have been distributed among our 11-parish service area.

Toby Guidry, Sales Center Manager, Baton Rouge Coca-Cola Bottling Company, said, “The holidays are all about sharing special moments with your family and friends. And we know there are families right here in the Greater Baton Rouge area who are struggling to put a meal on their table this holiday.” Guidry continues, “Baton Rouge Coca-Cola has always supported local communities by spreading holiday cheer and giving back to the communities we live in. We are fortunate to have great partners such as the Greater Baton Rouge Food Bank along with their volunteers, and the 30+ Associated Food Stores who agree to sell these pre-packed meals in their stores each year.”



In 2014, the “Share Happiness” promotion helped feed over 5,000 families across an 11 parish area. While 2015 numbers are still being tallied, initial counts show 2015 was on pace to surpass 2014 by a large number. We thank everyone who purchased a bag/s, and appreciate your generosity and support to help fight hunger here locally.

The Coca-Cola Christmas Truck also made appearances at participating Associated Food Stores throughout December to help promote the Share Happiness campaign.

EMPTY BOWLS COMES BACK TO MID CITY MARCH 19



Mark your calendars! Empty Bowls, the international project to fight hunger, is coming back to Baton Rouge for the second year on March 19, 2016. This signature, family-friendly event will be held from 11 a.m. - 2 p.m. at Ingleside Methodist Church, located at 4264 Capital Heights Ave, Baton Rouge, LA 70806. With a \$20.00 ticket purchase, you will be able to select a beautiful ceramic bowl, created by a variety of arts groups; including Alligator Clay and LSU, and receive a simple meal for lunch. Additional bowls can be purchased at the event for \$10.00.

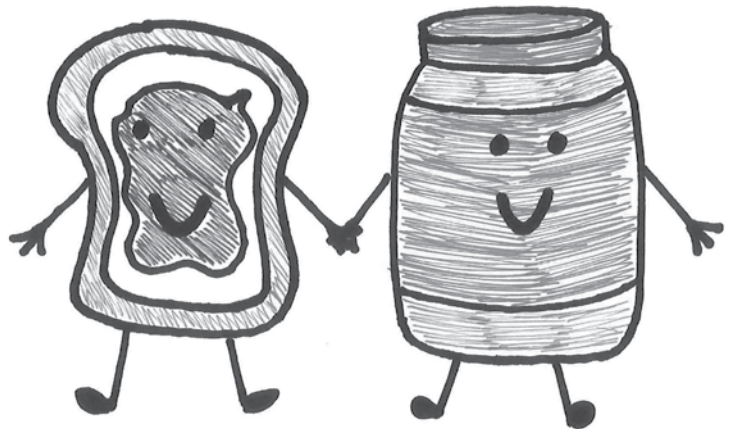
This unique fundraising effort will feature hundreds of handcrafted ceramic bowls from local Baton Rouge artists and is made possible by generous donors Jeff and Lynne Pisto.

“Jeff and I support Empty Bowls because of our commitment to give back to the community while involving the arts,” said Lynne Pisto.

All proceeds from this event will benefit the Greater Baton Rouge Food Bank. Bring the whole family. There will be activities for children including the BREC Bus on the Geaux and an arts and crafts station. Members from the Empty Bowls Jazz Ensemble will also be featured. Tickets for this event can be purchased online, at brfoodbank.org beginning January 19th. Please join us for this visual reminder of the fight against hunger.



SCHOOLS TO SPREAD THE LOVE PEANUT BUTTER AND JELLY DRIVE



Local schools in the community will be spreading the love through a peanut butter and jelly drive from February through March. Peanut Butter is a great source of protein and just one jar can make about 16 sandwiches. It is also a much needed item used to stock our shelves for the summer months. This easily donated item is a great way to help children. With the summer months approaching, children who normally receive free and reduced lunches will no longer have these school meals to look forward to everyday.

To learn more about getting involved with the Spread the Love Peanut Butter and Jelly Drive, contact our Food Procurement team at (225) 359-9940.



OUTREACH SPOTLIGHT: ADOPT-A-SENIOR PROGRAM

While nearly 17% of our service area struggles with hunger affecting children, families, and individuals, it is our seniors who are most often overlooked.



In today's harsh economy, many seniors find themselves in need of assistance for the first time in their lives. The Adopt-A-Senior program provides basic, shelf-stable food once a month for the period of a year to qualified, at-risk seniors. The supplemental package allows them to stretch their limited budget to cover other expenses for medications, utilities, and other necessities of life.

The Greater Baton Rouge Food Bank 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 they do not have to choose between paying for medications, paying utility bills, paying for transportation... or buying food.

For many years now, businesses like Home Instead Senior Care have been very active in ensuring that these at-risk seniors are able to gain access to healthy foods when they



are struggling to make ends meet. The team from Home Instead recently provided a special holiday gift with their food distribution to our local seniors, an extra touch of giving during the holidays.

We would like to thank the entire team at Home Instead Senior Care and all of the companies who continue to support the Adopt-A-Senior program. We could not provide these valuable distributions to our seniors without their support.

To learn more about the Adopt-A-Senior program and how you can participate as a sponsor or volunteer, contact Yvonne Farwell at (225) 359-9940 ext. 236.



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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 newflashes. Visit www.brfoodbank.org to sign up and start receiving news in your inbox.

2015 END OF YEAR | BY THE NUMBERS

\$1 = 5
MEALS

1 IN 6
PEOPLE IN OUR
SERVICE AREA
FACE HUNGER

115+
MEMBER AGENCIES
SERVED ACROSS 11
PARISHES

1,045+
SENIORS SERVED



2,160+
VOLUNTEERS

16,000+
INDIVIDUAL FOOD BAGS
GIVEN TO CHILDREN
AS PART OF OUR
BACKPACK PROGRAM.

70+
RETAIL STORES AND
RESTAURANTS DONATE
DIRECTLY TO THE FOOD
BANK OR ONE OF OUR
MEMBER AGENCIES

25,000+
FINANCIAL GIFTS

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