

Winter 2020



# Food first

*Inspiring Hope, Feeding Families*



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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.



## A NOTE FROM KAREN

*Dear Friends,*

As the world has become more complicated, so has foodbanking. Although most foodbanks in the Feeding America network have been in existence for more than 30 years, our industry has changed rapidly over the past 10 years to meet the needs of our clients, to play a larger role in assisting our communities during times of distress, and to recognize the interconnections between food and health. Foodbanking is no longer simply “food in and food out”. This newsletter highlights many of the ways our work has evolved.

Foodbanks play an essential role in disaster relief. Although we are not considered first responders, we are on the front lines providing food, water, and supplies within days of the disaster and we work towards long-term solutions for as long as our community needs us in this additional capacity. This edition of our newsletter includes an explanation of our role in disaster relief.

Food can be medicine to those living with chronic diseases. Virginia Peninsula Foodbank is proud to play a part of improving the health of our community. Not only do we ensure that those in need are able to have produce and protein as part of their daily diet, but also over the past two years, we have also been providing diet-specific food boxes and have started a Food Pharmacy at Sentara CarePlex for patients who have been diagnosed with congestive heart failure.

In these pages you will also meet individuals and organizations that help us do our work. From one of our largest food donors to one of our most faithful volunteers to our partners in Grocery Rescue, we could not succeed without their help and their contribution of time.

If you have any questions regarding our array of programs, we hope that you will consider coming to the Foodbank for a tour of our facilities and a detailed explanation of our operations. After all, it is only through your support that we are able to provide these multi-faceted programs to our community!

Gratefully,

*Karen L. Joyner*

Karen L. Joyner  
Chief Executive Officer







# The Calm After The Storm

As our local area often experiences severe weather events, we would like to highlight the role the Foodbank plays after a natural disaster or weather emergency. Renee Figurelle, our Chief Operating Officer, develops our disaster plan and coordinates relief efforts. Before a decade of food banking experience, Renee spent 20 years with the American Red Cross of Southeastern Virginia, equipping her with a strong skill set in disaster relief and training volunteers. As a result of her expertise, she serves as an advisor for the Allstate Disaster Capacity Advisory Program, conducted through Feeding America. We participated in this program as an advisee food bank two years ago, receiving an audit of our own disaster relief plan and guidance to strengthen it. Today, Renee uses our enhanced plan and her own experience to help other food banks develop improved disaster relief protocol.

Collaboration is crucial after a severe weather event, and the Foodbank plays an important role in recovery efforts. Our plan calls for us to partner with organizations such as FEMA, the American Red Cross, Salvation Army, and local city and county Emergency Management Departments to open and provide shelters with clean drinking water and snacks, set up food distribution sites, and stock non-perishable food in order to sustain our neighbors until they can regain stability. Our warehouse facility would serve as one of our community's central relief centers, and we would also carry food and water to other mobile sites as safety allows.

Our disaster relief plan stresses effective communication among our staff, federal government agencies, and other relief organizations to ensure the efficient distribution of

food, water, and other basic necessities. Tailored specifically to the geography of our Peninsula service area, it focuses on streamlining operations so that the food we receive makes its way into the community quickly and safely. Future initiatives include working with community partners to create more training programs for relief volunteers and developing an "emergency cushion" to stock and set aside food and funds for potential disaster relief efforts during months when donations are slightly lower, so that we are properly stocked in the event of an unexpected emergency.

Our staff has participated in Feeding America recovery efforts in Puerto Rico and North Carolina in recent years, but we also must be ready should disaster strike our own community. With experienced leaders, strong collaboration, effective communication, access to vital food resources, and a capacity to conduct efficient distributions, we stand ready to serve our neighbors during the calm after the storm.





# Mayflower Marathon Holiday Food Drive Has A Record-Breaking Year

This year marked the 23rd annual 106.9 The Fox and FM99 Mayflower Marathon Holiday Food Drive, a three-day food drive collecting non-perishable foods, frozen turkeys, and monetary donations. With more than 229,000 meals donated by civic groups, businesses, corporations, families, schools, motorcycle and car clubs, Virginia Peninsula Foodbank is better equipped to give the gift of a meal to families facing food insecurity throughout the holiday season and beyond. This year's event was possible due to the longtime commitment of Bud's Plumbing Heating and Air Conditioning and Coliseum Central, as well as our strong, invested partnership with Kroger and Langley Federal Credit Union. A special thanks to our community partners at Special Events and Hampton Roads Moving & Storage for delivering hope to our neighbors in need. Virginia Peninsula Foodbank thanks our partners, community supporters, and volunteers for a record-breaking year. Together, we are able to make hope possible.





## Your Foodbank to the Rescue

Every year, millions of pounds of wholesome, edible food are being dumped into landfills that could otherwise have been redirected and donated to the Foodbank to help those in need. To help curb this problem and to reduce waste, the Foodbank's Neighbor to Neighbor Food Rescue Program, food picked up by our partner agencies, recovered more than 3,138,275 pounds from local grocery stores and restaurants last fiscal year. By redirecting unspoiled safe food from the landfill, the Foodbank is helping the thousands of families who are hungry and in need of food assistance while also reducing the environmental impact of food waste.

Virginia Peninsula Foodbank accepts non-perishable food and unspoiled perishables from local supermarket chains, wholesalers, food brokers and farmers. The Foodbank also works with local farmers to arrange gleaning opportunities for fresh vegetables and fruit.

Our Neighbor to Neighbor Food Rescue partners include: Aldi, B.J.'s, Big Lots, Carrabba's, Chick-fil-A, Chipotle, Costco, Earth Fare, Food Lion, Fresh Market, Harris Teeter, K.F.C., Kroger, Langley Air Force and Joint-Eustis Commissaries, Little Caesars, Longhorn Steakhouse, Manhattan Bagels, Olive Garden, Outback Steakhouse, Pizza Hut, Publix, Red Lobster, Sam's Club, Save-A-Lot, Starbucks, Subway, The Fresh Market, Whole Foods, Target, Trader Joe's, Walmart, and WAWA.

The Bill Emerson Good Samaritan Act protects companies from civil and criminal liability suits, encouraging the donation of food and grocery products to 501(c)3 non-profit organizations for distribution to families in need of food assistance.

Additionally, food safety is paramount, so all participating partner agencies are trained in safe food handling and transportation procedures. The Foodbank also has a recall notification procedure in place and reacts immediately to any recall notifications that are issued.

The Neighbor to Neighbor Food Rescue program is one way to help put nutritious food on the tables of those who are food insecure by maximizing existing food resources and minimizing unnecessary waste.



## Food Can Be Fun

The Foodbank's Nutrition Department offers nutrition education to at-risk youth in our "Food Can Be Fun" program. This program provides enrichment activities to middle and high school special needs students in a hands on setting. The student's curriculum includes lessons on nutrition, table etiquette, menu planning, kitchen safety and sanitation, and cooking experiences in six weekly sessions.

Classes are taught by our Nutrition Programs Director in the training room of the Foodbank. Students create meals and snacks using nutrient-rich foods while learning to reconsider food choices and encouraging healthy eating habits.



## Volunteer Spotlight:



We salute one of our most dedicated volunteers, Walter Mosley, Jr. After retiring from the military, Mr. Mosley continued to serve his community by becoming a member of our volunteer team in 2017. With a consistently positive attitude, Mr. Mosley lends his talents to our mobile food pantries and special events, often volunteering for shifts that are challenging to fill. He is motivated by an innate desire to put smiles on the faces of people facing food insecurity. His efforts provide hope to many lives, and we are grateful for his service.

**A SPECIAL THANK YOU** to all of the corporations, foundations, and nonprofit organizations that have provided us with generous grant awards since July 1st. We genuinely appreciate your support. Together, we are providing hunger relief and hope to our neighbors struggling with food insecurity.

### Community Knights

Costco

Cox Charities

Daily Press/Ferguson Holiday Fund

Darden Foundation

Ferguson Enterprises

First United Methodist Church – NN

Food Lion Charitable Foundation

Impact1890

Kiwanis Club of Colonial Capital

Langley Federal Credit Union

Mars Foundation

Northrop Grumman

Red Nose Day Fund

The CarMax Foundation

USAA Foundation

Virginia Natural Gas

Walmart Fight Hunger, Spark Change

Williamsburg Health Foundation

## Community Partners:

### CNU

Christopher Newport University's senior marketing class chose the Foodbank for their Integrated Marketing Communications Campaign Contest! 12 teams of four developed a creative strategy and presented their great ideas and marketing concepts.



### MANGO MANGEAUX

Mango Mangeaux hosted their 5th Annual Scare Hunger Halloween Party and donated the proceeds to the Foodbank. Everyone had a spooktacular evening with delicious food, music, and a costume contest!

### MLK DAY OF SERVICE

In honor of Martin Luther King's birthday, City of Newport News Mayor McKinley Price, Newport News Sheriff Gabe Morgan, Congressman Bobby Scott, and Delegate Marcia Price, in partnership with Riverside Health System, and Virginia Unity Project hosted their annual food drive. The community came together to help provide the equivalent of more than 23,000 meals.



### LIEBHERR HOLIDAY FOOD DRIVE

Liebherr held a Food Stock for the Foodbank. Each year their holiday food drive competition between the departments gets bigger and more creative.



## Serving Those Who Serve Our Country



U.S. Air Force photo by Senior Airman Monica Roybal

With a generous grant from the Food Lion Feeds Charitable Foundation as well as the valuable support from Food Lion leadership and employee volunteers, we were able to host two food distributions at General Stanford Elementary School on Ft. Eustis U.S. Army Base in Newport News. Our Back-to-School distribution in August served 181 households and 761 individuals, and a holiday distribution in December provided groceries to 226 households and 968 individuals, 506 of whom were children. Our Foodbank and Food Lion both recognize the importance of making sure that military families meet all of their basic needs without sacrificing meals or nutrition. As Meghan, an August distribution participant, wife of an active duty Army member, and mother of two said, “We live on one income because we decided I needed to be able to take care of our new baby because she has had serious health issues. My husband and I would never

let our children go without eating, and these groceries help us make sure all of our bills get paid. Life threw us a curveball, and it’s rough sometimes, but we are thankful for this help.”

Thank you to Food Lion, Ft. Eustis leadership, Newport News Public Schools, and Kellogg’s for making these distributions possible.

## Food For The Heart

Heart health, food and education: These are the three key highlights of the Sentara Foundation partnership grant between Sentara CarePlex and Virginia Peninsula Foodbank for the development of a Food Pharmacy. The Food Pharmacy is a healthy food program dedicated to educating and improving the health of individuals diagnosed with congestive heart failure (CHF). CHF involves an inability of the heart to pump enough oxygen and blood to support other organs in the body, and it affects 5.7 million adults in the U.S. Dr. Anthony Fisher, MD, of Sentara Family Physicians in Hampton says, “Although food is nourishment and an essential fuel for our body, excessive intake can have deleterious effects. Too much sodium can increase intravascular fluid volume resulting in worsening of blood pressure and heart failure. Too many carbohydrates can worsen diabetes, and general excessive caloric intake can increase weight and lead to a myriad of diseases such as sleep apnea, diabetes, and hypertension.”



The Food Pharmacy allows individuals with CHF access to weekly food boxes containing low-sodium, low-carb ingredients, including lean meats and fresh produce. Participants also meet with a Sentara CarePlex dietician to learn about incorporating clean eating into their lives. The food distributed will not only benefit those with CHF, but will also include assistance for individuals with diabetes and high blood pressure. Debbi, one of nine participants in the fourth class, says that, “The Food Pharmacy program is well worth attending because you learn about your medications, how to read the food labels, and how cooking healthier makes you feel better.” Debbi also reports “she is breathing much better” after reducing salt from her diet. As of late January, none of the Food Pharmacy participants (from any class) have been readmitted to the hospital.

## NOURISH

# 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](http://www.hrfoodbank.org) to get you started.

**April 16, 2020**

27th Tastefully Yours  
Hampton Roads Convention Center

**April 20 – May 1, 2020**

Virginia Statewide Legal Food Frenzy Competition

**May 9, 2020**

National Association of Letter Carriers Food Drive

**May 12, 2020**

Give Local 757

**May 23, 2020**

Chick-Fil-A 10K/5K

**September 2020**

Hunger Action Month – Turn Orange

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.

## KROGER COMMUNITY REWARDS PROGRAM

Be the link to helping solve hunger!

[krogercommunityrewards.com](http://krogercommunityrewards.com) ID#:YN031



### CONTACT US

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### SOCIAL MEDIA



VAPenFoodbank

hrfoodbank

## TASTEFULLY YOURS COME ABOARD 2020



April 16, 6-9:30 pm  
Hampton Roads Convention Center

DELICIOUS FOOD • CRAFT BEER & WINE • MINI VEGAS • LIVE BAND • PHOTO BOOTHS • HAT CONTEST