



The Dish

winter 2012

FOODBANK
FOR THE HEARTLAND

SAVE THE DATE:

An Evening with Celebrity Chef Rick Bayless

Food Bank for the Heartland is thrilled to feature Rick Bayless at our 11th annual Celebrity Chef fundraiser on February 23. Chef Bayless has won multiple James Beard awards and is the champion of Bravo's first season of Top Chef Masters. He operates three award-winning restaurants in Chicago featuring Mexican cuisine and has written multiple bestselling and highly acclaimed cookbooks.

Presented by ConAgra Foods, this year's Celebrity Chef event is being held at the Embassy Suites in La Vista. Individual tickets are \$135, and patron tickets are \$250. Patron ticket holders may attend an exclusive party with Chef Bayless at 5:00 p.m., prior to the start of Celebrity Chef. At the main event, guests will enjoy cocktails and appetizers, a cooking demonstration by Chef Bayless during dinner, a super raffle and a live auction. The dinner menu will be inspired by Chef Bayless's recipes.

The super raffle is a new component this year. For \$25, guests can purchase three raffle tickets for a chance to win one of 10 fabulous themed packages valued at \$1,000 or more. Themes include culinary, golf, Huskers, kids and many more. For more information or to reserve your ticket for Food Bank for the Heartland's Celebrity Chef, please contact Cindy Hansen, Event Planning Specialist, at CHansen@FoodBankHeartland.org or 402.905.4810.



Woodhouse Challenge III a Huge Success

Thousands of children across Nebraska and western Iowa will get the food they need thanks to the overwhelming generosity of the Woodhouse Auto Family, Clear Channel, KGBI-FM and the community.

During the month of November, the Woodhouse Challenge III raised an astounding \$500,019 for Food Bank for the Heartland's Backpack Program!

The Woodhouse Auto Family challenged its employees and the community; both responded with overwhelming generosity. Lance and Becky Pittack, owners of the Woodhouse Auto Family, graciously donated \$155,000 to Food Bank

for the Heartland's Backpack Program and challenged Woodhouse employees and the community to each raise \$100,000 during the month of November. The community challenge netted \$212,000 while Woodhouse employees generated \$133,000, bringing the entire campaign total to \$500,000.

"On behalf of Woodhouse, I would like to thank the community and our employees for all that they have done and their willingness to share God's blessings in making a difference in a child's life and for giving them hope, said Woodhouse CEO Lance Pittack. "Together we can make a difference!"

All funds from the campaign are directed toward the Food Bank's

The **WOODHOUSE** Challenge III

BackPack Program. The program provides nutritious, weekend meals to children in approximately 80 schools in Nebraska and western Iowa. \$500,000 will ensure will ensure 2,976 children will receive weekend Backpacks for an entire school year.

This is the third year of the Woodhouse Challenge. In 2009, the campaign generated \$106,000 and in 2010 it grew to \$286,000.

A big thank you to the Woodhouse Auto Family, Clear Channel, KGBI-FM and the community for their support and generosity!



A Member of **FEEDING AMERICA**

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A MESSAGE FROM SUSAN

This month we honor our volunteers without whom we could not do what we do.



The definition of volunteer is “one who offers free help by choice.” Volunteering is historically an American tradition that can be traced back to the earliest days of our nation. Today nearly 1 in 6 Americans volunteer to help people in need, make arts accessible, comfort the ill, coach soccer and t-ball, and tutor students of all ages.

In 2011, more than 14,000 hours of service were provided to Food Bank for the Heartland by our priceless volunteers.

Volunteers serve in ways you might expect: on our boards and committees, in sorting and case lotting food, in answering phones and stuffing mail. But volunteers also help us every day in ways you might not expect:

- *KAT 103.7 staff who donated weekend hours for the Woodhouse Challenge*
- *Walmart associates who weeded and planted the terrace at our new facility*
- *Quality improvement experts who helped us improve our warehouse processes*
- *ConAgra Foods staff who served hot chocolate at Holiday Lights on Thanksgiving night*
- *AI who helps with cycle counts to keep our inventory correct*
- *Musicians who played at a concert to benefit Kids Cafe programs*
- *Don, John and Bob, Kiwanians who help deliver weekly BackPacks to schools*
- *Ken, Brian and Ellie from Kiewit who created the Forklift Fracas*

Albert Schweitzer, the great physician said, “I don’t know what your destiny will be, but one thing I know: the only ones among you who will be really happy are those who have sought and found how to serve.”

Thank you for your service to Food Bank for the Heartland and for being willing to make a difference to the hungry people in our community.

Blessings!

Susan E. Ogborn, President & CEO

Thank You for Shining the Light on Hunger



The holiday season was brighter for thousands of hungry families in our community because of ConAgra Foods fifth annual Shine the Light on Hunger campaign. Thank you to ConAgra Foods, Baker’s supermarkets and everyone who donated food or funds. The proceeds from Shine the Light on Hunger benefitted Food Bank for the Heartland and our mission of working to eliminate hunger in Nebraska and western Iowa.

STAFF

BOARD

In Her Own Words:

An Educator's Account of How the Backpack Program Impacts Children in Need

It is hard to be put on the spot and have to explain to you, in words, what the Backpack Program means to our students and families. I would rather show you the absolutely radiant faces of my students the first time they learn they are going to be getting food, every week, for them and their family. I would rather show you the visibly thin and weak student who rubber bands his or her pants so that they stay up because there is not enough food in the household. I would rather show you the weary face of a dedicated aunt who has taken in 3 or 4 nieces and nephews and suddenly has extra mouths to feed. I would rather show you the lengthy list of those families we already assist - and then show you the equally lengthy list of families who are waiting for help and who could also benefit from that small bag that represents a big help.

I cherish my time as a volunteer with the Backpack Program because as an educator in our school systems, I want to make sure we have done everything we can to help our students perform to the best of their ability - without having to preoccupy their time with thoughts of "When is my next meal?" or "Will Mom or Dad have enough extra money this week for grocery shopping?" Sadly, because of all the worldly factors that impact Mom and Dad or Grandma or Auntie, it is our students and children who feel it most. And more often than not, they do so silently.

The Backpack Program helps those students, those moms and dads and those grandmas and aunties every single week. I am eternally grateful that our community has a program such as the Food Bank and the

Backpack Program that invests so much time and energy and resources into fighting childhood hunger.

I was asked, point blank, why I do it. Why I volunteer my already limited time as an educator. I still probably couldn't put it into words - but I can tell you I have SEEN it - firsthand - the difference the lack of food makes and the undeniable difference the constant presence of reliable meals makes for my students. And those images, from relieved faces to rubberbands on a student's clothing, impassion me every day to maintain my involvement and support with the Backpack Program.

*Certified Reading Facilitator and Read Right Tutor
Backpack Program Site Coordinator
at an OPS elementary school*

Dedicated Volunteers Log Thousands of Hours at the Food Bank



Food Bank for the Heartland could not operate without the service and generosity of our dedicated volunteers. In 2010, volunteers logged a staggering 12,525 hours at the Food Bank! At the time this edition of The Dish went to press, over 14,000 volunteer hours had been donated during 2011. The value of these volunteer hours over the past two years is \$530,500! We are grateful to all the individuals, families, community organizations, businesses and schools that donate their time to our mission of ending hunger in Nebraska and western Iowa.

Our volunteers assist the Food Bank in a multitude of ways:

- sorting and boxing donated food in our distribution center
- delivering bags of food for hungry children to schools enrolled in our Backpack Program
- distributing fruits and vegetables from our Fresh Produce stands
- helping coordinate various Food Bank events

There are opportunities to get involved for a one-time project or an ongoing volunteer experience. Individuals and groups can offer specialized skill sets. For instance, a team of volunteers from Mutual of Omaha's accounting department assisted Food Bank staff members in streamlining the organization's method of processing donations. Before relocating into our new facility last year, a volunteer committee organized a moving sale with proceeds benefiting the Food Bank's new demonstration kitchen.

If you are interested in volunteering at Food Bank for the Heartland, contact Sarah Grobbelaar, Director of Talent, for more information at SGrobbelaar@FoodBankHearland.org or 402.905.4801.

A Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources and of its capacity to use donations effectively for their intended purposes.
- To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- To have access to the organization's most recent financial statements.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgment and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donors will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share. (Food Bank for the Heartland does not sell or trade its donors' personal information. The Food Bank will periodically use a third party to communicate only with its donors.)
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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BACKPACK PROGRAM

BackPack Program Expands to Meet Growing Need

Thousands of children in Nebraska and western Iowa leave school on Friday afternoon knowing there is nothing to eat at home during the weekend. Food Bank for the Heartland's BackPack Program helps children who are at risk for hunger, and it has been growing rapidly.

Our BackPack Program launched in the fall of 2006 with just three schools participating, and today we are distributing nearly 3,900 backpacks of food each week in 80 schools across Nebraska and western Iowa. The Food Bank works with local schools to deliver bags filled with two breakfast meals and two lunch or dinner meals which are discreetly distributed every Friday to students participating in the program so they have something to eat over the weekend.

The Food Bank received a \$21,000 donation from former Husker Matt Davison's Creating Captains Foundation to help start BackPack programs in Sidney and North Platte for the 2011-2012 school year. More schools want to enroll in the program, but additional funds are needed. We are seeking support from the community. The cost to sponsor one child for an entire school year (42 weeks) is \$168. If you are interested in learning more about how to get involved with Food Bank for the Heartland's BackPack Program, please contact Brian Barks, Director of Development & PR at 402.905.4808 or BBarks@FoodBankHeartland.org.



1 in 5 Children in Nebraska and Western Iowa is Food Insecure

Results of a new study supported by the ConAgra Foods Foundation, the Howard G. Buffett Foundation and Nielsen shows approximately 20 percent of children in Nebraska and western Iowa under the age of 18 are at-risk for hunger. Map the Meal Gap: Child Food Insecurity 2011 is a ground-breaking study from Feeding America, the nation's largest domestic hunger relief organization, which provides data on a county level.

Of the 444,893 children in the 93 counties served by Food Bank for the Heartland, there are 92,270 children struggling with hunger according to study results. Douglas County has the most children at-risk for hunger (26,970) followed by Sarpy County (7,600) in Nebraska, Woodbury County (6,370) and Pottawattamie County (4,420) in Iowa. Thurston County has the highest rate of child food insecurity at 35.9 percent while Logan County has the lowest at 14.3 percent.

"These results are simply alarming," said Susan Ogborn, Food Bank President and CEO. "What makes it so disturbing is that some of the most vulnerable to the issue of hunger in our communities are children. We have to do better than this."

The research is an important tool because it provides critical information for developing strategies to alleviate child hunger. By providing additional details about the face of child food insecurity at the county level, Map the Meal Gap: Child Food Insecurity 2011 will enable food banks, the community based agencies they serve and policy makers to redefine approaches in addressing needs of hungry children and their families and develop more effective policy solutions.