

Summer 2019



Food first

Inspiring Hope, Feeding Families



Find me
for a chance to
WIN!

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MISSION

The mission of the Virginia Peninsula Foodbank is to distribute food effectively through collaborative efforts that minimize hunger, promote nutrition and encourage self-reliance through education.

VISION

To inspire hope by leading the effort for a hunger-free and properly nourished community.

A NOTE FROM KAREN



Dear Friends,

Together we have made significant progress in feeding people facing hunger across the greater Virginia Peninsula. During the last fiscal year, Virginia Peninsula Foodbank distributed the equivalent of over 10 million meals to the chronically food insecure and to those who just need a little help now and then. The latest statistics on food insecurity in our area show that the percentage of residents who are chronically food insecure declined from 13.7% to 13.2% in the current year. However, there is still much more work to be done with almost 1 in 7 residents and 1 in 6 children living in food insecure households - unsure from where their next meal will come. Meanwhile, the environment around us is changing rapidly - creating both significant new threats and opportunities that necessitate the continued evolution of our operating model to meet the need and solve hunger today, plus new coordinated efforts to shorten the line and end hunger tomorrow. As such, during the current fiscal year (and moving forward) we have been operating under a new strategic direction rather than a strategic plan in order to be more fluid in our approach to fighting food insecurity.

Our strategic direction outlines the outcomes we hope to achieve and the strategies needed to advance those outcomes. We intend to pursue three outcomes for the people we serve: **FEED - increased access to nutritious food**, recognizing that food insecure households face numerous barriers to consistently putting nourishing food on the table; **NOURISH - improved diet quality** given the known links between food insecurity, poor nutrition, and increased health risks; and **EMPOWER - improved food security** through strategies and partnerships enabling households to take full advantage of services available to them and encouraging public policies that promote financial security. Finally, the impact we want to have on broader society is **UNITE - increased public passion to end hunger**. In the current environment, more public empathy and support is needed in the short run to strengthen federal nutrition policy and in the long run, to build a movement toward ending hunger across the greater Virginia Peninsula and across America.

As we strive to achieve our Strategic Direction outcomes, our guiding principle will continue to be that the people facing hunger are at the center of all that we do.

Many thanks for your partnership as we move forward to achieve these outcomes.

Karen L. Joyner

Karen L. Joyner
Chief Executive Officer

A SUMMER OF HAPPINESS AND HOPE, NOT HUNGER

School is out for the summer. For many children that means time with family, vacations, and recreation. However, for the approximately 17,000 children at-risk of hunger in our area, it means a time of worry and anxiety about having enough food to eat, with school meal programs halting until school resumes. Virginia Peninsula Foodbank will be offering nourishment and hope to these children in need through the Summer Food Service Program. Last summer, we provided over 36,000 meals to children, allowing them to focus on fun and friendships.

The Summer Food Service Program kicked off on June 14th with the help of B. W. Webb, Jr. who just signed a three-year NFL contract with the Cincinnati Bengals. Webb is from Newport News and played college football at William and Mary. With the help of several teammates and professional associates, he served meals to children from our mobile feeding truck, bringing food to children right where they live. On July 11th, we have a Spike Event planned with the Hampton Roads Youth Foundation to remind our community that summer hunger remains a consistent concern.

Meals for the Summer Food Service Program are prepared by the dedicated students in our Culinary Training Program. Once this nutritious food is prepared, it will be delivered to 23 partner sites where children participate in structured summer programs. Our mobile food truck will also be going to two housing areas in Newport News to distribute meals so children don't have to travel to be fed. The entire community receives a reward when all local children can return to school in the fall healthy, hopeful, and ready to learn.



Tastefully Yours 2019

A TRIPLE CROWN WINNER!



We want to thank you for joining us in the winner's circle at this year's Tastefully Yours. We were in it to win it with our Kentucky Derby theme, and because of our generous sponsors, delicious food providers, volunteers and guests, Tastefully Yours was a Triple Crown winner in the race against hunger. Thank you to everyone for making this event a special evening of giving back to help our neighbors in need. Hunger is a reality for over 71,000 greater Peninsula residents, and the support from this event will enable the Foodbank to strengthen our programs that provide meals to families who are food insecure. Without your help, we would not be able to sustain and grow these much-needed programs and work towards a hunger-free community. Your continued support is appreciated. We hope to see you next year, because giving has never tasted so good!

Avenue Blue	Millie B's Desserts
Backyard Bar-B-Que	Nawab Indian Cuisine
Cheddar's Scratch Kitchen	Nothing bundt Cakes
Chef's Choice Catering by Kroger	Oysters for Life
Cookie Text	Park Lane Tavern
Creekside Catering Company	Plaza Azteca
Cyprus Grille at Embassy Suites	Rajput Indian Cuisine
Discover Teas	Rodgers' Puddings
Culinary Institute of Virginia	Sabrosa Foods
Fin Seafood	Salsa's Mexican Grill
Foodbank's Culinary Training Program	Smoke BBQ Restaurant & Bar
Gallina Grasso Italian Kitchen	Starbucks
Hayashi Sushi & Grill	Stratford University, NN, Culinary Program
Huntington House	The Custom Cake Shoppe
J&K Style Grill	The Grey Goose
Licking Lipps Catering	Trader Joe's
Mango Mangeaux	UNO Pizzeria & Grill
Mezah Mediterranean Grill	Wing Bistro Chicken and Waffles
Melting Pot Newport News	

THE PENINSULA'S PREMIER FOOD TASTING EVENT

TASTEFULLY YOURS

26

VIRGINIA PENINSULA
Foodbank

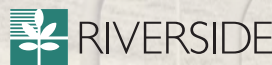
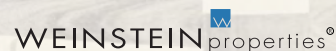
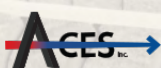
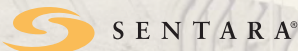
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Thank you to our sponsors!



LET'S GET
TO WORK.



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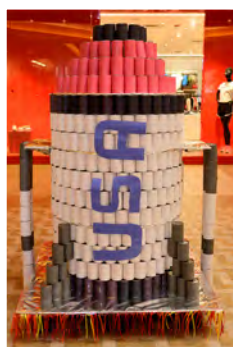


WHERE HUNGER LIVES

Telling the story of the people we serve is an important part of our work. Our community invests time, financial support, and trust in us, and it is vital that we are accountable, transparent, and provide the most reliable data about those we serve. About a year ago, the Foodbank committed to a client data tracking software program called PantryTrak. Ideal for a food bank of our size, it is web-based, user-friendly, and protects client information. It captures a portrait of those we serve through our partner agencies and programs without ever invading personal privacy or sharing information.

PantryTrak gives us a very clear picture of “where hunger lives,” and we are discovering that food insecurity is a challenge faced by families in every neighborhood, every household makeup, and every age. This investment in our clients will help us make effective choices as to how we spread our resources in the most equitable fashion throughout our community.

If you volunteer at a food pantry or at one of the Foodbank mobile sites and see people showing up with computers and going electronic... don't fear. This new technology not only allows us to be more eco-friendly, but also enables us to share our story more effectively. If you would like to assist with training partners to use this system, please contact Katie Patrick, Agency Services Director.



RECORD-BREAKING YEAR FOR YOUTH VOLUNTEER CORPS OF HAMPTON ROADS CANSTRUCTURE COMPETITION

Youth from 19 elementary, middle and high schools across the greater Peninsula and Chesapeake came together on April 27th at Patrick Henry Mall and built structures out of non-perishable food items that they had been collecting for months. A total of 31,685 pounds was donated from the participating schools. We appreciate the time and effort spent on planning, organizing, fundraising, collecting and building these amazing, out-of-this-world structures. This event gives students an opportunity to get involved in a community project and unite together to help others.



DELIVERING HOPE

These three dedicated individuals began giving their time to the Foodbank in many different ways, but they have come together to help in the delivery of portable food bags for our Backpack Program. Joe Kennedy, Dave Fisher and Dave Ellis deliver food bags to elementary schools every week to ensure that students facing food insecurity have access to meals over the weekends and holidays.



UNLIKELY FACES OF HUNGER

Richard Hurst is committed to helping a population you might not associate with food insecurity.

A counselor at Thomas Nelson Community College (TNCC), Hurst helps oversee a food pantry called the Care Team Cupboard that distributes food to college students who are struggling to provide meals for themselves. Inspired by a professor at the college who would bring food to class for her students and was heartbroken at how a lack of nourishment negatively affected their learning, Hurst proposed the idea of a pantry to TNCC leadership, and it was eventually adopted.

"I never realized the extent of this issue across the country," Hurst says. "Most of the students that take advantage of the Cupboard are working and attending school and struggling monthly to make ends meet with their rent and many other costs." While the pantry has set hours, anyone is able to access the Cupboard by requesting assistance. "We serve anyone that expresses a need," explains Hurst.

When the Care Team Cupboard started, slightly more than 200 individuals obtained food there. Now, recent months have seen as many as 600 people served. Another pantry has opened at the Williamsburg campus to address the needs there.

Growing up in a single parent household, Richard Hurst was acquainted with the free lunch program at school due to his hard-working mother's financial struggles. "It made a difference,"

Hurst says. "Sometimes it doesn't matter how hard you work or that you are a valued employee. The economy can downturn and impact families greatly, as it did ours." In college, he was fortunate to attend school with grants, scholarships, and access to a meal plan. Hurst points out that the rising costs of education and growing student debt also affect a student's ability to address his or her basic needs.

"Hunger can impact any one of us or someone we know at any time," Hurst states. "Most families in America are living paycheck to paycheck. Americans are struggling to save an emergency fund, and just one major financial challenge can cause a family to go into a tailspin. Many jobs out there are part-time and do not have benefits. Even with full employment, many people are struggling."

For the 600 people a month at Thomas Nelson Community College that the Care Team Cupboard serves, Hurst and the student volunteers who assist him are making a welcome difference. They can focus on their education without worrying about skipping meals due to competing expenses. "Education is the key to a better career, life, and community strength," Hurst concludes, and enabling students to maximize their college learning experience is, to him, the most rewarding aspect of this initiative.

THE LEGAL COMMUNITY TAKES ACTION!

Law firms and law schools across the greater Peninsula took action in the fight against hunger by participating in the statewide 13th Legal Food Frenzy, sponsored by the Attorney General of Virginia, the VBA Young Lawyers Division, and the Federation of Virginia Food Banks. A big thank you to William and Mary Law School; Patten, Wornom, Hatten & Diamonstein; Gillette Law Group; Kaufman and Canoles; Newport News Public Defenders Office; St. Leo University; Brain Injury Law Center/Smith Law; Hampton Commonwealth Attorney's Office, City of Newport News Attorney's Office, and the Legal Aid Society of Eastern Virginia for making a difference in our community. Their generosity will help provide the equivalent of 36,600 meals.

"For almost 70 years, Patten, Wornom, Hatten & Diamonstein has sought to help those in need and give security to those who find themselves in difficult circumstances. For this reason, we have



NOURISH

long supported the Virginia Peninsula Foodbank and the Legal Food Frenzy in its mission to end hunger and food insecurity in our community. Only by working together can we ensure a better day for our neighbors and friends," said Erin E. Jewell of Patten, Wornom, Hatten & Diamonstein. If you would like information on how you can participate in the 2020 Legal Food Frenzy, please contact the Foodbank.

Upcoming Events

We depend on fundraisers throughout the year to fulfill our mission of minimizing hunger in our community. A toolkit can be found on www.hrfoodbank.org to get you started.

RNR Tire Express Drive Away Hunger

3418 W. Mercury Blvd, Hampton

– For every tire sold, RNR will donate \$1 to the Foodbank

July – October 2019

Feds Feed Families Food Drive

September 2019

Hunger Action Month – Turn Orange

September 7, 2019

Keller Williams Elite Peninsula Block Party

September 13, 2019

United Way Day of Caring

October 26, 2019

Mango Mangeaux Halloween Party

November 22 – 24, 2019

106.9 The Fox and FM99 Mayflower Marathon

– Holiday Food Drive

November 28, 2019

Peninsula Track Club

– Fast before the Feast 5K

Have you
thought
about
**YOUR
LEGACY?**



Please consider joining the community of friends who will be providing charitable food assistance for our neighbors in need across the greater Peninsula well into the future.

If you have already made the decision to include Virginia Peninsula Foodbank in your will, please let us know so we can express our appreciation. If you would prefer to remain anonymous, be assured we will respect your wishes.

For more information about bequests and other future gift options, contact the Foodbank at (757) 596-7188. All inquiries will remain confidential.



CONTACT US

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www.hrfoodbank.org



THANK YOU to our local carriers and our community for donating 53,755 pounds of food during the National Association of Letter Carriers Stamp Out Hunger Food Drive in May. Your support means families and seniors in need will have healthy meals on their kitchen tables.



FIND THE EMPTY PLATE FOR A CHANCE TO WIN A PRIZE!

Somewhere in this newsletter we have hidden a small plate. If you locate it, please send a screenshot or description of where you found it to info@hrfoodbank.org by August 2nd for a **chance** to win a gift card. The winner will be e-mailed and posted on Facebook on August 5th. Happy Hunting!

SOCIAL MEDIA



VAPenFoodbank



hrfoodbank