

BANK NOTES

A publication of the Greater Baton Rouge Food Bank – Volume 3 – No. 6



From all of us here at the Greater Baton Rouge Food Bank, we would like to say thank you to you and your family for your continued support of our mission to feed the hungry through donations of food, funds, and volunteer time.

We wish you all a safe and happy holiday season.

- Your Food Bank Team

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WE REMEMBER AND HONOR TREVOR'S WISH TO FEED THE HUNGRY

Even though Trevor Sims is no longer with us, his wish to feed the hungry remains. After a successful first year, the Trevor's Wish Food Drive returned in September 2014, this time lasting a month instead of a week. The Greater Baton Rouge Food Bank hosted a kickoff event in the warehouse area of its new location at the Fraenkel Center on South Choctaw. Community supporters of Trevor's Wish, including CC's Coffee House and Raising Canes, attended the event while local media stations WBRZ, NBC33 and WAFB covered the event live from the Food Bank. Trevor's mom, brother, sister and extended family also attended the kickoff, surrounded by people committed to realizing Trevor's wish to feed the hungry.

The timing of Trevor's Wish couldn't have been better, and the community support couldn't have been stronger. September is also Hunger Action Month, a national awareness campaign for the issue of hunger. Throughout the month, Hunger Action Month (HAM), supporters share information and bring attention to the realities of hunger and the effects it has on those it impacts, using the color orange to represent their efforts.

All proceeds and food raised from Trevor's Wish have directly impacted the fight against hunger. Since its inception, Trevor's Wish has raised \$103,523 and collected 52,973 pounds of food which together is equivalent to 561,799 meals. The Greater Baton Rouge



Food Bank distributes food to more than 130 agencies across 11 parishes, enabling us to collect, package, and purchase food to help those in need. Remember that every little bit helps - donating just one dollar can provide food equivalent to 5 meals.

Trevor liked to say, "Everyone can do something." It really is that simple, especially this holiday season. Even the smallest effort makes a difference to someone in need.



CLEAN UP ON AISLE 5

Peoples Health Supermarket Sweep A Big Hit

For the second year in a row, the Peoples Health Supermarket Sweep took over Albertsons on College to collect food for those in need. On November 13th, ten teams had five minutes to sweep through the aisles, collecting food based on a holiday-focused shopping list they received only seconds before the competition began. The shopping list focused on food items that constitute a well-rounded holiday meal as well as shelf stable nonperishable items that are high in nutrition.

Teams were allowed two members to "sweep" at any given time with only one shopping cart at a time. Additional team members stood by to help collect full shopping carts and distribute new, empty ones to the sweepers. Once the five-minute time period was up, cashiers proceeded to scan each team's groceries, using the total monetary value of the collected food to rank the teams and determine the winner.



In addition to collecting food equivalent to more than 4,200 meals, the Sweep also brought together a diverse group of Baton Rouge community leaders. Participants included LSU Softball head coach Beth Torina, Basketball head coach Johnny Jones, LSU Lady Tigers head coach Nikki Caldwell, Mayor "Kip" Holden, and teams from NOLA.com, WAFB, WBRZ, NBC33, 225, the District Attorney's office, and Peoples Health. Get the full list of participating teams online at www.brfoodbank.org.



THE SLICE SPOTLIGHT

Greater Baton Rouge Food Bank Photo Album



▲ A team of employees from Associated Grocers works the warehouse floor preparing bags of food for the Coca-Cola Make Someone Happy Holiday food drive at Associated Food Stores. Working the assembly line (left to right) Caroline Lagneaux, Randy Fletcher, and William Holtman.



▲ Tom Olinde representing the Baton Rouge area Ashley Furniture Homestores presents a \$3500 donation to Charlene Guarisco Montelaro of the Greater Baton Rouge Food Bank. From November 4 to November 7 Ashley stores in Gonzales, Baker and Denham Springs offered furniture and mattress discounts to customers who made a contribution to the Food Bank.



▲ Team Syngenta was out in full force along with a ton of Jambalaya for the Hunger Walk held in November at the Catholic Diocese. While hundreds made the walk, the team from St. Michael's took the first spot as top fundraisers for the walk.



▲ Team Cash4U took a swing at hunger at the 2014 Slice of Life Golf Classic by draining a long putt on #9 – complete with a Todd Sterling fist pump. Special thanks to our major sponsors – The Mosaic Company, Arkel, Raising Cane's, Home Instead Senior Care & Louisiana Lottery.



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ADOPT A SENIOR PROGRAM GETS A BOOST WITH ADDITIONAL DISTRIBUTIONS FOR THE HOLIDAYS

The Adopt-A-Senior program received extra distributions of food and product right before the holiday season, all thanks to Peoples Health and Home Instead Senior Care. After presenting the Supermarket Sweep at Albertsons on College in mid-November, Peoples Health distributed the food collected at the Sweep to the seniors in the Adopt-A-Senior program on November 21, just in time for the Thanksgiving holiday. The success of the Sweep



allowed each senior to collect a turkey or ham in addition to a box of shelf-stable holiday food items. Peoples Health volunteers arrived at the Food Bank on November 21 to help distribute the food to the visiting seniors.

For the 5th consecutive year, Home Instead Senior Care provided gifts for all of the seniors in the Adopt-A-Senior Program as part of their “Be a Santa to a Senior” project. Gifts for the seniors included comfort items as well as gift cards for some of the life essentials that seniors need for day-to-day living. The addition of these gifts through this program provide seniors on limited incomes much needed everyday items at a time when they need it most.



THE ADOPT-A-SENIOR PROGRAM

The issue of hunger affects a wide range of individuals, including seniors. Many fixed-income seniors are often forced to choose between food, prescriptions, utility bills and gas money. The goal of the Food Bank’s Adopt-A-Senior program is to alleviate some of the financial strain and improve quality of life by supplementing food supply. Seniors enrolled in the Adopt-A-Senior program are provided with a 40 lb. box of food once a month for one calendar year.

“The Adopt A Senior program makes a huge difference in the lives of senior citizens that are part of the program. Sometimes, the seniors are responsible for others beside themselves and struggle to make ends meet on a fixed income. The monthly food box supplements one of their basic needs, allowing them to dedicate financial resources to other necessities, like medication and utility bills,” said Mike Manning, President and CEO of the Greater Baton Rouge Food Bank.

Seniors 65 years and older, or 60 with a disability, are eligible to apply for the Adopt A Senior program. Poverty guidelines apply. To learn more about being a part of the Adopt A Senior program, contact Yvonne Farwell at (225) 359-9940.

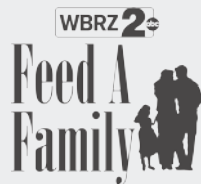
30th ANNUAL WBRZ FEED A FAMILY FOOD DRIVE

Over 232,000 meals provided to feed those in need

The WBRZ Feed A Family food drive celebrated its 30th year of fighting hunger this fall. Throughout the month of October, the Baton Rouge area community came together to host food drives and collect donations to help feed families. Area grocery stores 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. The collective community effort resulted in 122,883 pounds of food and \$25,939.13, which provides food for 232,098 meals for families and individuals in need.

FEED A FAMILY FRIDAY

Feed A Family Friday provides a unique opportunity for community members to donate perishable items directly to the Food Bank. As is tradition, Feed A Family Friday took place towards the end of the food drive, 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 24 at Calandro's Supermarket on Government Street. Donations included both perishable and nonperishable items from a steady stream of businesses and Baton Rouge area citizens. WBRZ reported live from Calandro's parking lot capturing performances by the Catholic High School Band and large donations of product from Kleinpeter, Associated Grocers, Iberia Bank, Capitol City Produce, Georgia Pacific, and the Walmart Distribution Center. Live WBRZ interviews also aired with members of the Calandro family and doctors from the Baton Rouge Clinic. Representatives from Entergy Gulf States, LLC were on hand to present a \$25,000 donation in support of Feed A Family and the work of the Food Bank.



PIERRE PIG AND THIBODEAUX TURKEY

You can help a family have a wonderful holiday by providing a turkey or ham for their holiday meal. Your \$25 donation will enable the Food Bank to purchase turkeys and hams for those who would not otherwise have a holiday meal to share. For your support, you will be sent a beanie "Thibodeaux Turkey" or "Pierre Pig" as our way of saying thank you.

Give "Thibodeaux" or "Pierre" to family, friends, colleagues, or keep him as a cheerful reminder that another family will be having a wonderful holiday meal because of your generosity. You may also opt to donate the beanie animal to a child in need at the time of purchase.

MAKE SOMEONE HAPPY FOR THE HOLIDAYS

Look for the specially marked food bags in area stores now through the holidays.



Coca-Cola, Associated Food Stores, WBRZ-TV and iHeartRadio have partnered to present the Make Someone Happy holiday campaign to feed the hungry this season. Participating in the Make Someone Happy campaign, which benefits the Greater Baton Rouge Food Bank, is easy. Simply stop by a participating Associated Food Store location and pick up a red pre-packed bag of food. Purchase the bag at the register for \$10 when you check out, and then drop your red bag into a Food Bank barrel on your way out. The Food Bank will collect the bags, bring the food back to our warehouse, and distribute it to those in need across our 11 parish service area.

"During the holidays, we should reflect on the many blessings in our lives and think about helping others who are less fortunate," said John Miller, Vice President of Sales for Baton Rouge Coca-Cola. "The \$10 prepared holiday meals (minus the turkey) in the red Coca-Cola bags at Associated Food Stores make it very easy for people to donate a meal to a family in need during the holidays."



This year, bags for the Coca-Cola Make Someone Happy campaign will be available for purchase through December 28. Pick up a bag and make someone happy this holiday season. For a complete listing of participating Associated Food Store locations, visit www.brfoodbank.org.

The Santa truck will be making appearances throughout the month in promotion of the Make Someone Happy holiday campaign. Follow the Greater Baton Rouge Food Bank and Coca-Cola online to find out when Santa will be coming to a location near you!



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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 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. 203.

- ▶ **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.

**THANK YOU
TO THE ST.
GEORGE FIRE
DEPARTMENT
SANTA
PARADES**

More than 17,000
lbs of food and over
\$5,000 collected for
the Food Bank this
year.

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