

GBFB Provides Nutritious Food to Keep Children Healthy

MINDY'S STORY

Twenty-two-year-old Mindy and her three-year-old daughter live with her parents in Medford. Her father is still working, but her mother had to stop due to illness. Like too many in eastern Massachusetts, even though a family member is working, Mindy's family can't afford the food they need to stay active and healthy. She and her family receive healthy foods each month from The Greater Boston Food Bank's (GBFB) Mobile Market at the Hallmark Health System, Women, Infants and Children (WIC) offices in Malden.

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harvest:**

GBFB AND MASSACHUSETTS FARMERS PROVIDE FRESH PRODUCE TO FAMILIES IN NEED

Make Summer Better for Families and Children

Dear Friends,

After the record breaking snowfall and cold weather of this past winter, the residents of the Commonwealth deserve a carefree summer. But, for families and children who depend on school meals, their summer vacation can be anything but carefree as they stretch their budgets to cover additional expenses.

When school is out, struggling families must come up with extra grocery money to ensure their children who rely on school meals during the year have enough nutritious food throughout the summer. The summer months are not carefree for many parents with added pressure of stretching food, and often, daycare budgets as well.

Despite an improving economy, food insecurity exists in every state in the country, including those that are considered among the wealthiest. Unfortunately, food insecurity is especially prevalent in households with children. Here, in eastern Massachusetts one in nine residents is food insecure, and of that number, one in four is a child. Proper nutrition through fresh, healthy and sustaining food is essential to a child's physical and mental development and well-being.

Parents in eastern Massachusetts, who can't afford the food they need to feed themselves and their children, turn to the 550 local pantries, community meal, and other feeding programs that are distributing food provided by The Greater Boston Food Bank (GBFB). As need has grown in recent years, we've implemented our own direct food distribution programs like Mobile Markets and School-based Pantries to help ensure healthy food is getting to our most vulnerable neighbors, families, children and seniors. Last year, we distributed another record-breaking amount of food: 51 million pounds! This enabled us to provide over 42 million healthy meals to those in need. Eighty percent of that distribution met the highest nutrient standard and twenty-five percent was fresh fruits and vegetables.

To help these families through the summer months, *everyone* must play their role. Together, we can ensure that all children have the food they need to stay active and healthy.

VISIT GBFB.org TO LEARN MORE, AND HOW YOU CAN HELP. JOIN US TO END HUNGER HERE.

Sincerely,



Catherine D'Amato
President and CEO



HUNGER ON MARTHA'S VINEYARD: GBFB PARTNERSHIPS MEET A GROWING NEED



PHOTO COURTESY OF: MICHAEL CUMMO FOR MV TIMES

Isolated and romantic, Martha's Vineyard is known around the world as an enclave for people of wealth and privilege. But the island's isolation makes it expensive for everyone who lives there, because everything must be ferried from the mainland. Seniors living on fixed incomes and working families still impacted by the recession are struggling to afford higher costs of living, including the food they need to avoid hunger.

"Many people don't believe hunger exists on the Vineyard," explained Betty Burton, Director of Serving Hands, **one of five Martha's Vineyard pantries that distribute food provided by The Greater Boston Food Bank (GBFB).** "Even in this community, where **everyone thinks it's affluent, there is poverty.**"

The chain of generosity that delivers 65,000 pounds of food each year from GBFB's warehouse in Boston to the pantries dotted around the island is complicated. The lynchpin is Island Food Products (IFP), which donates their transportation of the food (including ferry fees) from GBFB to the Vineyard. From there, volunteer teams from the local Highway Department use their vehicles to get the food, including fresh produce, to pantries for monthly distribution. Leslie Clapp, Executive Director of Martha's Vineyard Center for Living (MVC4L), coordinates the process in close partnership with the pantry sites, including senior centers in Oak Bluffs, Tisbury, Up-Island, and Edgartown, as well as Serving Hands in Vineyard Haven.

"The beauty of the Vineyard really masks the poverty **here, but you just have to look below the surface to find it,**" Leslie recently noted. "Every month, we're providing 200 Vineyard families with enough nutritious food so they can stay active and healthy. They don't have to choose between paying housing, electric and medical bills, or buying food."



MINDY'S STORY (Continued from p. 1)

"I came to WIC because I wanted my daughter to be healthy, and they have really helped me with all my struggles. I don't know where I'd be without the people here.

"When my Mom got sick and had to stop working, we cut back on everything. There just wasn't enough to pay all the bills. Plus, we realized the healthy food that is good for my daughter was expensive.

"The monthly market at WIC makes a big difference for us. My Mom and I shop together, and she loves the fresh vegetables and fruits they have. Cooking her special dishes for us makes her happy. Getting meat and the basics, like pasta and rice, means we can save on our grocery budget. I can take that money and provide a better life for my daughter.

I also started volunteering at the mobile market and, a few years ago, WIC hired me as a program assistant. I staff the front desk, and part of my job is to help with client registration for the GBFB food distribution.

I'm so grateful for the help my family is receiving and the skills that I have learned, but I see others who are a lot worse off – people who are really struggling. I'm glad to see them getting help, and to be part of that work. Because there are many places in the world where there is no help. We're lucky."



OCEAN STATE JOB LOT AND GBFB EXPAND PARTNERSHIP

The Greater Boston Food Bank's (GBFB) growing partnership with Ocean State Job Lot (OSJL) leverages the unique capacities of both organizations to provide healthy food to people in need as cost-efficiently as possible. Through its "Three Square Meals" campaign, the privately held corporation based in Rhode Island generously matches customer donations at its 116 discount retail stores, and donates transportation so that every penny is spent on food for distribution to food banks in New England, New York and New Jersey.

This year OSJL and its foundation will send out 109 tractor-trailer loads of high-nutrient foods (over 3.3 million pounds) to help feed food insecure families. Four truckloads have already been delivered to GBFB, double the number from last year.

David Sarlito, Marketing Executive at OSJL, explains. "We approach philanthropy with the same strategy as our business approach: maximize value... whether it be for our customers or, in the case of our Three Square Meals program, the hungry families throughout the Northeast that the program serves. We keep costs as low as possible, and involve our business partners such as Polar Beverages, Bob's Red Mill, Bank of America, Arbella insurance and others to ensure the greatest impact is achieved. Perhaps most important is the generosity of our customers and the giving spirit of our store teams which both drive the success of our program."

In early April, OSJL hosted an event at its North Kingston headquarters to kick off this year's "Three Square Meals" campaign, where guests included Rhode Island Governor, Gina Raimondo. GBFB's President and CEO, Catherine D'Amato, was asked to speak on behalf of all the participating food banks. "Food is a basic right, and access to food is paramount to anyone's ability to build a safe environment for themselves and their family," she remarked. "We have this right. We need to fight for those who do not. With the growing support of community partners and food donors like Ocean State Job Lot, we can End Hunger Here. We are so grateful for their commitment and generosity."

FOOD FOR THOUGHT

GBFB and Massachusetts Farmers Provide Fresh Produce to Families in Need

Each year, The Greater Boston Food Bank (GBFB) uses funding provided by the Massachusetts Emergency Food Assistance Program (MEFAP) to purchase quality vegetables and fruits from local farmers through the Massachusetts (Mass) Grown Initiative (MGI). The partnership helps GBFB meet its commitment to ensure that at least 25% of the food we provide is nutrient-dense, fresh produce – and healthy for families in need.

GBFB administers the Commonwealth's MEFAP program on behalf of the four regional food banks, and distributes 60% of MGI foods annually. Our single largest vendor is Pioneer Valley Growers Association (PVGA) in South Deerfield, MA, a cooperative of 30 small farms that produce a huge variety of vegetables and fruits throughout the year. Since late 2010, GBFB has acquired more than 3.2 million pounds of fresh produce from PVGA farmers – close to 100,000 cases! Product includes fruit such as apples and pears, to just about every vegetable including gourds, cucumbers, turnips, parsnips, rutabagas, broccoli, cabbage and cauliflower.

Bill Barrington has been PVGA's General Manager since 1997. "Working with GBFB is a win, win for everyone," he explained. "The food we grow here in Massachusetts is consumed by the people of Massachusetts. Not only does our partnership with GBFB help to support local farms and the local economy, but because our produce doesn't have to be transported from the mid-west or California, residents are getting the freshest and highest quality foods in the most efficient and cost effective way."

"PVGA farmers have a great passion for what they do, and are proud to be participating in the MEFAP program," Bill continued. "Running a small farm is a labor of love – and a very hard way to make a living. GBFB is a great partner because we really understand what each other is trying to do, and we are able to work together to take advantage of every opportunity to buy the best fruits and vegetables at the lowest cost. They help ensure our high quality produce gets to those who need it most. We work our way through every season together."

TO LEARN HOW YOU CAN HELP ADVOCATE FOR MEFAP, VISIT

GBFB.org/how-to-help/advocate.php



PHOTO COURTESY OF PVGA



PHOTO (L TO R): ML Krakauer (Executive Vice President, Human Resources, EMC), Suzanne Battit (Vice President of External Affairs and Advancement, GBFB), Stella Low (Vice President, Global Communications, EMC), Catherine D'Amato (President and CEO, GBFB), and Jeremy Burton (President, Products and Marketing, EMC) welcomed guests and sponsors to The Greater Boston Food Bank Festival this Spring.

EMC Plays Their Role to End Hunger Here

Information technology leader, EMC, partners with The Greater Boston Food Bank (GBFB) in three critical ways: through employee volunteer time, food drives and other events, and generous and growing financial support. In 2011, employees at the corporation's Hopkinton headquarters led a successful "pasta meal" food drive and began regularly volunteering at our warehouse to help sort and pack food for distribution. Last year, 1,100 EMC employees provided close to 1,900 hours of volunteer service, and EMC corporate funding enabled GBFB to purchase enough food to provide 325,000 healthy meals to families in need.

When EMC launched its employee-driven "Give Back" program in 2013, which identifies hunger as a primary focus (the other is water), our partnership grew. EMC

"We are committed to making meaningful and lasting social impact in the communities where we live and work."

- Jeremy Burton,
EMC President of Products and Marketing

President of Products and Marketing, Jeremy Burton, was invited to help GBFB reimagine our signature annual fundraising event, to make it more unique and engaging. He and his 30-person team of marketing and events professionals volunteered to help create GBFB's new Festival, held the evening of April 29.

"EMC 'Gives Back' honors EMC's 30-year legacy and foundation of corporate citizenship and community service," noted Burton, who also served as Chair for the Festival. "With the initiative's focus on two of the world's most basic and greatest human needs – food and water – we are committed to making meaningful and lasting social impact in the communities where we live and work."

In her remarks at the Festival, Catherine D'Amato, GBFB President and CEO, pointed to EMC as a model corporate partner. "This wonderful evening could not have happened without the passion of Jeremy and his team. By giving their time and extraordinary creative talents, they have brought all of us together to play our critical role to End Hunger Here in our community."



GBFB Festival Raises Awareness and \$1.22 Million

On April 29th, GBFB's most dedicated supporters gathered at our Yawkey Distribution Center to mingle, raise awareness, and get an insider's look at how we distribute more than 52 million pounds of healthy food every year through partnering pantries, community meal programs, and our own direct distribution programs targeting vulnerable children and seniors in our community.

Through the generosity of area businesses and committed individuals, the Festival set a new fundraising record, raising over \$1.22 million, enough to provide more than 3,660,000 meals to our neighbors in eastern Massachusetts who are facing hunger.



PHOTOS COURTESY OF U.S. MARINE CORPS BY CPL. DESIRE M. MORA

Marines Volunteer to End Hunger Here

This past March, an enthusiastic group of United States Marines and Sailors volunteered at GBFB's state-of-the-art, 117,000 square foot Yawkey Distribution Center, where they sorted and packed a record-topping 15,206 pounds of food – enough to provide more than 10,000 meals to struggling families in eastern Massachusetts.

Marines with Special-Purpose Marine Air-Ground Task Force-Boston provided their time and muscle, donations that are critical to GBFB's maximum efficiency. Each year, the generosity of 26,000 volunteers helps to save GBFB \$1 million in labor costs.

Corporal Nathan Molitor, Special Forces, was one of the Marine volunteers. "When I do anything with the Marines, I am ready to do whatever they need me to do, whenever," he noted. "I was happy to have the opportunity to help out a local community – in a different way from my daily duties. I was happy to put my name down for GBFB as soon as they asked for the help."

GBFB partners with local Veterans' organizations to distribute healthy food to men and women who have served in the armed forces, and are in need. Approximately 25% of the households we serve have had at least one member who served in the military. GBFB provides food to Veterans through multiple programs and direct distributions through the generosity of Bank of America. Last year, we provided more than 140,000 healthy meals to Veterans through special Mobile Market food distributions.

