

Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania

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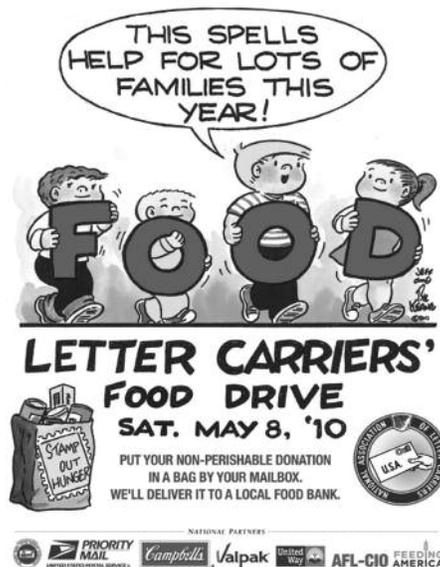
Terry Pemsley

Help Stamp Out Hunger!

On Saturday, May 8th, the National Association of Letter Carriers will again *Stamp Out Hunger!* across America by collecting non-perishable food donations from their regular postal routes and delivering them to local food banks.”

Now in its 18th year, this single-day food drive is the largest in the nation, with a record total of 73.4 million pounds of food collected in 2009. Locally, letter carriers collected 165,000 pounds of food and delivered it to Second Harvest. These donations give the food bank a boost for the summer months – a time when supplies are low and school lunch programs are not available for area youth.

To participate in this year’s food drive, leave donations of non-perishable food items like canned fruits or vegetables, soup, or pasta next to your mailbox before the time of your regular delivery. Be sure to put everything in a sturdy bag that is clearly marked so your letter carrier knows to collect it. Also, donations should be in non-breakable containers such as boxes or cans – no glass please. If you are unsure as to whether or not your letter carrier is participating, please contact your local post office.



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A program of the
Community Action
Committee of the
Lehigh Valley

SECOND HARVEST
Food Bank
2045 Harvest Way
Allentown, PA 18104-6793

of Lehigh Valley & Northeast Pennsylvania

Food FOR Thought

Spring 2010

SECOND HARVEST FOOD BANK OF LEHIGH VALLEY &

NORTHEAST PENNSYLVANIA

Shopping and Supporting

- *Wondering where you can buy your groceries and still support the Food Bank?*
- No worries - All area grocery stores help Second Harvest in some way or another.*

By Ann McManus

As consumers, we sometimes like to support businesses that promote the causes that are important to us. Those causes may be charitable, environmentally conscious, or safety-minded, among others. For example, reports of lead-based paints on imported children's products sent parents and grandparents scrambling for alternatives such as "Toys Made in America." Our concerns have led to the popularity of websites such as "Buy Blue," "Green America," and "Sweatshop Watch." Generally, we want to do the right thing for our families, our communities, and for the world.

I often speak at public engagements and am sometimes asked by enthusiastic Food Bank supporters where they should shop for groceries so they can further assist Second Harvest. I am very pleased to be able to say that, in the Lehigh Valley, it doesn't really matter. Every major grocery chain in our area, and some of the minor chains and independent grocers, donates in some way to charitable hunger relief. So that means you can shop where you happen to like the store brands, or where you prefer the quality of the produce, or even the store that has the most pleasant checkers.

Stores have developed a number of ways for their customers to contribute both funds and product. Some offer a "coupon" that is scanned at the register to benefit the Second Harvest network. The funds from those coupons are donated in the form of either a check or store gift cards. Either way, we are pleased to be the recipients. Other grocers set up a barrel for customers to place food drive contributions. Some offer a pre-packaged bag of food that customers can buy to be donated to Second Harvest or one of our member agencies. Regardless of the method they choose, our area grocers are helping to end hunger in the Lehigh Valley.

In 2009, grocery retailers in our region donated 482,147 pounds of product to the Food Bank – accounting for a whopping 21% of total product that was donated last year. Total product donations amounted to 2,267,497 pounds; the remainder of the 4.5 million pounds distributed comes from state and federal sources. In addition, the Backpack Buddies program that Second Harvest administers for at-risk children benefited from about \$60,000 in grocery gift cards. The Food Bank used those cards to purchase over 55,000 pounds of kid-friendly food in 2009.

And that's not all! Many individual grocery stores have made arrangements with emergency pantries in the network to donate day-old bakery products and limited amounts of produce. This adds tons of food to the charitable distribution. Some grocers offer discounts to the non-profit members of our network or, at certain times of the year, they provide specific items, usually meat, at a greatly reduced price.

So what does this mean to the average shopper? For one thing, it means that grocers are community minded – all of them! For another, it means that they understand "hunger" in many of the same ways that our donors do. For you personally, it means that the coupon you swipe when you grab a cup of coffee at a convenience store, or the can you buy while shopping for your family to place in a barrel by the door benefits the hungry individuals that Second Harvest serves. If community support is important to you, you can feel comfortable with your choices – no matter where you shop for food.



SHFB distributes food and grocery product to more than 60,000 people in need in six counties through a network of 200 member agencies. These include emergency pantries, soup kitchens, shelters, and child care and rehabilitation centers. Last year, Second Harvest distributed 4.42 million pounds of food through these organizations.

Advisory Board Members

SHFB is privileged to be guided by a group of individuals who make up the Advisory Board.

Rev. James Anderman
Chair
Salem United Methodist Church

Alan Wiener
Secretary/Treasurer
A-1 Restaurant Supply

Sandy Beldon
Community

Barbara Bigelow
Community

Kim Custer
Planned Parenthood

Robert Donatelli
Community

Tom Ehrets
Allentown Ecumenical Food Bank

Linda Epstein
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Donald Hayn
Jordan Lutheran Church

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Hatfield Quality Meats

David Rubright
LCTI

The Second Harvest Food Bank of Lehigh Valley and Northeast PA is registered with the Bureau of Charitable Organizations through its parent organization the Community Action Committee of the Lehigh Valley, Inc. A copy of the official registration and financial information can be obtained from the PA Department of State by calling, toll free, within PA, 1-800-732-0999. Registration does not imply endorsement. This Program was financed in part by a grant from the Commonwealth of Pennsylvania, Department of Community and Economic Development.

Donor Spotlight: Lynda Somach and Sheryl Brittle and the 2009 Holiday Designer Showhouse

Lynda Somach, ASID and Sheryl Brittle of Brittle LTD Design, two of the top regional interior designers in the Lehigh Valley, combined their talents this past December to raise money for Second Harvest. The two enlisted the help of many local craftsmen, retailers, and artisans to host a weeklong Holiday Designer Showhouse at The Villas of Saucon Valley, LLC. The Showhouse, which has remained open to the public, was decorated with the holidays in mind and reflects the "green" way people live today by featuring furnishings that have been recycled, refinished, or refurbished and then married with new pieces. There is also a boutique selling holiday gift items donated by local artisans and businesses.

To officially kick off the opening of the Showhouse, Lynda and Sheryl hosted a food and wine event featuring favorite eateries from the Lehigh Valley. The evening was capped with a silent auction, live music, and a special preview of the Showhouse for guests. All proceeds from the opening night party, daily Showhouse admission, and boutique purchases were donated to Second Harvest raising a total of approximately \$10,000!

Due to its success as both a fundraiser for the Food Bank and a venue for people to purchase furnishings from a real setting, this Showhouse will remain open year round with 10% of the proceeds from the sale of furnishings being donated to Second Harvest. For more information about the Showhouse or its designers, please visit www.thevillasatsauconvalley.com/shfb.

On behalf of all the people we serve, we would like to thank Lynda and Sheryl for this creative contribution to the fight to end hunger!



Thanks go out to interior designers Lynda Somach (left) and Sheryl Brittle (right) for organizing a Holiday Designer Showhouse to benefit Second Harvest.

Scenes from the Showhouse



Become a Hunger Advocate for Second Harvest!



We, at Second Harvest, work tirelessly to end hunger in our community. Our goal is not only to assist other non-profits in distributing food to people in need, but also to advocate for policies that will lift the low-income population out of poverty. We accomplish this by assisting our member agencies with food distribution, researching the presence of hunger and its root causes in the Lehigh Valley, educating member agencies, volunteers, the general public, and lawmakers about the issues, and engaging the community in the campaign to end hunger.

If you are interested in systemic change that will support nutrition programs and reduce or eliminate the causes of hunger, then you should become an advocate today! Advocacy is an activity that attempts to change governmental policy. It's very open-ended and can be tailored to your personal strengths and interests. Some examples of advocacy include learning about the issues and sharing them with your peers, contacting your elected officials, attending public meetings, and planning your own events. It's fast! It's easy! And, it's fun!

Second Harvest engages in many different advocacy initiatives during the year. For example, we partner with local agencies to spread awareness about hunger issues, we collaborate with local school districts to increase participation in school food and summer feeding programs. We also organize letter writing campaigns and encourage advocates, volunteers, and member agencies to contact their legislatures. You can aid Second Harvest with any one of these initiatives or we can work together to create new programs and campaigns to end hunger.

Remember that September is Hunger Action Month and we will be working with Feeding America in a national campaign to spread awareness about hunger. Stay tuned for updates as we plan an outreach campaign to "Give a Little, Feed a Lot!"

Contact Elisa Zaehring, Advocacy and Outreach Coordinator, at 484-893-1106 or at ezaehring@caclv.org and ask her about the many different ways you can become involved. In the meantime, become a fan of SHFB on Facebook and help spread the word about hunger in our community.



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Recently, there have been some questions about whether the Second Harvest Food Bank is changing its name to Feeding America. To clarify, we are Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania serving six counties in Pennsylvania. Feeding America (formerly known as America's Second Harvest) is the national organization based out of Chicago, IL, that coordinates hunger relief on a national level through a network of food banks located in all 50 states. Second Harvest Food Bank is a member of Feeding America. For more information about Feeding America, please visit www.feedingamerica.org. And to answer the questions about our name – no, we are not changing. We will continue to serve those in need in our area as the Second Harvest Food Bank of Lehigh Valley and Northeast PA.