

WINTER

10th Harvest

A Quarterly Publication of The Greater Boston Food Bank

The Greater Boston Food Bank distributes more than 31 million pounds of food and grocery products annually to nearly 600 member hunger-relief agencies throughout eastern Massachusetts in a dedicated partnership to end hunger in our region. The Food Bank serves more than 394,000 people each year.

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**The Greater Boston
FOOD
BANK** 
www.gbfb.org

Hunger Study Signals Increased Need



The number of people seeking food assistance in eastern Massachusetts has increased 23 percent since 2005 to 394,300, or a little more than 8 percent of the region's population. This newly released data comes from *Hunger in Eastern Massachusetts 2010*, an in-depth study of hunger in our region.

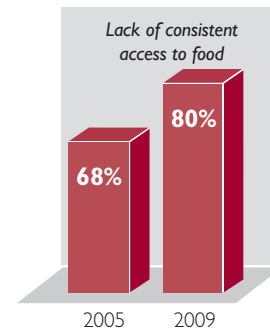
The study was part of a national initiative led by Feeding America — the nation's food bank network — to develop a comprehensive profile of the incidence and nature of hunger and food insecurity in the United States. The *Hunger in America* study is conducted every four years by Mathematica Policy Research, Inc., and illustrates how the economic downturn has increased the need for food assistance nationwide, statewide, and in The Food Bank's service area.

"It's a very distressing picture. We know that families are struggling, but this shows just how much people are hurting, and how much they continue to suffer from the effects of the economic downturn," said Catherine D'Amato, president and CEO of The Greater Boston Food Bank.

The report, which was developed with the support of The Boston Foundation, also shows how the demographics of hunger have changed.

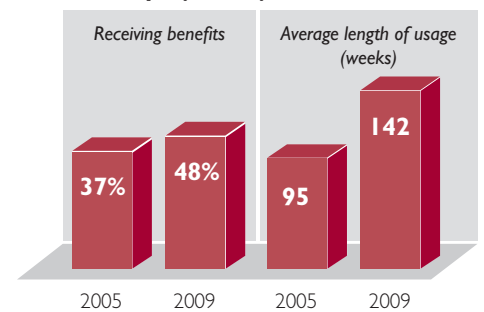
Key findings for eastern Massachusetts include:

Food Insecurity



- Over 80 percent of clients receiving food assistance are "food insecure," meaning that they do not know where they will get their next meal, up from 68 percent in 2005.

Food Stamps (SNAP) benefits



- Food stamp usage has increased to 48 percent, up from 37 percent in 2005. People are also now using food stamps for longer periods of time, an average of 142 weeks versus 95 weeks in 2005. (continued on page 3)

PRESIDENT'S MESSAGE



Dear Friends,

On the cover of this newsletter you will find a story on the results of *Hunger in Eastern Massachusetts 2010*. The study paints a painful picture, showing how hunger

has grown significantly in the four years since the last study was conducted in 2005.

“These results show us, as people who deeply care about hunger relief, that we must do more.”

The Greater Boston Food Bank is now serving more than 394,000 people, a 23 percent increase since 2005. This means that just over 8 percent of the region's population uses a food pantry, soup kitchen, or shelter.

The local report also reveals increases in the number of people served by our emergency food network who:

- are struggling to pay for food in addition to their housing and medical costs
- are more likely to use food stamps (SNAP)
- are more likely to need food stamps for a longer period of time
- have some college education
- are 65 or older
- are homeless

This data was collected during the winter and early spring of 2009, and we know that the situation has not improved since then, as the Commonwealth continues to struggle in a jobless recovery.

Simply put, the need for food assistance continues to outpace the ability of the region's emergency food network to feed the hungry. And this is despite the fact that The Greater Boston Food Bank has increased the amount of food it distributes over the past four years by 27 percent, to 31.5 million pounds, and is on track to distribute 32 million this year.

These results show that we, as people who deeply care about hunger relief, must do more to strengthen our resolve to acquire more food, improve advocacy efforts, and find innovative ways to help more people.

How are we responding? We are sharing the results with key lawmakers, thought leaders, and hunger-relief advocates. We are pushing hard for more funding for the Massachusetts Emergency Food Assistance Program (MEFAP), which buys important staples such as meat, milk, and fresh produce. We are asking even more of our already very generous food and financial donors. We are committed to doing more, and doing better, because hunger touches all demographics, and its impact is growing in our Commonwealth.

We hope you will help us as we strive to do more. Explore our Web site, www.gbfb.org, to find out how you can play a role in the fight to end hunger. And if you are already a Food Bank supporter, I thank you, and ask you to consider increasing your contribution, whether you donate money, food, or time.

Thank you,

Catherine D'Amato
President/CEO

Calendar of Events

Get Involved!

Here's what's happening at The Greater Boston Food Bank. For more details, visit www.gbfb.org/events.

March 11 Hunger Day on the Hill

Join us on Thursday, March 11, from 11 a.m. to 1 p.m., in Nurses Hall, at the Massachusetts State House. Share the importance of the Massachusetts Emergency Food Assistance Program with the senators and representatives responsible for funding it. For more information, contact Stacy Wong at swong@gbfb.org.

April 19 The Marathon Team

The Greater Boston Food Bank is proudly represented in the 114th Boston Marathon by its 2010 team: Michael Bradley, Tom Sieniewicz, David Hoffman, and Danny Kelly, who are running to raise money to provide meals for those in need. Support your favorite runner at www.gbfb.org/newsEvents/MarathonTeam.cfm.

April 20 New Building One-Year Anniversary

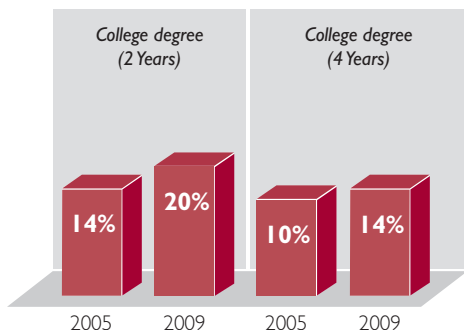
This day marks The Greater Boston Food Bank's one-year anniversary in its new facility, the Yawkey Distribution Center. The 117,000-square-foot facility has already had a significant impact on our ability to effectively distribute more food to more people in need in the region.

May 6 The Greater Boston Food Banquet

Every spring, The Greater Boston Food Bank transforms its warehouse into a glamorous venue for its Banquet, which brings together a committed community of individuals to help end hunger in eastern Massachusetts. The evening includes cocktails, dinner, and a live auction. For more information visit www.gbfb.org/banquet.

(Hunger Study continued from cover)

Education



- The number of people receiving food assistance who have at least two years of college education grew to 20 percent, up from 14 percent in 2005. The number of people with four-year degrees grew to 14 percent, up from 10 percent in 2005.

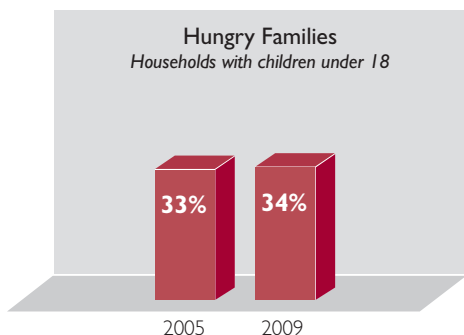
Employment



- The number of clients who work grew to 25 percent, compared to 23 percent in 2005. The number of clients with managerial experience grew to 23 percent, up from 17 percent in 2005.

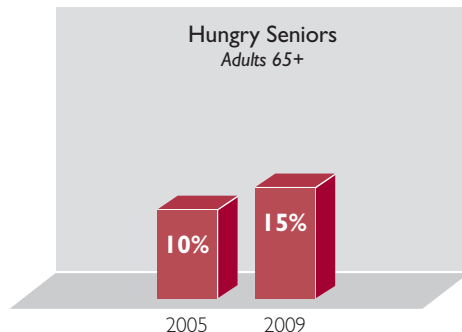
Children

- The percentage of households with children has remained about level, at 33 percent of households versus 34 percent in 2005.

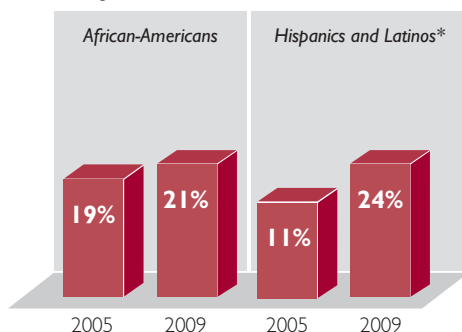


Seniors

- The percentage of seniors (65 or older) grew to 15 percent, up from 10 percent in 2005.



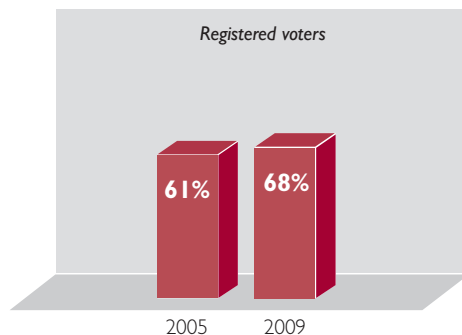
Ethnicity



*This group was underrepresented in the 2005 study due to language barriers.

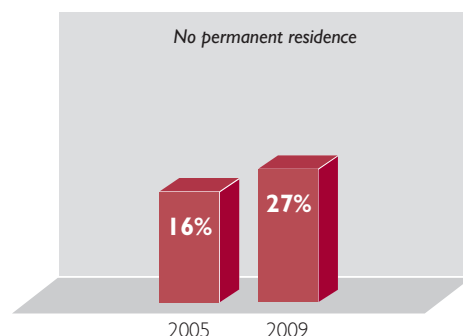
- The number of Hispanics and Latinos receiving food assistance increased to 24 percent, up from 11 percent in 2005. (However, this group was underrepresented in the 2005 study due to language barriers.) The percentage of African-Americans grew to 21 percent, up from 19 percent in 2005.

Voter Registration



- Approximately 68 percent of clients are registered voters, up from 61 percent in 2005.

Homelessness



- 27 percent of people receiving food assistance are homeless, up from 16 percent in 2005.

Data was collected via surveys filled out by 469 of The Food Bank's 600 member food pantries, soup kitchens and shelters. It was also collected directly from clients during interviews at member agencies.

"We want to thank our many member agencies for their help in collecting this important information. Their cooperation — and the cooperation of the clients we interviewed — ensured we got accurate and complete data that will inform critical policies on hunger relief," said Carol Tienken, The Food Bank's chief operating officer.

For more information on the local, statewide, and nationwide study, please visit www.gbfb.org.

"It's a very distressing picture. We know that families are struggling, but this shows just how much people are hurting, and how much they continue to suffer from the effects of the economic downturn."

FOOD DONOR SPOTLIGHT

Caring is Hallmark of Shaw's and Star Market



As the second largest supermarket chain in the northeast, with nearly 200 Shaw's and Star Market stores across New England, Shaw's Supermarkets, Inc., is committed to enriching the communities it serves. The stores are a place where customers can connect with neighbors, purchase the highest quality groceries, and support causes such as The Greater Boston Food Bank.

Shaw's has been devoted to neighborhood service since its founding in 1860. The company's work with The Food Bank reflects this dedication and is a natural extension of its goals to nourish families and support programs that promote healthy lifestyles and nutrition.

"For Shaw's, hunger relief is core to our charitable mission, and we are proud of our support for and longstanding partnership with The Greater Boston Food Bank," says Rick Tremblay, Shaw's Manager of Community Relations.

Shaw's has long been a major donor to The Food Bank. Last year alone, Shaw's donated 631,378 pounds of reclaimed food, 197,965 pounds through its supermarket distribution centers, and 38,282 pounds through its store donation program. Shaw's also donates perishable meat to The Food Bank through its retail rescue program.



From left, Rick Tremblay and Jeff Murdock of Shaw's pose with The Food Bank's Steve Cheatham and Paul Swindlehurst after the Spirit of Giving Food Drive donations were delivered to The Food Bank.

"Hunger relief is core to our charitable mission, and we are proud of our support for and longstanding partnership with The Greater Boston Food Bank."

But the company's commitment to The Food Bank doesn't end there. Shaw's and its customers also donate to The Food Bank in other ways.

- Shaw's provides the grocery bags for The Food Bank's Brown Bag program, enabling us to deliver more than 7,300 bags filled with nutritious fare such as oatmeal, peanut butter, and green beans to seniors and families with children every month.

The donations provide no-cost hot meals for children after school, and this year's campaign raised \$107,030 for the Patriots Kids Cafes. "I can't thank our customers enough for their generosity. Hunger is a problem that affects all of our communities, and is especially hard-hitting among children," said Mike Witynski, president of Shaw's and Star Market.

- Shaw's provided hands-on expertise when we moved last spring. The racks in the Yawkey Distribution Center are more than twice as high as in The Food

Bank's previous facility, and our warehouse staff received retraining to handle the increased vertical lifts from Shaw's warehouse workers. Shaw's also helped us to transport the contents of our warehouse to our new facility.

- Shaw's made a major contribution of \$50,000 to the Fighting Hunger, Feeding Hope capital campaign. "Gifts to the campaign help to cover the costs of the new building and ensure that The Food Bank uses more of its dollars to provide food to those in need," says Paul Swindlehurst, The Food Bank's executive vice president of marketing and development.
- Shaw's even helps in small ways, such as providing empty banana boxes that we use to organize and sort donated food.

"We are extremely grateful and appreciate what the customers, associates, vendors, staff, and management of Shaw's and Star Market are doing to help feed the hungry," says Catherine D'Amato, president and CEO of The Food Bank. "Shaw's and Star Market have been instrumental in urging the local communities to take action. They are giving back through their anti-hunger initiatives."

Jobless Recovery Hits Home Tough Economy Drives Woman to Shelter

The recent upturn in the economy has yet to benefit Rosemarie Campbell. A former yacht crew worker whose employment opportunities dried up during the recession, Campbell is now a frequent guest at the Women's Lunch Place in Boston. She has been jobless and homeless — and often hungry — for a year, despite completing numerous retraining and employment programs.

"I've been hit hard by the recession," says Campbell, 50. "I don't fit the profile of

Sue Morong, chief operating officer of the Women's Lunch Place, says that 40 percent of her agency's provisions comes from The Greater Boston Food Bank, making it possible for the charity to provide not just satisfying, home-cooked meals, but also personal-care products such as soap and toiletries that "give women a sense of dignity."

Campbell's downward spiral began a year ago, after her job with a Florida yacht crew ended, leaving her without shelter or income.



Women's Lunch Place client, Rosemarie Campbell, helps serve a meal at the Boston shelter. Women's Lunch Place clientele like Campbell often lend a helping hand. The Women's Lunch Place receives a substantial portion of its supplies from The Food Bank.

"I don't fit the profile of someone who stays in a shelter or needs food assistance. But when you can't find a job, you need to turn to social services for help. There is no other alternative."

someone who stays in a shelter or needs food assistance. But when you can't find a job, you need to turn to social services for help. There is no other alternative."


Campbell is among thousands of Boston women and children who have found warm, nutritious meals and safe, comfortable daytime shelter at the Women's Lunch Place. Like so many food pantries and soup kitchens throughout eastern Massachusetts, this agency has seen an increase in clientele, resulting in a 10 percent increase in the number of lunches it has served in the last six months. The numbers show that people continue to struggle with hunger because unemployment remains high in the midst of a jobless economic recovery.

She eventually relocated to New England to be part of a paid medical study. She is now staying at the Pine Street Inn and coming to the Women's Lunch Place to use its advocacy resources. "Sometimes you have to hit bottom before you can move on," says Campbell.

The freshly prepared meals that Campbell receives from the Women's Lunch Place "keep me going and gives me enough energy to face every day. Wholesome food is a luxury that I can't afford." Morong adds, "Food is a basic human need. If you're hungry, you don't even have the strength to put yourself together to do a job hunt or even apply for benefits."

Campbell is determined to start anew — she completed a 14-week employment workshop, enrolled in a culinary arts program,

received her safe food-handling certificate, and is currently training for weatherization and energy opportunities. But despite submitting resumes, applying for agency work, and going on interviews, she's finding "it's hard to find a job in this economy, and I'm discovering that my age is often a factor." And, it's tough, she says, when you don't even have the money for proper clothes, haircuts, or even a subway pass, although the Women's Lunch Place provides many resources and assistance.

"There are so many different people who face unexpected detours in life, and have no way to get themselves back together," says Campbell. "When things start falling apart, it's not always easy to regroup. I know what it feels like when hunger hits close to home." And she is grateful to The Food Bank and Women's Lunch Place for making a difference in her life and the lives of so many other women. 

New Agencies

The following hunger-relief organizations have become member agencies of The Greater Boston Food Bank since November:

Agency Name	Type	Town Name
Crispus Attucks Children's Center	Day Care	Dorchester
A Better Tomorrow	Food Pantry	Everett
Bridge Over Troubled Waters/ Transitional Day Program	Drop-in Center	Boston
Codman Square Neighborhood Development Corporation/Franklin Hill Food Pantry	Food Pantry	Dorchester
Crossroads for Kids	After-school Program	Duxbury
SVDP/Father Sweeney Pantry	Food Pantry	Plymouth
Community Supper, Inc.	Soup Kitchen	Acton
Belmont Church of God Food Pantry	Food Pantry	Belmont
Boys & Girls Club of Greater Salem	After-school Program	Salem
Elizabeth Peabody House Food Pantry	Food Pantry	Somerville

Fighting Hunger, Feeding Hope

Generous Donor Diana Pisciotta Turns Conviction into Action

Food has always held a special place in Diana Pisciotta's heart.

"I'm Italian," says Pisciotta. "My family loves good food, and we love to spend time together eating."

But Pisciotta also knows that others are not as fortunate as she has been in this regard.

And so Pisciotta has done something extraordinary: She has personally pledged \$10,000 over the next five years to The Greater Boston Food Bank's Fighting Hunger, Feeding Hope capital campaign.

Such significant financial commitments often come from even stronger personal convictions, which in Pisciotta's case was bolstered by touring The Food Bank's previous facility and realizing how much could be done with a new distribution center.

"Hunger is such a personal thing," says the 35-year-old Pisciotta, executive vice

president at Denterlein Worldwide Public Affairs, and a resident of Boston's North End. "If you've ever had a family member or friend facing a tough time, food is the one thing they may need but have a hard time asking a loved one for. They may choose to go to a food pantry or soup kitchen instead, which is why it's so important to support The Food Bank and its member agencies."

"The Food Bank is not just a food distribution organization. It's an 'end-hunger' organization."

"I became a champion the moment I stepped inside [the previous facility], and the new facility more than meets my expectations" says Pisciotta. "From the dedicated employees to the precision services to the building's capabilities, you see everything point in one direction: putting fresh, nutritious food in the hands of those that need it."



Diana Pisciotta, executive vice president at Denterlein Worldwide Public Affairs, champions anti-hunger efforts.

While the new facility has been the focus of The Food Bank's Fighting Hunger, Feeding Hope campaign efforts, Pisciotta believes the real stars are the people who work at The Food Bank, day in and day out.

"The Food Bank is not just a food distribution organization," says Pisciotta. "It's an 'end-hunger' organization."

Thanks to the generosity of Diana Pisciotta and other Fighting Hunger, Feeding Hope donors, The Food Bank is moving even closer to its goal of ending hunger in eastern Massachusetts.

For information on how you can give, visit www.newfoodbank.org. 

Innovation Award Honors Yawkey Distribution Center

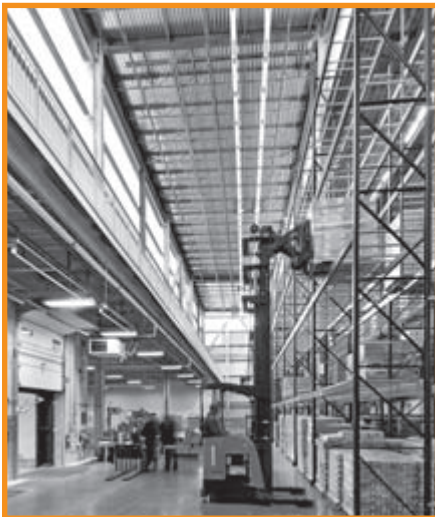



Photo © 2009 Christian Phillips Photography

The state-of-the-art Yawkey Distribution Center, with its warehouse and data technologies, was recently awarded the Innovation Award by Modern Materials Handling magazine. This productivity achievement award, given since 1991, honors companies that have made outstanding strides by improving operations through materials handling and related information systems. "Our winners stood out for the diversity of the solutions they employed," says Modern Materials Handling executive editor Bob Trebilcock. "They really highlight the creativity that is a hallmark of our industry."

"This award is just further proof that our operations maximize our ability to distribute up to 50 million pounds of food to non-profit agencies that feed the hungry," says Carol Tienken, The Food Bank's chief operating officer, who spearheaded the construction of the energy- and cost-efficient facility. The winners' stories are featured in the February issue of Modern Materials Handling. 

The Food Bank's warehouse was recognized for its innovative approach to food distribution.

PROGRAM SPOTLIGHT

Weekend Help for City's Poorest Kids



Hunger doesn't take the weekend off. That's why The Greater Boston Food Bank's new Backpack Program tackles child

hunger by providing students with backpacks filled with nutritious food to eat during the weekends, when school meals are not available.

"We can't expect children to grow up healthy and do well in school without sufficient food," says Catherine D'Amato, president and CEO of The Food Bank. "Nearly a third of the 394,300 people The Greater Boston Food Bank serves each year are children, and we need to find innovative ways to get them the food they need, when they need it.



The Backpack Program provides nutritious food for children to take home on weekends.

"Hunger has a tremendous impact on the capacity to learn, so it is important that we recognize the struggles and challenges that our students face and take proactive steps to address their needs with direct services."


The Backpack Program is being launched in Lawrence, Mass., where 80 percent of the public school students are eligible to receive free or reduced-price school meals. On Fridays, instead of facing an empty refrigerator and wondering where their next meal is coming from, 200 low-income children take home a backpack filled with healthy, non-perishable, easy-to-prepare and kid-friendly foods such as fruit, juice, macaroni and cheese, soup, granola, crackers, peanut butter, applesauce, and cereal.

"We saw that, while schools could provide free or reduced-price meals on weekdays, there was still a need to feed the children on weekends."

The Backpack Program was developed by Feeding America, the nation's food bank network. The concept originated in Little Rock, Ark., after a school nurse asked for help because hungry students were coming to her with stomachaches and dizziness.

The local food bank began to provide the schoolchildren with groceries in nondescript bags to carry home, a practice that we also follow to ensure that each child's privacy and self-esteem are preserved.

"Hunger has a tremendous impact on the capacity to learn, so it is important that we recognize the struggles and challenges that our students face and take proactive steps to address their needs with direct services," says Anne Marie Stronach, director of nutrition services for the Lawrence schools. "That is something that we are committed to doing, because we know that proper nutrition helps children grow both physically and mentally."

The Backpack Program is supported by generous donors including Target, Genzyme Corporation, and the J.E. and Z.B. Butler Foundation. 

DONOR SPOTLIGHT

Sentinel Benefits is Dedicated to Giving Back



John Carnevale, president and CEO of Sentinel Benefits, was instrumental in organizing a company-wide fund-raising drive.

greater during these difficult economic times," says president and CEO John Carnevale. Sentinel employees raised \$1,213, which was matched by the company for a total of \$2,426,


Sentinel Benefits & Financial Group makes it a practice to give back to the community. That's why the Reading, Mass., consulting and administration practice rallied to the cause by holding a company-wide turkey drive to help The Greater Boston Food Bank feed hungry families this past Thanksgiving. "We realized the need would be much

enough to provide more than 200 turkeys for families throughout eastern Massachusetts.

Sentinel Benefits is the third largest benefit consulting and administration practice in Massachusetts, a family-run business whose dedication to service is reflected in its passion for helping the hungry. "In the work we're in, this year, we've seen an unprecedented number of people losing their jobs or going out of business, making it even more crucial that the basic needs of families are met – of which a healthy, nutritious meal is a top necessity, of course," says Carnevale. He praises his assistant Rosa Aguirre for initiating the drive. For every \$12 donated, The Food Bank distributed a 12-14 pounds turkey to a family

in need. "With The Greater Boston Food Bank, the food goes right to people when they need it, in a manner that they need it," says Carnevale.



The Sentinel Benefits team is looking forward to next year, when they plan to hold yet another turkey drive. "We plan to exceed this year's fundraising efforts," says Carnevale. "Our turkey drive for The Food Bank will become a holiday tradition." 

Walmart Donates New Refrigerated Truck

Walmart donated a brand new refrigerated truck — emblazoned with the words “Working Together For Hunger Relief” — to The Greater Boston Food Bank in November, just in time for the Thanksgiving holiday.

The new truck, valued at \$85,000, was one of 35 vehicles that Walmart donated to Feeding America food banks across the country as part of “Walmart Gives Back,” a generous Walmart and Walmart Foundation holiday giving initiative that provided \$28 million to nonprofits in communities where Walmart’s 4,000 stores and clubs are located. Walmart donated the trucks in response to a call from food banks that were unable to safely transport nutritious produce, deli meat, beef, chicken, dairy and other groceries. The new trucks will help The Food Bank and 34 other food banks provide an additional 2.4 million pounds of food, or 1.8 million meals, to needy families this year.

“We’re committed to doing our part to eradicate hunger in America. The economy continues to have an impact on our nation’s food banks, and the seniors, families and others who use their services have been hit especially hard,” says Margaret McKenna, president of the Walmart Foundation. “While Walmart is focused on providing affordable groceries in stores, we’re also focused on charitable giving that helps put food on dinner tables. This is our corporate responsibility.”

Walmart stores and Sam’s Club locations have donated more than 90 million pounds of food



Walmart and Food Bank staff members gather around the new Walmart truck.

— the equivalent of 70 million meals — to Feeding America food banks since November 2008, exceeding the company’s goal and making Walmart Feeding America’s largest food donor. Walmart also donated a truckload of food, including fresh apples, to The Food Bank in November.

The new truck will join a local transportation fleet that is part of a system distributing more than 31 million pounds of food annually to hundreds of local hunger-relief agencies serving the region’s hungry.

“Walmart’s timely donation will help address the increased need for food assistance in our service area,” says Catherine D’Amato, president and CEO of The Greater Boston Food Bank. “Walmart has been a generous partner in Boston, and we are grateful that they stepped forward again this year, which has been so difficult for many people in our area.”

Lose Weight and Feed The Hungry Through The Pound for Pound Challenge



Now you can help feed your community while you lose weight through the Pound for Pound Challenge.

Feeding America will receive 14 cents for every pound you pledge to lose through June 30 — enough to deliver one pound of groceries to a local food bank like The Greater Boston Food Bank.

So team up with NBC’s The Biggest Loser, General Mills, Subway, 24 Hour Fitness and other Pound for Pound Challenge partners to lose weight and raise money at the same time.

Visit www.PFPChallenge.com to learn more or to make your pledge.

The Pound for Pound Challenge is a registered trademark used with permission.

Mama Rosie's Gives From The Heart



Staff from The Greater Boston Food Bank and the Boys & Girls Club pose with children getting ready to enjoy a Kids Cafe meal made with Mama Rosie's pasta.

Mama Rosie's started 30 years ago with a dream — to make the best tasting, all-natural frozen ravioli with a rich, homemade taste. The original founder, Anthony Sardo, and his two sons set out to create a frozen pasta recipe that would taste just like his mother's, Rosina. They set up a modest pasta manufacturing operation in Malden, Mass., with a winning recipe that combined gourmet taste and premium ingredients.


A loyal following began to grow throughout the Northeast, and today, Mama Rosie's makes more than 288 million raviolis for its loyal customers, and has become a rich, flavorful legacy in New England.

But as Mama Rosie would tell her children, it's not enough to pursue excellence — it's just as important to give from the heart.

Since July 2000, the people at Mama Rosie's have been donating delicious tortellini, ravioli, stuffed shells and manicotti to The Greater Boston Food Bank. They have made a commitment to regularly donate pasta for our Kids Cafe after-school feeding programs held at nine Boys & Girls Clubs in eastern Massachusetts.

The first Kids Cafe pasta delivery was to the Gerald and Darlene Jordon Boys & Girls Club in Chelsea in February 2004. It was tri-color tortellini, which was served with tomato sauce, meatballs, and a side salad. Today, all the kids enjoy Mama Rosie's night at all nine Kids Cafe locations, when hungry children enjoy a hearty and filling meal of pasta.



"We are happy to be teamed with The Greater Boston Food Bank and the Kids Cafe program," says Brian McNulty, president of Mama Rosie's. "As a family-owned and operated company, we are dedicated to working with The Food Bank to help solve the problem of hunger in our communities." 

New Nutrition Director is Committed to Healthy Eating

Eating well is a constant challenge for the low-income residents of our communities, and that's why The Greater Boston Food Bank's new nutrition director, Kendra Bird, says she's committed to ensuring that at least 72 percent of our food is ranked highly nutritious, whether it's for Kids Cafe meals or emergency food assistance.




Kendra Bird, The Food Bank's new nutrition director; oversees food safety and nutrition efforts.

Bird, a registered dietitian and licensed dietitian-nutritionist, is determined to use her experience in designing and implementing community nutrition strategies to support The Food Bank's commitment to healthy eating.

"It's not enough to merely provide calories to alleviate hunger — The Food Bank recognizes that the nutritional value of the foods we deliver is key to our work, guarding against malnutrition, maintaining health, and ensuring adequate growth," says Bird.

Bird's background includes working with North Suburban Women, Infants, and Children, the special supplemental nutrition program for WIC, as well as training with Share Our Strength, a national organization that fights childhood hunger.

Bird is also responsible for maintaining and updating The Food Bank's standards for food safety and quality, including following strict shelf life guidelines, tracking recalls, and overseeing safe food handling practices. "Food safety is integral to managing our food donations and distribution" says Bird, who is also certified in food safety management as a ServSafe instructor.

In addition to teaching food safety workshops, Bird will also work to communicate the importance of good nutrition to our agencies and their clients. "We want to provide healthy food choices to those who are in need," says Bird. 

Event Wrap-Ups

Chain of Giving



From left, State Representative Linda Dorcena Forry, Secretary of Administration and Finance Jay Gonzalez, Boston Mayor Thomas Menino, and State Senator Sonia Chang-Diaz help unload turkeys during The Greater Boston Food Bank's Chain of Giving in November. The event launched The Food Bank's annual turkey drive, which resulted in a record 39,121 turkeys distributed by Thanksgiving.

Governor Deval Patrick



Massachusetts Governor Deval Patrick, left, greets Anna Ekpernyong, food pantry coordinator from the Twelfth Baptist Church in Roxbury, during a November visit to The Food Bank. The Governor lent a helping hand by sorting and loading donated food during the busy holiday season.

House Speaker Robert DeLeo



From left, Food Bank President and CEO Catherine D'Amato shows the main warehouse of the Yawkey Distribution Center to Massachusetts House Speaker Robert DeLeo during his visit in December. Ted Cutler, philanthropist and Fighting Hunger, Feeding Hope campaign co-chair, looks on.

Attorney General Martha Coakley and Legal Food Frenzy



During November, Massachusetts Attorney General Martha Coakley, left, toured The Greater Boston Food Bank and spoke with The Food Bank's Chief Operating Officer, Carol Tienken, to help bring awareness to the growing need for food assistance. The Attorney General's Office and seven Massachusetts Bar Associations launched the Bay State's first annual "Legal Food Frenzy," from March 1-12, to benefit The Greater Boston Food Bank, with a campaign that raised funds and collected food from the legal community.

Mrs. T's Pierogies



This past fall, Mrs. T's Pierogies, in conjunction with Roche Bros., Stop & Shop, Shaw's and Demoulas Market Basket, "Served Up Smiles" by donating some of the proceeds from the sale of products in selected markets to help fight hunger. The promotion raised \$10,000 for The Greater Boston Food Bank. John Mulhern, Advantage Sales & Marketing, left, presents a check to The Food Bank's Elisa Shannon, director of food acquisition.

Brown Bag Wishes



Hundreds of donors signed their holiday wishes on slips that were dropped into pre-Thanksgiving bags of food assembled for seniors as part of our Brown Bag Program, which provides a supplemental bag of groceries to seniors and families with children. Somerville-Cambridge Elder Services staff members Deb McLean, right, and Marie Mazzeo helped spread the holiday cheer.

Event Wrap-Ups

Super Hunger Month



The Super Hunger Chef Challenge, held in January at the Four Seasons Hotel Boston, featured a culinary showdown to raise money for hunger relief as local chefs showed off their skills, using only ingredients stocked by The Greater Boston Food Bank. From left, culinary contender Mary Dumont of Harvest, joins judges Jody Adams of Rialto, Michael Leviton of Lumiere, Barbara Lynch of Barbara Lynch Gruppo, Food Bank President and CEO Catherine D'Amato, and culinary contender Gabriel Bremer of Salts.

January was Super Hunger Month to benefit The Greater Boston Food Bank, with restaurants from the Greater Boston community coming together to fight hunger in eastern Massachusetts. Super Hunger Month was a huge success this year, thanks to the sponsors, restaurants, people and organizations that gave their support.

Please remember these generous organizations throughout the year and continue to support those who joined with us in the fight to end

hunger: Merrill Lynch, the Four Seasons Hotel Boston, Boston Magazine, The Boston Globe, Where to Eat Magazine, Bambara, Bin 26, Blue Ginger, Café Fleuri, Chez Henri, Craigie on Main, The Elephant Walk, The Fireplace, The Grapevine, Grill 23 & Bar, Jasper White's Summer Shack, La Morra, L'Espalier, North 26, Rialto, Sei de la Terre, Sibling Rivalry, Stella, Tosca, Salts, Harvest, Barbara Lynch Gruppo, Lumiere, Winston Flowers, 90+ Cellars, Harpoon Brewery, and Island Creek Oysters. 🍷

Patriots Kids Cafe



From left, New England Patriots players Laurence Maroney, Sammy Morris, Pierre Woods and Tyrone McKenzie (not pictured) serve dinner to children at the Patriots Kids Cafe at the Boys & Girls Club of Dorchester.

New England Patriots players and cheerleaders served food to children and answered questions at the Patriots Kids Cafe at the Boys & Girls Clubs of Dorchester. The Patriots Kids Cafes, in partnership with The Greater Boston Food Bank and Feeding America, are located in Boston-area Boys & Girls Clubs and provide hot, nutritious after-school meals for underprivileged children. The Patriots Kids Cafes currently provide children with 160,000 meals a year at seven different locations.

WAAF's Walk & Rock for Change



Food Bank President and CEO, Catherine D'Amato, left, and WAAF radio personality Lyndon "LB" Byers kick off the Walk & Rock for Change.

WAAF (97.7/107.3) stepped up big again this year with its Walk & Rock for Change, a three-day on-air and charity walk event. In the coldest year ever with temperatures in the single digits, WAAF personalities LB and Spaz walked through a total of 22 cities in Massachusetts and New Hampshire to raise money for the fight against hunger. Their and the entire WAAF team's efforts helped to raise more than \$100,000 this year.

Shaw's and Star Market Spirit of Giving



New England Patriots wide receiver Wes Welker, right, kicks off Shaw's Spirit of Giving Food Drive while New England food bank representatives and others look on.

New England Patriots wide receiver Wes Walker helped launch the 10th annual Spirit of Giving Food Drive, which took place at nearly 200 Shaw's and Star Markets. Welker appeared at the Shaw's in Allston, joined by representatives from participating food banks. The program provided almost 200,000 meals for New England families this winter.

Event Wrap-Ups

Boston's Can Share Makes a Difference

Teamwork Makes City Food Drive a Success

Boston's Can Share — the City of Boston's annual food drive for the hungry — brought in 36,960 pounds of food this year. Businesses, the civic community and City Hall departments came together in support of The Greater Boston Food Bank. Celebrating 23 years, Can Share was sponsored by Mayor Thomas Menino, the Mayor's Advisory Committee on Hunger, and FedEx, which provided distribution support.

Throughout the holiday season, in offices and businesses throughout the Hub, Can Share boxes were used to collect non-perishable food donations that helped replenish the shelves of The Food Bank and member agencies during the critical holiday season.

FedEx couriers volunteered their time to collect Can Share boxes as they were filled, supply fresh

boxes for additional donations, and deliver all of the food to The Food Bank.

"We see how hunger touches neighbors and families, and we're proud to be a part of delivering hope and relief during the holidays and year round," said Bill Sullivan, a senior manager with FedEx Express, who oversees Can Share support.

Approximately 140 organizations, including Boston public schools and 50 City departments, participated in this year's drive, giving food donations as well as monetary contributions.

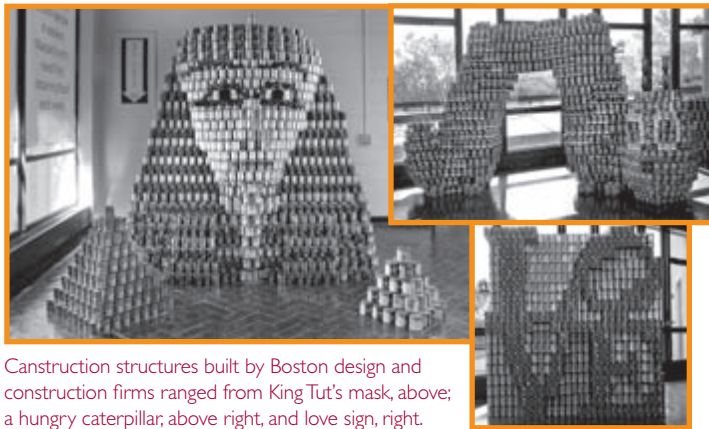
"This year's Boston Can Share food drive was a great success and is a real example of how teamwork can go a long way toward helping our neighbors in need," said Mayor Thomas Menino.



Stephanie Thomson of Dorchester, a FedEx courier with the South Boston FedEx Express Station, picks up a Can Share package.

"Our efforts do not stop here, however. As hunger never stops I encourage everyone to continue to support the daily efforts of The Greater Boston Food Bank." 📷

Building a Canstruction



Construction structures built by Boston design and construction firms ranged from King Tut's mask, above; a hungry caterpillar, above right, and love sign, right.

The 14th annual Canstruction competition engaged Boston-area design and construction firms in a contest to design and build structures using canned and other non-perishable foods. The entries were displayed at Bunker Hill Community College during the months of October and November, and the competition garnered more than 33,276 pounds of food that were donated to The Greater Boston Food Bank.

Become a fan

of The Greater Boston Food Bank on Facebook and follow us on Twitter (@Gr8BosFoodBank) to get regular updates about upcoming events!

Send Us Your E-mail Address

To keep you updated, we'd like to send you e-mail "news flashes" as significant events occur. Please provide us with your name and preferred e-mail address by sending an e-mail to newsletter@gbfb.org. Put "e-news" in the subject line. Thanks!

Peapod's Refer-a-Friend Benefits The Food Bank



Peapod's Refer-a-Friend program raised \$8,600 for The Greater Boston Food Bank as part of its first annual holiday initiative, enabling customers to make a donation to their local food bank while saving money on groceries. Peapod by Stop & Shop, the leading online grocer serving New England, donated \$10 for every customer who referred a friend to try the Peapod service. The effort attracted thousands of customers, allowing The Food Bank to benefit greatly from the Refer-a-Friend outreach.

"We are humbled by the outpouring of support from our customers. We hope our contribution will make a difference for those struggling in our communities during this difficult time," says Peg Merzbacher, director of marketing for Peapod.

Catherine D'Amato, president and CEO of The Food Bank, adds, "Peapod's efforts will allow us to continue to put food on the table for those who need food assistance in towns and neighborhoods throughout eastern Massachusetts." 📷

The Greater Boston



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