

SUMMER

# 08 harvest

A Quarterly Publication of The Greater Boston Food Bank

The Greater Boston Food Bank distributes approximately 30 million pounds of food and grocery products to more than 600 member hunger-relief agencies throughout eastern Massachusetts in a dedicated partnership to end hunger in our region.

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## If Not Us, Who?

### Food Banks' Crucial Role in Hard Times

Like you, The Greater Boston Food Bank is a consumer — of food, of fuel, and so much more. We buy food. We pick it up and drive it where it's needed. We keep our huge freezers running 24/7. And like you, our purchasing power just keeps shrinking. But when it happens to New England's largest food bank, it affects tens and tens of thousands of households, not just one.

Our fuel costs over the past six months are 56% more than a year ago. And the higher prices we've paid for food so far this year mean about a quarter of a million fewer meals than a year ago for our food insecure neighbors.


We all hope that things will improve, especially for the least fortunate among us. But who will feed the growing numbers of people suffering this silent epidemic? If not us, who? If not now — when the need is sharpest — when?

A Boston Globe editorial called us "A fortress against hunger," and with no irony suggested a sign for our new warehouse: "Welcome to The Greater Boston Food Bank. We wish we weren't here." The concept of food banking —



Every day healthy food is reaching children like this through The Food Bank, helping to ease parents' worries.


setting up and staffing a warehouse to store donated products and distribute them to charities feeding hungry people — is little more than 40 years old. And someday the concept may be considered quaint and outdated, a brainchild of the Sixties, no longer necessary in these United States of America.

But until that day, we carry on every day, doing all we can, immensely grateful for all those who help us to carry out our mission in these hard times. 

The Greater Boston  
**FOOD BANK**  SM  
[www.gbfb.org](http://www.gbfb.org)

## American Idol Gives Back



An innovative collaboration between American Idol and Fox Network gave birth to the Charity Projects Entertainment Fund. Their April 2007 fundraiser raised more than \$74 million from private and corporate donors to help children and youth in need. As a member of America's Second Harvest, The Food Bank received a grant of \$35,958.08 last month. 

## PRESIDENT'S MESSAGE



### Dear Friends,

Rising prices for gasoline and groceries mean that feeding the hungry gets harder every day.

These higher prices and the indications that they may be permanent illustrate the challenge before all of us. How will we help the growing ranks of people whose means do not stretch to meet basic needs: food, shelter, health care?

It is a challenge for our society. And we face it right now. The Jewish religious leader and scholar, Hillel the Elder, asked the now-famous questions: "If I am not for myself, who will be? If I am only for myself, what am I? And if not now, when?"

*Rising prices for gasoline and groceries mean that feeding the hungry gets harder every day... We must act decisively, with compassion, and with every tool at our disposal.*

Those questions are a call to those who find themselves facing challenging times, as we do. We must act decisively, with compassion, and with every tool at our disposal. The Greater Boston Food Bank, its donors, agencies, advocates, and friends in the worlds of business and politics all must work together to help find solutions.

In the short term, we know these warmer months will not bring relief from the struggle. Donations of money as well as food always drop off during the summer. But, happily, summer is also when hundreds of hunger-relief programs do some of their most important and unnoticed work. They feed children in need of nutritious meals once school is out. They help pensioners and low-income elderly successfully juggle the rising costs of food and medicine. They help working families stretch their food budgets.

We all know the answers to Hillel the Elder's questions. And now is the time to answer them.

**Catherine D'Amato**  
President/CEO

### Catherine D'Amato Named Among Boston's "Most Powerful People"

What do Senator Kennedy, Mayor Menino, Bob Kraft, Governor Patrick, Cardinal O'Malley, Ned Johnson, and our president and CEO Catherine D'Amato have in common? They are all among Boston magazine's "Top 50 Most Powerful People in Boston" for 2008.

In a departure from their traditional staff-selection process, Boston magazine this year surveyed a cross-section of more than 50 past honorees, asking them to name their own top 10 picks, in order. The strictly anonymous responses were tallied and have put Catherine D'Amato in the excellent company of 49 other men and women whose influence, vision, and energy keep things moving and shaking in Boston and beyond.



## Calendar

These upcoming events will all benefit The Greater Boston Food Bank.

### June 27 Chefs in Shorts

A unique outdoor barbeque at Boston's Seaport Hotel.

### July 25 – 26 Red Sox Wives' Can & Cash

**Drive** Trade canned food or cash donations for autographed photos at Fenway before the Yankees matchup!

### Sept 12 – October 26 Boston Magazine's Design

**Home 2008** — Tours showcasing the Pinehills' latest luxury residence model in Plymouth.

## DONOR SPOTLIGHT

## Roberta Thall

### Champion of the Elderly

It was our pleasure to honor this special friend of The Greater Boston Food Bank at our Good Food Gala this spring. Over the past 15 years, philanthropist Roberta Thall has become a champion of our Brown Bag Program, which today provides a bag of highly nutritious groceries to more than 5,000 seniors and families monthly.

Nine of Roberta's years as a physical therapist were spent working with clients in their homes. The majority were elderly people who had never faced the hardship of hunger. Some would have only a glass of milk for dinner. They were unaware of programs they could turn to, or too embarrassed to ask for help. "The elderly in America are the hidden poor; the hidden hungry," she says. As a health care provider, Roberta knew how important a nutrient-rich diet was to keeping aging bodies healthy. She knew she could help.

In 2005 Roberta established the Roberta Thall Charitable Trust in order to better target her philanthropy to support seniors, create and preserve affordable housing, and promote food security. The Trust's grants are enabling the most vulnerable among us to live lives of dignity and respect, empowering the powerless, and helping ensure that the poor and elderly have a voice.

Roberta has consistently answered The Food Bank's call for help. At the outset of our campaign to build a bigger warehouse,



she participated in the 2003 Feasibility Study and made the very first — and very generous — donation to Fighting Hunger; Feeding Hope: The Campaign for a New Food Bank.

She's a familiar face at all our fundraising events, and loves to occasionally volunteer at our Kids Cafes, which serve hot meals to 1,100 children nearly every day. At one special Thanksgiving meal where she helped to set up, serve, and clean up, a fellow volunteer noted, "She's amazing! I've never seen someone scrub pots and pans like that!"

The same energy and enthusiasm go into everything Roberta does, whether it's scrubbing pots, ballroom dancing, or making a positive difference in the world. We are so grateful to have her on our side in the fight to end hunger. 🍲

*In 2005 Roberta established the Roberta Thall Charitable Trust in order to better target her philanthropy to support seniors, create and preserve affordable housing, and promote food security.*

## Ways to Give

### Honor Someone You Love Today

Express your support, gratitude, love or condolences with a gift that will also bring hope to hungry people across eastern Massachusetts with the knowledge that others care.

Send a unique birthday or anniversary present, or express your sympathy with a memorial donation to The Food Bank. When we receive your tribute gift, we will send a personalized full-color card by first-class mail to convey your thoughtful intentions.

If your intentions are for three or more recipients, please mail a complete name and address list of those to be notified to Kate Goodrich at The Food Bank or email her at [kgoodrich@gbfb.org](mailto:kgoodrich@gbfb.org).

## New Agencies

The following hunger-relief organizations became member agencies of The Greater Boston Food Bank between February and June.

Agency Name	Type	Town Name
Falmouth Service Center/Meals Program	Soup Kitchen	Falmouth
Fall River Community Soup Kitchen	Soup Kitchen	Fall River

# Looking to the Future

## *Fighting Hunger, Feeding Hope: The Campaign for a New Food Bank*

In constructing a new facility to open in the first quarter of 2009, The Greater Boston Food Bank will at last catch up to current space needs for providing emergency food for eastern Massachusetts residents. The building is designed to manage our growth over the next 15 years.

That future will include increased demand from a growing fixed-income senior population and, in all likelihood, permanently higher food costs.

Here are key areas where improvements will provide state-of-the-art food banking.

## I. Environmental

Having reclaimed the brownfield site of the City of Boston's longtime incinerator, we are building a green warehouse facility with design and construction elements that will achieve an estimated 20% energy savings over comparable buildings.

- **Solar wall** warms air in winter
- **Light monitor** limits need for artificial lighting by flooding warehouse and offices with natural light
- **Reflective white roof surface** reduces solar heat gain. Super-insulation reduces summer heat gain by 25% and winter heat loss by 38%.
- **Rooftop intake fans** pre-cool space overnight in summer and exhaust fans ventilate space during the day.
- **Recycling changes** increase our percentage of recycled cardboard, organics, and plastic waste to 60%.

## 2. Capacity

To double our distribution capacity, the building's layout will allow for greater efficiency, safety, and flexibility in food deliveries and pickups. More importantly, we hope never to have to refuse food for lack of space.

- **Warehouse area** increased from 40,000 square feet to 85,800
- **Dry storage space** increased from 2,414 pallet positions to more than 6,000
- **Shipping docks** increased from 5 docks to 6
- **Receiving docks** increased from 2 docks to 7, including 2 refrigerated docks
- **Offices** will be constructed on the second floor to allow maximum space devoted to food



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*Over the ten-year span preceding our building campaign, the amount of food distributed annually increased 300%, with no changes to the physical plant. We have simply run out of space.*

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### 3. Nutrition

Special considerations have been given to maximize our capacity for storing frozen foods and maintaining the freshness of perishable products. With few exceptions, these tend to provide the most protein, vitamins, and minerals for good health.

- **Cooler and freezer space** increased from 254 pallet positions to more than 1,300
- **Two refrigerated docks** provide a continuous chilled environment between receiving and storage ensuring food safety of perishables
- **'Marketplace'** provides a designated area to handle fresh and unique products and give agencies a greater choice of perishables as well as safer and easier access

### 4. Technology Systems

Implementing best practices for inventory management as well as online ordering by our agencies with new, cutting-edge software and training, we will achieve greater efficiencies, getting more nutritious food to more hungry people as quickly as possible.

- **Warehouse Management System software** provides real-time information on product category, location, and status, with a potential increase of 50% in inventory accuracy
- **Online ordering** for real-time information for agencies on what's on our shelves
- **Agencies' orders picked** with increased speed, accuracy, and efficiency thanks to system-directed path for forklift drivers

For more information, contact Paul Swindlehurst at 617-598-5099 or [pswindlehurst@gfbf.org](mailto:pswindlehurst@gfbf.org). Or, visit [www.newfoodbank.org](http://www.newfoodbank.org).

## Nutrition Notes

### CATCH Those Kids!

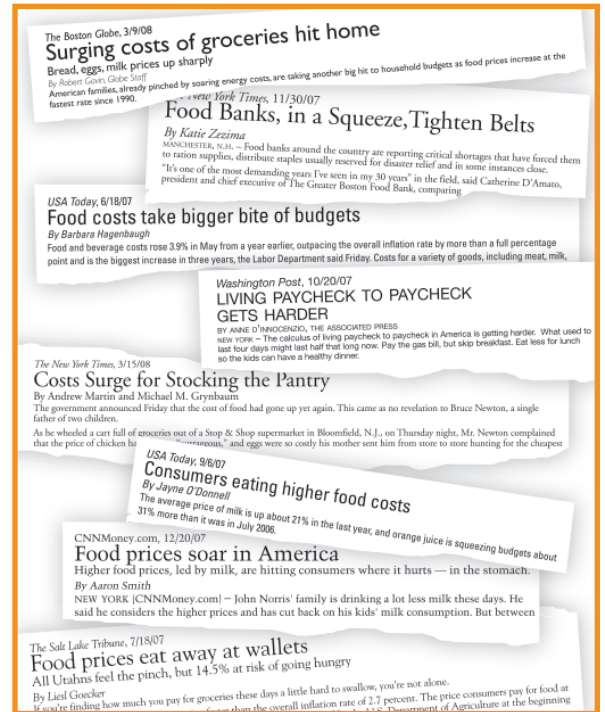
We piloted a new nutrition education course for inner city kids this spring with the Coordinated Approach to Child Health (CATCH) Kids Club. Carried out at our Kids Cafes, this four-week curriculum calls for fun exercises using jump ropes, hula hoops, balls and cones, followed by the preparation of nutritious snacks. At the end of each class, the kids receive a CATCH Kit containing materials to share the lessons learned with family members. We hope to roll out this program to all of our Kids Cafe sites to complement our other successful nutrition curricula.

### Multicultural Mission

To address the broad scope of the people in our region, we began a project to better serve our Chinese, Brazilian, and Haitian Creole populations. We are determining which food items they would like to receive, teaching them how to use unfamiliar foods from our inventory, and tailoring our "Healthy Bag" publication to fit each group. We hope to improve the hunger status and health outcomes of these populations with this year-long project. 📖

## In the News

Headlines like these mean more people are turning to food pantries and soup kitchens. The Food Bank is doing its best to ensure that our agencies' shelves are not bare.



## Just in Time for Berry Season — Strawberry Salsa!



### A summer favorite, salsa is amazingly versatile.

Here's a fruity variation on this tomato-based dipping sauce from ClicknCook<sup>SM</sup>, our Nutrition Department's Web-based recipe database. So get experimental and enjoy!

#### Nutritional Information

Serving Size 2 tablespoons

<b>Calories</b>	10		
Total Fat	0 g		
Cholesterol	0 mg		
Sodium	0 mg		
Fiber	0 g		
Carbohydrates	2 g		
Protein	0 g		
Vitamin A	2%	Vitamin C	15%

#### Ingredients

- 1 pint Fresh strawberries, sliced
- 4 Roma (plum) tomatoes, seeded and chopped
- 1 Jalapeno pepper, seeded and minced
- 2 cloves Garlic, minced
- 1 Lime, juiced
- 1 Tablespoon Olive oil

#### Directions

In a large bowl, combine all ingredients. Toss all together to mix and coat. Cover dish and chill for two hours in refrigerator. Ready to eat! Makes 4 cups. 📖



A Greater Boston Food Bank Program

## To the Rescue! Walks, Runs, and Trade Shows

Trade shows are always a cornucopia of nutritious food for our Second Helping food rescue program and its beneficiary hunger-relief agencies. Here are some of the big rescues that have helped feed our hungry neighbors in the past months:

<b>International Seafood Show</b>	<b>10,687 lbs.</b> of protein-rich fish and shellfish
<b>Epicurean Club Trade Show</b>	<b>400 lbs.</b> of high-end meats, produce and baked goods
<b>Produce Trade Show</b>	<b>20,119 lbs.</b> of fresh high-quality produce including citrus
<b>Taste of the Nation</b>	<b>1,500 lbs.</b> of prepared foods from area restaurants
<b>Agar Trade Show</b>	<b>8,500 lbs.</b> of bulk products from food service distributors
<b>New England Foodservice &amp; Lodging Expo</b>	<b>3,503 lbs.</b> of canned, fresh and frozen foods
<b>Cirelli Foods Trade Show</b>	<b>7,000 lbs.</b> of canned goods, fresh and frozen foods



Here's a list of walks and other events whose organizers partner with The Food Bank's Second Helping program to give us their extra food:

**AIDS Walk Boston 2008**

**Avon Walk for Breast Cancer**

**Boston Marathon  
(The Catered Affair)**

**Earthfest**

**Eddie Andelman's  
Hot Dog Safari**

**JPMorgan Chase  
Corporate Challenge**

**Jimmy Fund Scooper Bowl**

**March of Dimes Walk**

**Multiple Myeloma Research  
Foundation (MMRF)  
Race for Research**

**National Kidney  
Foundation Walk**

**NStar's Walk for  
Children's Hospital Boston**

**Stepping out for  
Hospice Memorial Walk**

**Taste of the Towns**

## eHarvest – That Was Easy!

In our last issue, we announced the launch of eHarvest, the real-time, Web-based food ordering system now in use by our 600 member hunger-relief agencies. Ease and accuracy are recurring feedback themes. But we thought we'd let you hear directly from some eHarvest users on the frontlines of hunger:

*"Best thing about this system is it frees up time to feed people. I LOVE this new system!!!"*

Mike Bacon, Boston Living Center

*"This system is totally awesome. I used to have to get out my typewriter and type it in and all that jazz. This is so much easier."*

Bob Goldblatt, Catholic Social Services, New Bedford

*"I go way back with The Food Bank — 15, 16 years — and at first I thought, Oh boy, this is going to be tough! But the inventory actually works much better this way."*

Phil Cefalo, ECHS/Elm Brook Place, Bedford

*"I love it! I can grab my niece's laptop over the weekend and hop online and order!"*

Debbie Simpson, Braintree Holiday Friends

## Event Highlights



U.S. Secretary of Agriculture Ed Schafer (center) tours The Greater Boston Food Bank with Douglas Petersen, Commissioner of the Massachusetts Department of Agricultural Resources, and Catherine D'Amato.

### Agriculture Secretary's Visit

On April 30 U.S. Secretary of Agriculture Ed Schafer came to Boston during National Volunteer Week to present The President's Volunteer Service Awards to 47 of The Food Bank's volunteers who have given the highest number of hours of service. President Catherine D'Amato also received a citation from the U.S. Department of Agriculture for her outstanding service.

## good food gala

### Gala Fundraiser Breaks Records

On May 1, The Food Bank transformed its present warehouse for the final time into a festive venue for the Good Food Gala. (This time next year, we plan to be in our new facility nearby.) More than 400 guests helped us to honor philanthropist Roberta Thall and corporate donor P&G Gillette, and enjoyed an elegant evening of food and fun.

More than \$620,000 was raised from sponsorships, ticket sales, raffles, and the winning bids in a live auction that included an exotic trip to Four Seasons Resort Bora Bora. A great big thanks to Gala Co-Chairs Risa Kaplan and Woody Bradford.



Kelly Vanesse (L), Director of External Affairs for P&G Gillette, accepted our honorary award from Greater Boston Food Bank Chairman Vicary Graham for the corporation's enduring generosity in the form of donated products, volunteer help, and charitable gifts.



New England Patriot wives Kirsten Watson and Lauren Cassel were among the guests enjoying the Good Food Gala.

### Thank You, Runners!

The eight runners on our "Miles for Meals" team raised more than \$43,000 to benefit The



Greater Boston Food Bank in the 112th Boston Marathon on April 21. The funds raised will mean 69,848 meals for our hungry neighbors. A big hand for the efforts, dedication, and stamina of Michael Bradley, Jim Febo, Mark Graham, Amy Law, Matt Ottmer, Tom Sieniawicz, Stephen Trimble, and Jennifer Ziskin!

### Step Into Summer

A sold-out crowd joined The Food Bank's Kitchen Cabinet May 28 for the volunteer committee's summer fundraiser at the Four Seasons Hotel Boston, where guests enjoyed gourmet barbeque and summertime cocktails. A big thank you to our sponsors, the Four Seasons Hotel Boston, San Pellegrino, Pearl Vodka and Mullen. The Kitchen Cabinet is a group of socially-conscious professionals dedicated to raising funds and hunger awareness on behalf of The Food Bank. 🍷

### Send Us Your Email Address

To keep you updated we'd like to send you email "news flashes" as significant events occur. Please provide us with your name and preferred email address by sending an email to Development staff at [developmentmailbox@gfbf.org](mailto:developmentmailbox@gfbf.org). Put "e-news" in the Subject line. Thanks!



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