

Spring 2022



Food first

Inspiring Hope, Feeding Families



Volunteers Serving Our Community

2021 - 2022 Board of Directors

PRESIDENT

Dr. Terry Morris

NASA Langley Research Center

IMMEDIATE PAST PRESIDENT

Jim Mears, CPA

BayPort Credit Union

VICE-PRESIDENT, ADMINISTRATION

Elizabeth Mulherin

Community Volunteer

VICE-PRESIDENT, DEVELOPMENT

Sylvia Weinstein Craft

Oyster Pointer

SECRETARY/TREASURER

Michael Jacobs

Ferguson Enterprises

MEMBER-AT-LARGE

Erik Mills

W.M. Jordan Company

MEMBERS

Tiffany Boyle

Newport News Commissioner of the Revenue

Jayne DiVincenzo

Fiduciary Edge Advisors

Andrew Elder

Kroger

Dr. Shawn Flanagan

Newport News Shipbuilding

Gary Hunter

Hampton University

Faye Hardy-Lucas

Hampton University

Dr. Sherwin Stewart

Sentara

Jonathan Toms

Smithfield Foods

Jeff Verhoef

Pivot Physical Therapy

Joseph Witt

Old Point National Bank

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.



A NOTE FROM KAREN & TERRY



Dear Friends,

Just over two years ago our world was turned upside down by the coronavirus pandemic. Now after a lot of uncertainty, stress, and fear, many of us have been fortunate enough to recover from this chaotic period. However, a significant number of our neighbors are still living with the residual effects of these turbulent times. In addition, the ensuing supply chain problems have resulted in higher costs at the grocery stores and in all forms of transportation. Our mission continues to be critical to the community we serve.

Included in this edition of our newsletter are stories of some of the individuals, groups, and organizations who rose to the unexpected challenges as we navigated the pandemic. These included our staff, donors, volunteers, and partner agencies. It took, and continues to take, all of us working together to move in the direction of a better and more prosperous community. We appreciate the contributions of each of these groups and others.

Thank you for always being willing to support our neighbors in need.

With gratitude,

Karen L. Joyner

Karen L. Joyner
Chief Executive Officer

Terry Morris

Dr. Terry Morris
Board President

"I was personally hurt when we had food handouts during the beginning of COVID two years ago and people had to be turned away. The look of desperation on some of their faces really moved me. To know that the Foodbank is able to service families who are most in need because of the Day of Service Food Drive is very moving and fulfilling. The response was big. People generously donated to help their neighbors. There is no greater way to honor the legacy of Dr. King," said Newport News Sheriff Gabe Morgan



25TH MAYFLOWER MARATHON

Each year we get excited when November comes around. Why is that? It's time for the Mayflower Marathon Food Drive! For the past 25 years, 106.9 the Fox and FM 99 have been leading and organizing this event. We set up in the Kroger parking lots in Hampton and Tabb during the weekend before Thanksgiving to witness the generosity of Peninsula residents rolling through.

Thank you to the radio station and the generous sponsors who made this event possible. Our 2021 sponsors included: Bud's Plumbing, Heating, Air Conditioning & Electric; Kroger; Coliseum Central; Hampton Roads Moving and Storage Move for Hunger; PAPCO; Region Rents and Sales; Traffic Plan; Truck Refrigeration; Penske; Dodd RV; Starbucks; and Dunkin'. Together you made this event successful once again. Thanks also goes to Smithfield Foods for donating almost 40,000 pounds of protein. Thank you to the Hampton Roads Show, WTKR, and WAVY News 10 for publicizing and showcasing the importance of donating. Each person who stopped by is a part of the impact - a part of bringing hope to those who need it. It takes a community to make a difference and 2021's Mayflower Marathon Food Drive provided 357,454 meals from both food and monetary donations. These donations support us at the holidays and into the new year when our food donations drop tremendously. We look forward to seeing you again this November for another holiday season of compassion and giving!



MLK DAY OF SERVICE

Newport News Mayor McKinley Price has done a lot for Virginia Peninsula Foodbank during his tenure. Six years ago, he started the annual Dr. Martin Luther King Jr. Day of Service Food Drive. He has mobilized the city, churches, organizations, and countless citizens to participate in this event. Mayor Price recognizes that together we can make a difference in our region.

"Thanks to those who supported the 2022 Day of Service Food Drive; individuals in our community will not go hungry or have to decide whether to purchase food or pay for essential items," said Newport News Mayor McKinley L. Price, DDS. "I am moved and inspired by the generosity and selflessness of those who donated and helped make the 2022 event our most successful to date. Thank you for your contributions, which are offering nourishment and hope to those who need it the most. Let us continue to uplift and serve our neighbors in word and deed to make our community and nation better for all."

Thanks to Mayor Price, with additional support from Sheriff Gabe Morgan, Congressman Bobby Scott, Delegate Marcia Price, Riverside Health Systems, and the Virginia Unity Project, thousands of meals have been provided over the years. The 2022 food drive alone brought in 64,905 meals! Thank you, Mayor Price! We appreciate your service! We know that your legacy of giving will be carried on past your retirement.



FOOD LION GREAT PANTRY MAKEOVER



Since 2014, and in support of September's Hunger Action Month, Food Lion Feeds' "Great Pantry Makeover" has been awarding makeovers to Foodbank partner agencies participating in the food rescue program at their locations throughout the greater Peninsula.



A partner agency since 2004, Operation Breaking Through serves approximately 60 households per month in Newport News. They continued to operate during the peak of COVID-19 because they saw increased need. Nicole Singleton, Director of Agency Services, said, "What captured my attention was their frequency of shopping in the warehouse. I realized they move as many pounds as an agency twice their size."

Delma Mitchell has been leading the pantry since 2009. "It has truly been a blessing," she said. "I'm excited, thrilled; it's just wonderful." The makeover enables the pantry to expand its capacity and operate more efficiently. With new flooring, freshly painted walls, and additional freezer space, Delma says the pantry was transformed "from doom and gloom to a new

breath of life." Kathy, a volunteer, said, "It has been uplifting for volunteers and recipients."

The second pantry makeover went to Bread For Life in Gloucester. "Storage has always been an issue. Installing a pallet-sized rack will help us store our bulk items and holiday boxes so we can plan on distribution during lean times," said Executive Director Monique Raposa.

"Through our Great Pantry Makeover initiative, Food Lion Feeds sets out to aid feeding agencies and pantries to expand their reach and serve a greater number of those who are food insecure. Our intent is to help the agency/pantry to build a deeper, sustainable infrastructure to serve for the long term," states Kevin Durkee, Marketing Manager, Food Lion Feeds.

Food Lion staff assembled carts and shelving, painted, and stocked the shelves with food they donated.

We are grateful for Food Lion's generosity and support. The Foodbank also thanks Food Lion associates and Serve the City volunteers for giving their time towards this initiative.



CRUSADING TO PROVIDE HELP

Elder Deloris W. Pettaway remembers receiving community support during challenging times. Today, she and a strong team of compassionate people offer that support to others.

She recalls that on Christmas when she was 12 years old, community groups brought gifts to her family, which included six children, throughout the day. They received skates, brand-new toys, a box of groceries, a cooked turkey in a basket, and a stipend to go to a local store to buy shoes. "That stayed in my heart," Deloris says. "People were doing what they were called to do. I knew that when I was in a position to do something, I would be called to help others as well."



Today, Deloris, along with her husband, Apostle David Pettaway, lead the operation of Crusading Outreach Ministry, a Foodbank partner agency for 18 years. With the help of a committed Board of Directors and multiple service locations, Crusading Outreach Ministry serves people in need across the Peninsula in Hampton, Newport News, and Williamsburg. Originally, the organization started with little money as a street ministry in 1992 where Deloris admits, "We bought as much food as we could get and handed it all out almost immediately."

Within a few years, Deloris notes with excitement, "Those bags of food started multiplying." In 2004, they formed a partnership with the Foodbank and they currently provide 300-400 bags of food a month. Deloris emphasizes that her team sees a number of veterans and they also do home deliveries. Seniors, families, survivors of domestic violence, and persons with disabilities are among those who receive help. Crusading Outreach Ministry also provides support to the community in the form of household supplies, prepared meal events, toys, car seats, and educational initiatives.

"As people, we have to remember that what we need, everybody needs," Deloris says. "The more food we give out, the more we get. We are always being replenished. We are so blessed."

We would like to extend a warm welcome to the following partner agencies that have joined the Foodbank:
Be Blessed, House of Blessings, Moose Lodge #1119 (Newport News),
and The Mount – Peninsula Yorktown.

THANK YOU FOR YOUR SUPPORT

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.



Harris Teeter's Holiday Round-Up Campaign.



Peninsula Track Club's Annual Fast Before The Feast 5k held on Thanksgiving Day at Mariners Museum Park



Mango Mangeaux hosts Music Feeds the Soul Event

CASSANDRA'S STORY



"To get what you've never had, you have to do what you've never done."

Cassandra, a 2017 graduate of the Culinary Training Program, gives this advice with an encouraging smile. Today through her personal journey, she

knows the rewards of perseverance and dedication.

Experiencing the pain of drug addiction for 15 years, Cassandra says her life was dark and in chaos. She needed stability and structure, and she wanted to prove she could accomplish something. The Culinary Training Program's strict, rigorous curriculum was "something I did not like at first, but I needed it. It set the stage for the rest of my life and gave me a foundation," she acknowledges.

After a temporary setback following graduation, Cassandra asked a judge to allow her to serve the community. In 2018, she took a position at the C. Waldo Scott Center for H.O.P.E, one of the Foodbank's child nutrition sites, where she works today, earning

accolades and promotions from her supervisor. She often uses food to connect with others. Her passion for people has led her to prepare over 3,000 meals for seniors with the World Central Kitchen and to create packets and activity books for seniors in partnership with community agencies.

She entered Thomas Nelson Community College (TNCC) in June 2021 to pursue a degree in Human Services and eventually plans to attend ODU to become a Community Agency Counselor, enabling her to help adults confronting the same substance abuse difficulties she once faced. Cassandra was also recently asked to join TNCC's Human Services Advisory Board as a student member.

Reflecting on her past, Cassandra says the Culinary Training Program "planted a seed" for her life to change completely. Now four years clean, she tells others, "Regardless of your situation, everything you need to change it is there for you. But the first thing you have to change is your mindset."

Cassandra is modestly reluctant to speak about her ability to inspire others, but she says through eyes filling with tears, "I know that where I am now is not a coincidence. I also know what would've happened if I had given up. I am now meant to affect change and make a difference." Leaning forward she adds, "And I'm just glad to be in the moment."

Healthy Happenings

Carving out a lane for using food as medicine has been quite an exciting journey for the Foodbank. We hired a Health Initiatives Manager, a brand-new role here, to develop initiatives for food as medicine like never before. One of the ways we are doing this work is by incorporating the Healthy Eating Research (HER) Guidelines into how we source food, provide resources to our partner agencies, and offer programming to our neighbors in need. These guidelines are based off of the USDA's Dietary Guidelines for Americans, a document that discusses health in the U.S. and provides recommendations to improve the quality of health for its citizens. These guidelines help us recognize healthy foods by assessing the presence of saturated fats, sugars, and sodium, and are being used to help ensure that the foods we are providing our neighbors are nutritious and promote a life of longevity and access.

We are also collaborating with healthcare organizations to increase access to healthy foods and health education. We have partnered with the Southeastern Virginia chapter of the Alzheimer's Association to provide education on nutrition and brain health. We are partnering with local clinics in the area to establish food pharmacies, where patients will have access to fresh produce, lean protein, and low-sodium, low-sugar food options that will promote health and wellness. These healthy happenings are just the tip of the iceberg, and we are excited to support the community's health and longevity.



VOLUNTEER HIGHLIGHTS

The Foodbank is grateful for the commitment of our volunteers. Linda has been volunteering since 2021 and has completed almost 100 hours of volunteer work and Valerie has completed almost 250 hours since she began volunteering in 2020. These two great volunteers have participated in packing boxes, preparing produce items, and helping to distribute food to the community at our Mobile Pantry distributions together. They've even developed a friendship since starting.

"As a retiree, what better way to spend time than by serving others?" Valerie said. "There's nothing like having fun while helping."

Meanwhile, Linda commented on how much camaraderie there is among the volunteers. "It's like we're one big family!" she said.

We're so glad to have Linda and Valerie in our Volunteer Family. The Foodbank has the best volunteers! To participate visit hrfoodbank.org



Saluting Staff Years of Service



Reggie Williams, Robyn Gowing, Antwain Richardson



Mike Overby, Jaquelyn Linder, Lavon Johnson, John Chalmers



Donna Tighe, Mona Crump



Back: Norm Stock, Elbert Lynch, Karen Joyner, Jerry Smolarczyk, Charles Carey, Craig Gallae
Front: Brian Arndt, Adena McGrew, Martha Inge, Tyrone Carter

Upcoming Events

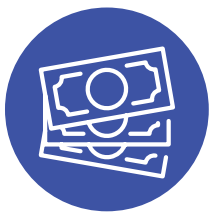
May 28, 2022
Chick-Fil-A 5k

September 29, 2022
27th Tastefully Yours

WAYS TO GIVE

VISIT [HRFOODBANK.ORG](https://hrfoodbank.org)

Your generous donation helps feed hungry children, seniors, families, and veterans across the Greater Peninsula. Virginia Peninsula Foodbank welcomes all types of gifts, and we are happy to work with you and your financial adviser to maximize the tax benefits and value of your gift to the Foodbank. Every dollar makes a difference.



Gifts of Cash



Gifts of
Marketable
Securities



Legacy Gifts
Bequests
Through a
Will or Trust



Super Heroes
Become Monthly
Donors



Gifts from
Donor Advised
Funds, IRA's, etc.



2401 Aluminum Avenue
Hampton, VA 23661
757-596-7188
hrfoodbank.org



[hrfoodbank](https://hrfoodbank.org)



VAPenFoodbank



[hrfoodbank](https://hrfoodbank.org)