

Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania

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Operations Manager

Steve Stilo

Advocacy and Outreach

Coordinator

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Agency Relations Coordinator

Maria Lugo-Vazquez

Development Coordinator

Sharon Lee Hall

Office Coordinator

Erica Nevarez

Operations Manager Assistant

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Allentown, PA 18104-6793
SECOND HARVEST
Food Bank
of Lehigh Valley
& Northeast
Pennsylvania
A program of the
Community Action
Committee of the
Lehigh Valley



Food FOR Thought

Fall 2010

SECOND HARVEST FOOD BANK OF LEHIGH VALLEY &

NORTHEAST PENNSYLVANIA

My Conversation with a Second Harvest Super-Supporter

By Ann McManus

It isn't often that I get the opportunity to chat with one of our donors or volunteers at any length about his or her motivation for supporting Second Harvest. Recently, however, I had a chance to converse with a man who, in addition to being one of the area's best known "foodies," is a super-supporter of the Food Bank; I had to share his comments.

Bill White is a well-known personality to readers of Allentown's daily newspaper, *The Morning Call*. He's "that guy who eats his way through all the big festivals," and challenges his readers to do the same.

What many readers may not realize, though, is that Bill is also a valued friend of Second Harvest. He told me, "given how often eating is a subject of my columns, I thought it would be fitting for me to try to focus attention on hunger issues." In Spring of 2005, we asked local celebrities to eat for a week on a Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps) budget of approximately \$21 a week per person. Bill rose to the challenge! In an effort to raise awareness about the plight of those who don't have a choice, he wrote about his experiences in his column. "This was a community-wide challenge, and I thought my participation and my columns could help people understand that food stamp recipients aren't living it up eating prime rib and that it's hard to have a healthy diet on so little money. I certainly found those things to be true. As I was planning our meals, I found myself retrenching several times as I realized that even my modest plans were too expensive, and I was giving up fruit and vegetables because I couldn't afford them. I walked away with a much better understanding of how difficult it is. Afterward, I heard from a bunch of people with their own stories to tell about tough times and how they survived. Some of them even sent me recipes, meals plans and shopping lists. It all was a tremendous eye-opener."

Since 2006, Bill has directed his annual holiday fundraising efforts, Bill White's Christmas Lights Tours, to Second Harvest member agencies. He said, "I wanted a charity whose reach extends throughout the circulation area and is one I knew would put the money to best use." Over the past four years, his readers have contributed more than \$42,000 which has helped the emergency food providers in our area secure over a quarter-million pounds of food and other grocery products.

With the winter holidays on the horizon, I asked Bill what he has planned for this year. He said, "I worry every year that people will lose interest or that the economy will force them to back off, but so far the response has continued to grow, for which I'm very grateful. I've also been lucky enough to have Air Products and, last year, J & J Affordable & Luxury Transportation contributing vehicles for special trips. My hope is that that can continue, too. I'm pretty satisfied with the formula we've been using, so we'll probably stick with that, unless someone has better ideas to propose. I'm always open to new ideas."

Watch for the announcement of this year's Christmas Lights Tour in *The Morning Call*. Just after Thanksgiving, Bill will ask for nominations from his readers for Christmas Lights. This will be followed by a column explaining the fundraising contest and asking people for bids and contributions. Wouldn't it be wonderful to have the whole area light up to end hunger!?



Bill White, columnist for The Morning Call, has been raising funds and awareness for the Food Bank for the past several years.



2045 Harvest Way
Allentown, PA 18104-6793
Phone 610-434-0875
Fax 610-435-9540
www.shfbv.org

SHFB distributes food and grocery product to more than 63,000 people in need in six counties through a network of more than 200 member agencies. These include emergency pantries, soup kitchens, shelters, and child care and rehabilitation centers. Last year, Second Harvest distributed 5.4 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.

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Chair
Salem United Methodist Church

Alan Wiener
Secretary/Treasurer
A-1 Restaurant Supply

Sandy Beldon
Community Advocate

Barbara Bigelow
Pennsylvania Sinfonia Orchestra

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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.



Hunger Action Month 2010 a Busy Success!

September was Hunger Action Month and Second Harvest would like to thank all of the member agencies and volunteers who got involved in the many different initiatives that we organized to spread the word about local hunger. It was a very busy month with a lot of great activities, including launching a new website (www.shfbv.org), conducting the "My Way Pledge" campaign, and attending a number of fairs throughout the Lehigh Valley.

Hunger Action Month was so successful thanks to our many volunteers. Their activities included taking the "My Way Pledge" and designating their way to fight hunger, organizing or donating to one of the many food drives that took place throughout the month, volunteering at our warehouse or directly with our member agencies, participating in the "30 Ways in 30 Days" campaign, making monetary donations to the Food Bank, and purchasing Macy's Shop for a Cause passes to benefit Second Harvest.

Local business and community leaders also got involved by encouraging the entire Lehigh Valley and Northeast Pennsylvania community to take action to fight hunger through brief Hunger Action Month Videos that aired on our new website. Additionally, representatives from Second Harvest attended the Northampton County Employee Wellness Fair where we received almost 700 pounds of product



that was donated by the generous employees of Northampton County. Finally, we attended CareFair, Air Products' Employee Volunteer Fair, to spread the word about local hunger and recruit new volunteers.

As always, we're overwhelmed by the community support surrounding Second Harvest. Thank you for all that you do and let's keep up this momentum as we continue to fight hunger in our communities.

Check-Out Hunger at Area Supermarkets to Support Second Harvest

As summer comes to a close and the fall season is upon us, many area grocery stores are kicking off their annual Check-out Hunger campaigns to support Second Harvest Food Bank. Check-Out Hunger is a supermarket-based fundraiser that makes it easy for shoppers to donate to the Food Bank. Placards with coupons in \$1, \$3, and \$5 denominations are set up at each register station. Shoppers take a coupon and give it to the cashier to scan with the rest of their shopping order. The coupons are coded so that the amount indicated is added to the total purchase and is then automatically credited to Second Harvest.

Thanks to the generosity of grocery store customers, last year's Check-out Hunger proceeds totaled more than \$120,000 for the Food Bank! Although start and end dates vary by store, generally the campaign will be running from early October through the end of December.

Local stores that will be participating in the campaign this year include the Pathmarks in Walnutport and Bethlehem, the PriceRites in Allentown and Bethlehem, the ShopRites in Brodheadsville, Mt. Pocono, and Stroudsburg, the Foodtown in East Stroudsburg, the Wegmans in Allentown, Bethlehem, and Easton, and 21 Wawa convenience stores in Lehigh, Northampton, Carbon, and Monroe counties. Be sure to visit these stores in the coming months, and help Check-out Hunger!

For shoppers who don't regularly visit any of these stores, you can still support Second Harvest through your usual supermarket. Many other local grocery chains hold campaigns similar to Check-Out hunger at other times throughout the year.

Your donation of **\$1** to **CHECK OUT HUNGER** will help feed many in need. *Thank You.*

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Your donation of **\$3** to **CHECK OUT HUNGER** will help feed many in need. *Thank You.*

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Your donation of **\$5** to **CHECK OUT HUNGER** will help feed many in need. *Thank You.*

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Second Harvest Launches New Website!

Visit us online now at www.shfblv.org

On September 15th, Second Harvest hosted the Lehigh Valley's first ever digital ribbon cutting ceremony to launch its new website www.shfblv.org. Media representatives as well as members of the local community were on hand for the occasion.

The new website has a "Get Help, Get Involved" structure to connect people in need to the services available to them and to engage current and new Food Bank supporters. There a number of key features to assist different types of visitors. For those in need, there is an interactive map and a food pantry or soup kitchen locator. A special section for member agencies allows them to be connected online for the first time. Hunger advocates can visit the Advocacy page to learn about current initiatives or they can browse our Hunger Education section with specific statistics about hunger in our service area. Food Bank volunteers can learn about different opportunities available as well as view a calendar listing all the events in the area to support Second Harvest. Finally, for current and prospective donors, there is a section to facilitate gifts of food or funds. As you check out the new site, we would love to hear your feedback. Email your comments to shfb-info@caclv.org.



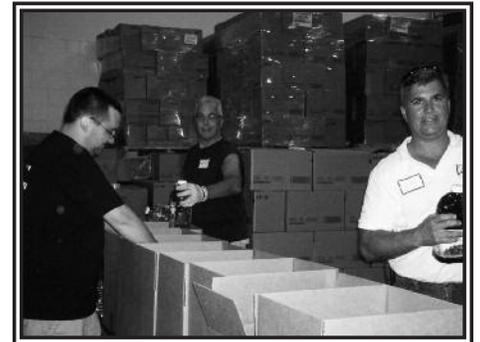
Volunteer View: United Way 2010 Day of Caring Volunteers Visit the Food Bank

Employees from area businesses and organizations took the day off on September 15th and visited Second Harvest for United Way's 2010 Day of Caring. They spent the morning at the Food Bank's satellite location on Snowdrift Road in Allentown packing boxes for the Commodity Supplemental Food Program (CSFP). This program provides registered, nutritionally at-risk, low-income senior citizens, children, and new mothers with a supply of staples each month. The boxes, packed in an assembly line fashion, are filled with foods such as canned vegetables, cereal, juice, and tuna.

Of the twenty four Day of Caring volunteers, a few are regulars at the Second Harvest packs, however, many were newcomers from local organizations including First Niagara Bank, Dun & Bradstreet, Pappas Landscaping, and First Presbyterian Church of Allentown. Despite it being their first time packing, the group filled 804 boxes in 2 ½ hours which, according to Corrine Kucirka the Project Coordinator at Second Harvest, is a record rate for a mixed group with few experienced volunteers.

Jenn Pantella, Relationship Banker/Community Champion at First Niagara Bank, coordinates many of the volunteer opportunities for the bank employees. She said "these volunteer efforts help build stronger relationships in the communities we serve, but they also strengthen the relationships between our employees and leave them feeling energized, refreshed, and more appreciative of the benefits in their own lives. After doing the Backpack Buddy project at Second Harvest, one employee actually said that she 'feels so much better about herself' knowing that she did something good for someone else."

We welcome any individuals who wish to volunteer at Second Harvest. We can also accommodate larger groups for our monthly packing events. If you are interested in volunteering, call Second Harvest at 610-434-0875 or visit us online now at www.shfblv.org.



Volunteers visited Second Harvest on September 15th to pack CSFP boxes as part of United Way's 2010 Day of Caring.