



Fighting Hunger Feeding Hope



September is Hunger Action Month, and Feeding America and America's Second Harvest of the Big Bend invite you to take action to fight hunger.

Later this month, visit our website for additional details, and tell us what your plan is to fight hunger.

FightingHunger.org

2009-10... A YEAR IN REVIEW

In response to the local impact of the economic recession, in 2009-10, we distributed more than 3.5 million pounds of food, equivalent to 2,698,000 meals! The increase in distribution could not have come at a better time, with demand for food assistance increasing by more than 46 percent on average throughout the Big Bend.

Through our network of 135+ member agencies and ASHBB programs, we reached more than 30,000 people each month. ASHBB continues to put a high priority on the nutritious content of the food that we distribute. Fresh fruits and vegetables were our top food category in June 2010, comprising 35% of all food distributed. Many of our member agencies are requesting even more fresh produce, since this may be recipients' only access to fresh food. There are significant logistical issues with storing and distributing fresh fruits and vegetables, but with our new "Cool Room," we are able to

store truckloads of produce that we couldn't get before!

We were also able to expand our *BackPack* program this year in Leon County, reaching 200 young children who face hunger on a daily basis. We also recruited 20 new agency distribution sites to meet the growing demand in targeted areas.

Over the course of the year our volunteers contributed nearly 6,000 volunteer hours, which equates to three full-time staff. This volunteer support is critical to our ability to increase food distribution.

In 2009, we launched the Capital Campaign. To date we have raised more than \$421,000 that allowed us to move into the new warehouse. With additional funds towards the campaign goal of \$750,000, we will be able to close on the loan, which will actually lower our monthly payment. To contribute to our Capital Campaign visit www.FightingHunger.org/capital-campaign.

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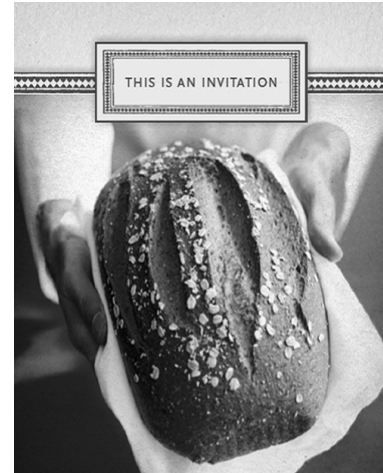
A member of



United Way of the Big Bend



United Way of Northwest Florida



TO SMELL THE BREAD. INDULGE YOUR APPETITE. AND MAKE YOURSELF COMFORTABLE.

GRAND OPENING

August 11, 2010

5:00 PM - 8:00 PM

800 Ocala Road
Ocala Corners Shopping Center

OPERATION DOUGH-NATION

A portion of donations made by Panera's customers are matched by Panera and distributed annually to ASHBB



Thank You

We are truly indebted to our generous supporters, donors, and volunteers, without whom we could not help feed the thousands of individuals who rely on us in their time of need.

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BEFORE RECYCLING THIS PUBLICATION, PLEASE PASS IT ON TO A FRIEND.

FOOD FOR OUR COASTAL FRIENDS

In an effort to prepare for the anticipated increased need for food in our coastal communities, ASHBB is teaming up with various community partners for a special food and fund drive, Food For Our Coastal Friends, which kicks-off in August. Food collection containers will be available at various drop-off locations throughout our Big Bend service area. As always, monetary donations are welcomed to help offset the costs associated with the collection and distribution of food.

Please stop by one of these locations to donate food:

- A Man With A Truck Movers
- Goodwill Industries Big Bend, Inc.
- Gentiva Home Health Care
- Super-Lube

We will schedule a special distribution of the collected food this fall, at a time when other resources may have diminished for coastal residents. We will also need volunteer product sorters as well as volunteer drivers to help with this project. If you would like to volunteer, please contact Charvelle McClendon, Volunteer Coordinator, at cmclendon@fightinghunger.org. Additional information regarding this special drive is available on our website and you can "Donate Now" to give monetary donations. To the Big Bend community - Thank you in advance for making this food and fund drive a huge success!

MESSAGE FROM CHERYL PHOENIX, EXECUTIVE DIRECTOR

Summer time... Between the heat and the afternoon showers, we know it's here! For some of us, it is also a time to take time off, recharge, and reconnect with our families. However, for many of our neighbors, it's just another stressful time, trying to figure out how to get more food in the house for the children who are usually in school.

Recently I was reminded of this again, and how important our work is. I had just received a mailing from another food bank picturing houses along a road; the caption read "Which house hides the hungry family?" The truth is, we often don't know who around us may be struggling, or just how badly. The next day, I was talking with a friend who inquired, rather specifically, about how people can access food

from food pantries. Something told me to ask him about his situation, and he revealed that he too, was struggling and did not have food in the house. Yet, if I hadn't asked, he never would have told me directly, and may not have received the help he needed.

One in seven residents in the Big Bend struggles with food insecurity everyday - not consistently knowing how they will get their meals. People may never tell you that they are hungry or that they don't have food at home. Or, that they have enough to feed their kids something (although not much), and there is nothing left for the adults. You would never guess it, and they may never tell...

What can be done to help? Please talk about what you are doing to support Second

Harvest. Tell your friends, co-workers, and fellow parishioners that you give your time, your food, and/or your funds... Others may then be more inclined to ask questions about how to access food. It seems that we also must listen better to what people are really saying, to notice what is happening in their lives, and to discreetly support them in any way we can. Because we truly have neighbors who are going hungry, and we don't even know.



"Which house hides the hungry family?"

FOOD DRIVES

Thank you to all of our recent food drive sponsors! A special thanks to three sponsors who collected food in July for us.



On July 16, **The Oasis Center for Women and Girls**, Girls Can Do Anything! Summer Campers collected food outside of the Oasis Center. In just a few hours they collected 448 pounds of food and almost \$30 in cash. They even appeared on a WFSU news radio show and WCTV's midday news. The Campers also volunteered in our warehouse earlier in the month – truly proving girls do anything they put their minds to!

Thank you to **Opus Broadcasting and New Leaf Market** for hosting their annual food drive in July! Four food collection barrels were placed just inside the entrance to New Leaf Market. Community members, shoppers and New Leaf Market employees contributed a total of 444 pounds of food and \$50 in monetary donations.



As a result of these food drives, ASHBB will help provide more than 680 meals to our hungry neighbors! Thanks again to all of our food donors.

STAMP OUT HUNGER



The National Association of Letter Carriers National Food Drive is the largest one day effort to combat hunger in the United States, and was held on Saturday, May 8, 2010. Our NALC collected more than **72,000** pounds of food! Thank you to

each community member who donated, and to the Letter Carriers who went "above and beyond" to collect the food on their routes. This will provide 55,000 meals to our neighbors in need!



SKIP LUNCH FIGHTING HUNGER

We want to thank those that supported "Skip Lunch Fighting Hunger." Every dollar raised enables us to provide four meals for those in need, so your "lunch money" donations helped us continue to feed the more than 30,000 individuals who visit local food pantries, soup kitchens and residential programs each month.

The top five teams will have their name or logo displayed on a ASHBB truck for an entire year!



Winning Teams:

Carr, Riggs, Ingram, LLC

GT Breakfast for Champions

Eubanks, Barrett, Fasig and Brooks

Northland Manufacturing

Partners in Association Management

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We're on the Web!
www.FightingHunger.org

Staff Updates: Stephanie Kilham and Jimmy Perkins

Many of you know Stephanie from calling the office, but her position has changed effective July 1. Her title is now Donor Relations Coordinator and she will be responsible for overseeing the processing of all monetary donations, preparing donor acknowledgments, coordinating food drives, and securing food donations from businesses and other sources. Stephanie began at ASHBB as a volunteer Product Sorter in 2007. She joined the staff as a part-time Office Assistant in the summer of 2008 and was later promoted to full time Executive Assistant.

Jimmy, our new Operations Manager, has lived in

Tallahassee for over 25 years. He has extensive experience in warehousing and logistics across a variety of fields including food sourcing and distribution. He is proud to be a member of the Second Harvest family and to take part in the work that this organization is doing.

Why I... Serve Malini Ram Moraghan

I serve on the Board of Second Harvest because this organization is the single most effective way to address hunger in our community.

Food is a prerequisite to clear thinking and functional performance for every citizen, whether you are studying a lesson, looking for a job, operating a machine, or caring for your family.

We have a moral imperative to act on hunger, not 2,000 miles away in a different country, but 20 miles from our own homes. By working with Second Harvest, I know my efforts help fortify the backbone of food distribution to our neighbors in need. The committed, talented staff always make it a joy and honor for me to give time out of the week to our food bank.

UPCOMING EVENTS

August 21st	Volunteer Blitz
September	Hunger Action Month
September 18th	Volunteer Blitz
October 16th	Volunteer Blitz
October 23rd	Empty Bowl Banquet
December 31st	Capital City Countdown New Year's Eve Celebration