

# FOOD THOUGHT

A Newsletter for Supporters of the Central Pennsylvania Food Bank

Fall 2015

## Central Pennsylvania Food Bank Announces 10-year “Bold Goal”

Last month, the Central Pennsylvania Food Bank announced its “Bold Goal”, a 10-year strategic plan to close the meal gap in the 27 counties the Food Bank serves. The vision of the “Bold Goal”, approved by the Food Bank’s Board of Directors earlier this year, is: **By 2025, our collaborative network will provide access to enough nutritious food for everyone struggling with hunger in each of the 27 central Pennsylvania counties we serve.**

The Central Pennsylvania Food Bank is the first food bank in PA, and one of the first in the nation, to implement the plan first adopted by Feeding America, the nationwide network of food banks.

“For more than 30 years, the Central Pennsylvania Food Bank has been working to meet the needs of hungry individuals and families in central PA,” said Joe Arthur, executive director, Central Pennsylvania Food Bank. “The Food Bank has always had the aspirational goal that ‘No One Should Be Hungry’. This ‘Bold Goal’ turns that vision to reality. By engaging the public and private sector for support and collaborating to access more food, the Central Pennsylvania Food Bank will strengthen and build the capacity of its network. This growth will enable us to provide access to nutritious meals for every person struggling with hunger in the 27 counties we serve by 2025.”

In 2015, the Central Pennsylvania Food Bank provided more than 36 million meals and it is projected that nearly 79 million meals will be needed in 2025 to close the meal gap. In order to reach the goal of closing the meal gap, the Food Bank faces a projected deficit of nearly 43 million meals. The Food Bank has done extensive research and studied growth patterns to determine what will be needed to close the meal gap in each individual county served.

The bulk of the efforts to achieve the goal will be focused on three initiatives: expanding core food banking efforts while promoting increased distribution of “foods to encourage”; growing our SNAP outreach to become a major facilitator of meals for qualifying individuals and families; and growing our school-based outreach to increase access to meals for school-aged children.

“Hunger is a solvable problem and we are committed to solving hunger in central PA,” said Arthur. “By developing more and better resources, engaging support and following the strategic plan we have in place, we can reach our goal by 2025 and provide access to three healthy meals each day for our neighbors facing hunger.”



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No One Should Be Hungry

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**Editor, Food for Thought** — Brad Peterson

The official registration and financial information of the Central Pennsylvania Food Bank may be obtained from the Pennsylvania Department of State by calling toll-free 1.800.732.0999. Registration does not imply endorsement.

**FEEDING  
AMERICA**

**FEEDING  
PENNSYLVANIA**

## A Message from Joe

### “No One Should Be Hungry”



*Joe Arthur  
Executive Director*

The time to start solving hunger in central Pennsylvania is NOW. For many years, the Central Pennsylvania Food Bank’s vision has been “No One Should Be Hungry”. We believe we must live that conviction and embrace strategic imperatives and bold actions that will ensure that *no one will be hungry*. That is our “Bold Goal” to close the meal gap in central PA in the next 10 years.

Why now? Why here? Because we believe the abundance exists in America, and certainly in this garden spot we call home, to ensure that every person has access to three nutritious meals every day. The Central Pennsylvania Food Bank has grown from a World Food Day demonstration project by volunteers in 1981 to the charitable hub of a food security network that provided about 36 million meals in our fiscal year that ended in June. But even at this high level of performance, the meal gap is so large that we are right now about halfway to closing the gap in every county in central PA.

Meeting this “Bold Goal” will require a bold journey to gather even more resources than we expend today, so we will need to ask more from the multitude of amazing partners, donors, volunteers and friends we have now, and we must engage new partners to journey with us. Pennsylvania farms, food producers and many other businesses have been long-time partners, but much capacity exists to expand our engagement. Healthcare organizations have embraced our mission and we look forward to deepening our collaboration. We will continue to expand our outreach to help eligible residents secure Supplemental Nutrition Assistance Program (SNAP) or “food stamp” benefits and we will help more schools and youth organizations leverage federally-funded school breakfast, after-school and summer meal programs. We will also expand our education efforts to widen and secure the path between healthy eating and healthy living so the families we serve live the healthiest life possible.

There is a place for everyone who wishes to join our bold journey. By volunteering your time and skills, donating food or funds, conducting a food drive, becoming an advocate, sharing our stories, gleaning, growing an extra row or acre, or supporting a fundraising event...the opportunities for support are endless. Let’s work together to solve hunger in central Pennsylvania.

## HUNGER BY THE NUMBERS

In the past 5 years, the Central Pennsylvania Food Bank has increased its fresh produce distribution by 3,705,402 pounds (1,907,271 to 5,612,673). That’s a 192% increase overall with a compounded annual growth rate of 24% per year.

## Northern Tier Advisory Committee

On Thursday, July 16, the inaugural meeting of the Northern Tier Advisory Committee took place. This committee, comprised of 11 people with varying backgrounds and skill sets, serves to give guidance through professional expertise, while promoting the mission of the Central Pennsylvania Food Bank throughout a 13-county sub-region of the Food Bank. The Northern Tier Advisory Committee will be instrumental in assisting the Central Pennsylvania Food Bank in developing the Williamsport facility as a community hub for the northern tier. Thank you to the following individuals for donating their time to join this committee:

**Dr. Ryan Adams,**  
Lycoming College

**Eric Beiter,**  
Beiter's Home Center

**Marianne DePasqua,**  
Penn College of Technology

**Alice Fox,**  
New Love Center

**Anne Furman,**  
Furmano's

**Sid Furst,**  
Penn State Master Gardener

**Jaime Hynoski,**  
Weis Markets

**Carroll Pawlikowski,**  
Williamsport/Lycoming  
Chamber of Commerce

**Carol Pioli,**  
Food Bank of State College

**Denise Prince,**  
Geisinger

**Rev. Velinda Webb-Smith,**  
Sojourner Truth Ministries

## Manheim Township Marching Band "Day of Caring" Benefits Food Bank

On Saturday, September 12, more than 100 students, parents and supporters of the Manheim Township High School Marching Band, in coordination with Manheim Township Marching Band Boosters, partnered with Power Packs Project, Hunger-Free Lancaster County and the Central Pennsylvania Food Bank to help build a hunger-free Lancaster County by collecting more than 5,000 pounds of sweet corn. The corn was donated by the Shopf farm outside of East Petersburg and the Reiff farm in Ephrata. The Central Pennsylvania Food Bank received more than 2,700 pounds for distribution across central Pennsylvania.



The Manheim Township Marching Band has long taught the importance of being active in the community. Through joining the Day of Caring the band continued to exercise these values - beyond the music - through helping to address needs in the community.



## Joining the Blogosphere

The Central Pennsylvania Food Bank has entered the blogosphere! Visit [centralpafoodbank.org/blog](http://centralpafoodbank.org/blog) for new stories from our staff, partner agencies and community supporters. In addition to sharing industry news and events, the blog will serve as a platform for us to share mission moments and highlight important projects. For more information or to submit a story idea, please contact Katie Wetzel at [kwetzel@centralpafoodbank.org](mailto:kwetzel@centralpafoodbank.org) or 717.564.1700, ext. 3198.

## 28TH ANNUAL TASTE OF CENTRAL PENNSYLVANIA

On Sunday, October 25, Strawberry Square will host the 28th annual Taste of Central Pennsylvania, which benefits the Central Pennsylvania Food Bank. At the Taste of Central Pennsylvania, local restaurants, caterers, wineries and breweries will provide patrons with samples of their signature dishes and beverages during this premier annual event. Approximately 50 vendors will serve everything from lunchtime soups and sandwiches to dinner entrées, as well as desserts, snacks and beverages.

Approximately 10 of this year's vendors are new to the event and include Babe's Grill House, Gas Station Kitchen and Bar, Lancaster County Coffee Roasters, Moo-Duck Brewery, Doubletree Resort by Hilton Lancaster, Scheid Produce, Prime Bar & Grill, Carlisle Hotel & Convention Center, Evolution Catering LLC and The Penn Hotel Sports & Raw Bar.

"We are excited to prepare BBQ smoked brisket sliders topped with pineapple salsa on a brioche roll along with Laura's famous chili. We take pride in participating in community events for a great cause and love attending the event each year," said Sandy Sipe, director of sales and marketing at the Radisson Hotel Harrisburg in Camp Hill.

In addition to sampling central PA's best fare, attendees will enjoy entertainment as well as the opportunity to participate in a raffle and silent auction. Complimentary

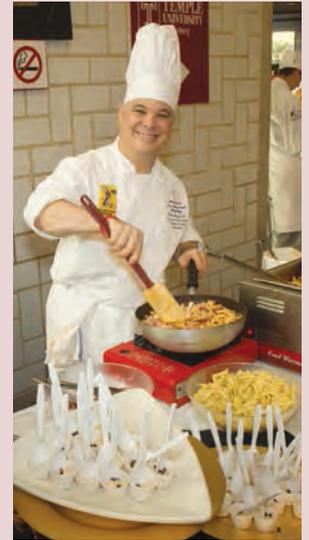
**Please call the Food Bank at 717.564.1700 or visit [centralpafoodbank.org/events](http://centralpafoodbank.org/events) for more information and to purchase tickets.**



parking will be available at the Walnut and Chestnut Street garages only, courtesy of Park Harrisburg. To receive complimentary parking, please bring your parking ticket to the Taste for validation.

The Taste of Central Pennsylvania is presented by Master Chef Sponsor GIANT Food Stores. PSECU is the Executive Chef Sponsor of the event and Sous Chef Sponsors are Central PA Kia Dealers and Susquehanna Bank. Expediter Chef Sponsors are Dr. Joan Ruffle, JEM Group, LLC, JPL and United Concordia. Media Sponsors are WGAL-TV8, BOB 94.9, WHP 580, The River 97.3 and KISS-FM 99.3.

A variety of ticket options are available, ranging from \$10-\$70 based on ticket level purchase.



## Music is Food for the Soul

Don't miss your chance to enjoy an evening with legendary Sinatra tribute artist, Steven Maglio. *The New York Times* says "Steven Maglio does not have blue eyes, but with his smooth croon & Rat Pack swagger, listeners just might imagine they were at the Copa Room at the Sands in 1963."

The *Music is Food for the Soul* event will take place Thursday, November 19 at 7 p.m. at the Ware Center in Lancaster and



all proceeds will benefit the Central Pennsylvania Food Bank. Tickets are priced at \$100/\$65/\$35.

Maglio, who has been performing for more than 10 years every Saturday night at the Carnegie Club in New York City, will be accompanied by an eight-piece band. For more information or to purchase tickets, please call 717.564.1700.

## Fighting Hunger Partners of the Year

The Central Pennsylvania Food Bank announced the recipients of the 5th annual Fighting Hunger Partner of the Year Award at the annual Agency Relations Conference on September 26. The award is chosen from the more than 800 community partners of the Food Bank. Partners are nominated by Food Bank staff and chosen based on exemplary customer service, creative ways to better serve their clients and adapting to needs, collaboration with other organizations and maintaining an organized, efficient pantry. This year's Fighting Hunger Partner of the Year is Iskcon, Inc. Iskcon is located in Juniata County and offers a multitude of programs to support their community. Most recently, Iskcon mobilized volunteers, determined a site and coordinated a Fresh Express distribution that served more than 120 households...all in less than 24 hours!



**Jorja Barton, left, and Greg Stegall, right, of the Food Bank present the award to Dhruva Das and Parijata Dasi of Iskcon, Inc.**

Honorable mention recipients are Sojourner Truth Ministries and Prince of Peace Parish/Mary's Helpers. Sojourner Truth Ministries, located in Williamsport, Lycoming County, is a soup kitchen that is open 365 days a year. Under the dedicated leadership of Rev. Velinda Webb-Smith, breakfast, lunch and healthy dose of compassion are offered to everyone needing assistance. Prince of Peace Parish/Mary's Helpers is located in Steelton, Dauphin

County, with more than 75 families receiving food assistance and using the clothing bank. Mary's Helpers has recently formed a partnership with Penn State Extension and Penn State Hershey Medical Center to offer nutrition education, blood pressure screenings, one-on-one counseling and a summer food service program was also initiated this year for children in Steelton.

The Special Programs Partner of the Year Award winner was Many Hands Helping Others. Many Hands Helping Others is a Backpack Program located in Danville, Montour County, and is the longest tenured Food Bank partner in the northern tier of our service territory. They currently serve children in four schools in the Danville School District and they work closely with the school district to include the most nutritious food possible for the backpacks.

**Congratulations to all of this year's recipients!**

## Papa Pace 5k

On Saturday, September 5, more than 100 people took part in the inaugural Papa Pace 5k, sponsored by Papa John's. The runners dashed through Camp Hill, with Fred Joslyn breaking the tape at the finish line in 16:11. Thank you to everyone who took part in this great event and helped raise \$1,000 for the Central Pennsylvania Food Bank. The funds donated will provide 6,000 meals to individuals struggling with hunger here in



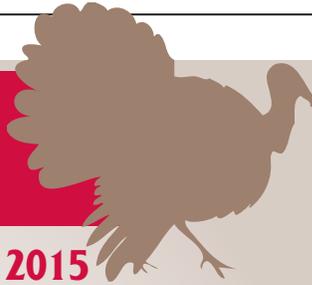
central PA.

Pictured, Mr. Slice from Papa John's, aka Matt Sabath, Papa John's district manager, presents the check to Brad Peterson of the Food Bank.



Employees at Hollywood Casino at Penn National Race Course in Grantville recently raised \$7,500 to help fight hunger in central PA. Pictured, Joe Arthur, left, and Jennifer Powell, right, accept a check from Christa Hord, security supervisor, Hollywood Casino at Penn National Race Course.

## central pennsylvania food bank turkey drive



**November 1 – December 19, 2015**

During November and December, the Central Pennsylvania Food Bank responds to thousands of requests for traditional holiday meals. To help meet the need, the Food Bank conducts a turkey drive each year to collect and provide frozen turkeys (along with all of the side dishes that make a holiday meal complete) to families struggling with hunger in central Pennsylvania. Your gift of a frozen turkey, a free turkey voucher or nonperishable food item will not only provide much needed nourishment, but will also help families facing hunger create memories that will last a lifetime.

Donations may be dropped off at our Harrisburg and Williamsport locations Monday through Friday 8 a.m. – 4 p.m. Saturday drop-off times are as follows: In Harrisburg, turkeys can be dropped off at our warehouse on November 7, 14 & 21 and December 5, 12 & 19 from 9 a.m. till noon. In Williamsport, drop off turkeys November 7 & 21 and December 12 & 19 from 9 a.m. till noon.

Please contact Katie Wetzel at [kwetzel@centralpafoodbank.org](mailto:kwetzel@centralpafoodbank.org) or 717.564.1700, ext. 3198 or visit [centralpafoodbank.org](http://centralpafoodbank.org) for more information. Through your generosity, together we are fighting hunger, improving lives and strengthening communities.

## Dunkin' Donuts Donates Coffee

Tuesday, September 29 was National Coffee Day and to celebrate, Dunkin' Donuts donated 500 pounds of coffee to the Central Pennsylvania Food Bank and conducted a food drive at its Linglestown Road, Harrisburg location. Anyone who made a donation of a non-perishable food item to the Food Bank received a gift card to Dunkin' Donuts to go along with their free Medium Dark Roast Coffee in celebration of National Coffee Day. Presenting the coffee to the Food Bank are: Bod Hodges, operations director, Dunkin' brands; Davonne Lawson, restaurant manager; Mike Cersari, franchisee; John Krasley, operations manager, Dunkin' brands; Jessica Weissman, field marketing manager; and Brad Peterson, Central Pennsylvania Food Bank.



## Food Drives

Thank you to the following groups and individuals for conducting food drives! If you would like more information on conducting a food drive, please contact Chris Gray at 717.547.6342 or [cgray@centralpafoodbank.org](mailto:cgray@centralpafoodbank.org).

Adam Buhrman • Advantage Sales and Marketing  
 • Ahold USA • Albright Life • Allison Pierce • Belco Community Credit Union • Berried Treasures • Black Landscape • British Invade Gettysburg Car Show • Carol Laregina • Carson Kober • Chris Hunt • CIBER, Inc. • Citizens and Northern Bank • Clark Associates • Comix Connection • Craig Erwin • Daniela McGuire • Democratic Club • Dennis Woodring • Department of Women, Infants & Children (WIC) • Discovery Kids Childcare Center • Donald Lander • Dutch Valley Foods • Erin Confer • Erin Hotchkiss • Erin Stahlnecker • ES3 • FCC Allenwood • Feds Feed Families • Gannett Fleming • Golds Gym • Gregory King • Grocery Outlet Bargain Market • Harrisburg Office of Disability • HB McClure • Hershey Heights • HFMA Central PA Chapter • John Linnenbach • KBF Print Technology • Kohlmaier Muscalus Group • Lewisburg Marching Dragons • Lewisburg Penitentiary • Luke Sheaffer • Maria Peace • Meredith Pond • Messiah College • Mid-Atlantic Federal Credit Union • Milton Hershey School • MPI Middle PA Chapter • Nationwide • New World Pasta • Nicole Lehr • Nicole Richards • Northeastern High School • Northern Dauphin County YMCA • NSA Mechanicsburg • Pabody Insurance • Papa Joe's Pizza • Penn State Extension • Pennsy Supply • Pennsylvania Association of Realtors • PepsiCo • Rick Sayles • Rite Aid • RNBC • Robert & Jill Siddall • Roger Bussard • Royer's Flowers & Gifts • Santander Bank • Sarah Witmer • Scott Young • Sunflower Café • Supervalu • USDA Farm Service Agency • USDA NASS • Vibra Life • Vistar • Volunteers of America Thrift Store • Warrensville United Methodist Church • Waste Management • We Are Women Helping Others (WAWHO) • West Branch Hunger Resources Society • Williamsport Crosscutters Baseball • Yolanda Cherry • Yorkshire United Methodist Church

# Volunteer Groups

Thank you to the following groups for donating your time to the Central Pennsylvania Food Bank! If you would like information on volunteer opportunities, please contact Chris Gray at 717.547.6342 or [cgray@centralpafoodbank.org](mailto:cgray@centralpafoodbank.org).

20's For A Change • Aaron's Acres • Agape • Ahold • Al-Huda Weekend School • ARC of Dauphin County • Association of Corporate Counsel • Boring Family • Brown Schultz Sheridan Fritz • Capital BlueCross • Caring Community Church of God • Carmella • Casa de Benedición • Central Manor Church of God • Community Services Group • Conewago Place • Conrad Siegel Actuaries • Crossfit 717 • Cumberland Valley High School Marching Band • Cummins • Dickinson College • East Pennsboro High School • East Shore YMCA Youth Government Delegation • Ecumenical Retirement Community • ELCA Lutheran Youth Group • Elizabethtown College Alumni - Harrisburg Chapter • Equipment Depot • Evergreen House • Glaze to Be • Goodwill Industries • Hampton Inn • H.A.T.S. • Hanover Church of God • Harrisburg High School • Highmark • Hope Enterprise • Hope Springs Farm • Key Impact Sales and Systems • Keystone Autism Services • Kiwanis Club of Cumberland County • Lenker Manor Paxtang Womens Club • Liberti Church • Linglestown Life UMC • Lycoming Engine • Members 1st Federal Credit Union • Merrill Lynch • Metro Bank • Middletown High School • Milton Hershey School • Nationwide • New Holland Church of the Nazarene - Youth Group • New Story • Next Gen Youth Group • Novitas Solutions • Panera Bread • Paxton Presbyterian Church • Paxton UMC • Pennsylvania Lottery • Pennsylvania Medical Society • Phi Beta Sigma Fraternity • Philhaven • Rite Aid • Schneider Electric • South Williamsport Sports • St. Ann's • St. John's Lutheran Church • St. Mark's • Starbucks • Subway Cafe Group • Susquehanna Township High School Key Club • Target District 431 • The Bravo Group • The Hershey Company • The Point Youth Ministry • The Sill Family • The Vista School • Thompson Wood Realtors • Transform Lycoming County • Trinity High School Boys Soccer • UCP 6th Street Alternatives • UCP Colonial Park Alternatives • United Way of the Capital Region • UPS - Freight • UPS - Sales • Upward Bound - Lock Haven University • Upward Bound - Penn State University • USI Affinity • VISTAR • Webpage FX • Weichert Realtors • Westfield Group • Williamsport Crosscutters • YMCA Harrisburg - Teen Camp • Youthworks

## Volunteer Spotlight



**NAME** – Merrill Lynch

**YEARS VOLUNTEERING** – 1 year

**QUOTE** – Courtney Kasenchak

“Each quarter, a group of co-workers from the Merrill Lynch offices in the Eastern PA Complex – including Williamsport, State College, Wilkes-Barre, Scranton, Allentown, and Bethlehem – focus on giving back to the communities where we work and show our support for the community members. This month, being that it is Hunger Action Month, we contacted the Food Bank in Williamsport to see how we could help them and the great cause they support. To get the rest of our co-workers involved who couldn't be with us at the Food Bank, we organized a food drive and gathered some needed items to donate to the organization. We had a great day learning about the huge impact the Central PA Food Bank and Feeding America have in our communities and enjoyed spending the day with the wonderful people at the Williamsport location.”

**Merrill Lynch's food drive will provide nearly  
14,000 meals in central PA.**

## Grants Provide Much Needed Support

**C&S Wholesale  
Caterpillar Foundation  
Darden Foundation  
General Mills Foundation  
Walmart Foundation**

# Hunger Action Month Wrap-Up



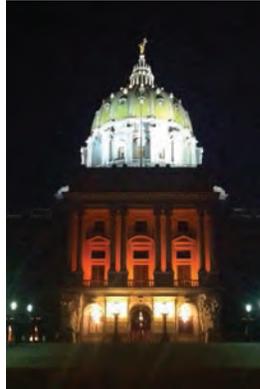
Hunger Action Month, a national movement devoted to raising awareness about the issue of hunger in America, took place in September and the Central Pennsylvania Food Bank participated in more than 50 events. This year's campaign was launched on Hunger Action Day which is held each year on the first Thursday in September. Friends of the Food Bank from across the Commonwealth - including familiar faces such as Janel Knight of abc27 news - wore orange apparel to raise awareness about this issue of hunger in their communities. In addition, with the support of PSECU and the City of Harrisburg, Food Bank staff and volunteers interacted with hundreds of attendees at the Kipona Festival at Riverfront Park, Harrisburg over Labor Day weekend.

New for 2015, Feeding America, a national network of food banks, transformed September into Spooptember™ by making the spoon the central icon for Hunger Action Month. Through the social media campaign, Spooptember supporters were encouraged to share a 'spoon selfie' – an image of themselves balancing a spoon on their nose – using #Spooptember and #HungerActionMonth along with hunger-related statistics and challenge a friend to do the same. To see more of our favorite local Spooptember photos, visit the Food Bank's Facebook page at [facebook.com/centralpafoodbank](https://facebook.com/centralpafoodbank).

In addition to these events, countless volunteer experiences and warehouse tours, Hunger Action Month campaign highlights included the orange-lighting of the Lt. Governor's balcony at the Capitol, Weis Market's month-long Fight Hunger campaign, the distribution of [hungerbites.org](http://hungerbites.org) yard and window signs, artwork outside of our Harrisburg branch and the always-popular Community Food Drive Challenge. More than 20 organizations participated in this year's Community Food Drive Challenge and winners for the 2015 Challenge will be announced in the next newsletter.

Everyone who volunteered, donated food or otherwise played a role in the success of our Hunger Action Month campaign is to be commended. Without you, our success would not be possible.

[hungerbites.org](http://hungerbites.org)



## Caterpillar Foundation Grants \$10,000 to Food Bank

The Central Pennsylvania Food Bank recently announced a \$10,000 grant from Caterpillar's philanthropic organization, the Caterpillar Foundation, to provide nutritious food to individuals who face hunger in York County. Central Pennsylvania Food Bank is one of 35 food banks nationwide to receive this grant.

"The Central Pennsylvania Food Bank is extremely grateful to the Caterpillar Foundation for its commitment to fighting hunger and supporting families in need in our community," said Joe Arthur, executive director, Central Pennsylvania Food Bank. "Because of this grant, we will be able to provide thousands of healthy meals and better serve families, children and seniors in need."

The funds provided by the Caterpillar Foundation grant will be used to supply the Central Pennsylvania Food Bank's Fresh Express Program in York County. The Fresh Express Program directly supports low-income communities where residents experience chronic hunger and food insecurity and allows the Central Pennsylvania Food Bank to distribute frozen foods, fresh fruits and vegetables and dairy products directly to people in need. The Central Pennsylvania Food Bank Fresh Express Program provided more than 2.7 million meals to approximately 5,600 households in central PA last year.



## The Great Pantry Makeover

In celebration of Hunger Action Month, Food Lion Feeds donated more than 1,200 service hours and more than 1 million meals through its inaugural “The Great Pantry Makeover” event. During the month-long volunteer service event, hundreds of Food Lion associates volunteered at 38 local food pantries. One of the pantries chosen to participate was Waynesboro Community and Human Services, which was nominated by the Central Pennsylvania Food Bank. The pantry received a new walk-in cooler, courtesy of Food Lion Feeds and the Food Bank.

On September 30, associates from the local Food Lion store unloaded five pallets of apples, carrots, oranges, potatoes and onions to stock the pantry’s new cooler. The pantry serves 180 families each month and the new cooler will help them expand their services. “We’ve never had much fresh produce before,” said Denise Esser, director.



“This cooler will enable us to get produce and milk now and help the families we serve eat healthier.”

“Giving back to our communities is part of who we are as a company and something we are just as passionate about as serving our customers in our stores,” said Meg Ham, Food Lion president. “Hunger Action Month provides a great opportunity for us to celebrate a month of service through ‘The Great Pantry Makeover,’ so our associates can spend time in our communities remodeling and restocking local food pantries to help them continue to provide food to people who are making tough choices because they’re struggling with hunger.”

Waynesboro Community and Human Services is one of only two pantries in the state to be chosen for a makeover.

## Community Generates \$87,296 for Food Bank



Local residents joined in Walmart’s ‘Fight Hunger. Spark Change.’ campaign that generated more than \$10 million nationwide to help Feeding America and affiliate food banks. Here in central PA, residents united in the fight against hunger helped to generate a \$87,296 grant for the Central Pennsylvania Food Bank – the largest grant awarded among nine qualifying food banks in PA.

The ‘Fight Hunger. Spark Change.’ campaign offered customers the opportunity to help fight hunger from April 6 to May 3 by making a donation to their local Feeding America food bank at a Walmart register, or by purchasing select products from some of the nation’s leading food companies. In addition, the public participated in the #WeSparkChange social media challenge. For each post with the campaign’s hashtag, Walmart donated \$10 to Feeding America on behalf of its affiliate food banks.

“We take pride in giving back to local communities and empowering residents to support their neighbors in need. This spring, customers across the country jumped into action to fight hunger, and the results were truly extraordinary,” said Karrie Dennison, director of hunger and nutrition for Walmart and the Walmart Foundation. “With 49 million Americans struggling with hunger today, we are dedicated to helping families access affordable, nutritious and sustainably grown food. With the support of our customers, associates and Feeding America, we will continue our work to help every family have access to the food they need.”

Here in central PA, the dollars generated will provide more than half a million meals to individuals facing hunger.

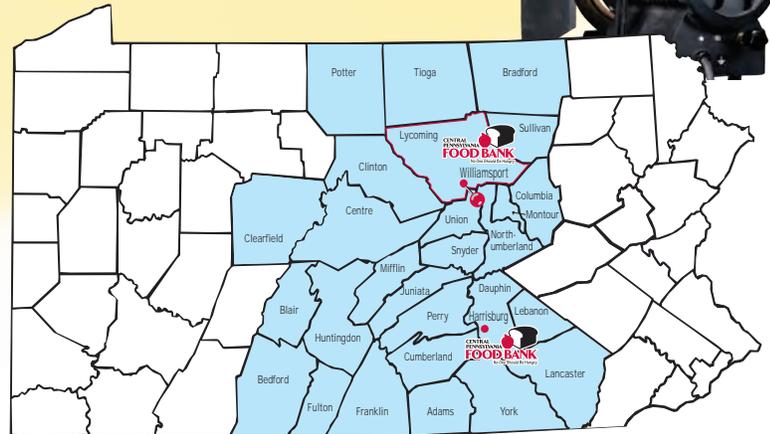
## AGENCY SPOTLIGHT: Sojourner Truth Ministries

Any given day of the year, including holidays, you can find a hot meal being served at Sojourner Truth Ministries, a soup kitchen program that serves the Williamsport area. But this is no ordinary meal program. Individuals start filtering into the “café” early in the morning, are greeted by friendly staff and enjoy a continental breakfast and hot coffee.



Instead of having clients file through a typical soup kitchen line, tables are set for lunch. Clients sit at a table of their choice, where they are brought a beverage, a plate of food and dessert. They are welcomed with a kind word and, many times, a big hug from Pastor Velinda Webb-Smith. People cannot help but feel loved from the moment they walk through the door!

During the summer, Sojourner Truth Ministries packs take-out bags for children in the neighborhood. Children are able to pick up breakfast, lunch and afternoon snack packs. During the school year, these same children can grab a breakfast pack on their way to school and a snack pack on the way home.



Preparing and serving meals is a large part of what Sojourner Truth Ministries does, but is certainly not all they do. They care for the homeless by providing blankets and tents, when available. They have a clothes closet for those in need. Partnering with local organizations in the community, they hold health fairs and clinics to address the physical needs of those they serve.

Sojourner Truth Ministries is a place where they work to preserve the dignity of everyone they serve and do their best to make everyone feel loved and special.

## All-American Dairy Show Features Milk to Cheese Donation

The 2015 All-American Dairy Show took place at the Pennsylvania Farm Show and Expo Center from September 12-17 and featured nearly 2,600 of the best dairy cattle and more than 1,000 exhibitors from the United States and Canada. New to the show this year, approximately 2,000 dairy cows, primarily from the mid-atlantic region and the eastern half of the U.S., produced milk onsite throughout the All-American Dairy Show. The PA Dairymen’s Association will send that milk, approximately 14,000 gallons, to Penn Cheese Company in Winfield, PA to be processed into approximately six tons of fresh cheese. In November, the PA Dairymen will provide the cheese at a reduced cost to the Central Pennsylvania Food Bank for distribution to individuals and families facing hunger. This cheese initiative furthers the PA Dairymen’s



commitment to provide the Food Bank with wholesome dairy products - rich in protein - to fight hunger and help families in need.

“We are proud to showcase our thriving dairy industry and our PA Preferred products that provide homegrown, nutritious food to consumers around the world,” noted Dave Smith, executive director of the PA Dairymen’s Association. “It’s our pleasure also to expand our partnership with the Central Pennsylvania Food Bank with this new initiative to turn the milk produced at the All-American Dairy Show into delicious cheese that will stem hunger for folks served by the Food Bank.”

## Making Hunger **THEIR** Business



Isaac's Famous Grilled Sandwiches has enjoyed a long relationship with Central Pennsylvania Food Bank that has included participating in the Taste of Central Pennsylvania and Taste of Lancaster County year after year, hosting food drives at their restaurants and employees volunteering their time to help out at the Food Bank.

Isaac's Famous Grilled Sandwiches, with 18 locations in Cumberland, Dauphin, Lancaster, York, Berks and Chester counties, is committed to being a community partner. Founded in 1983 by Phil Wenger and a college buddy, this locally-owned restaurant chain offers innovative sandwiches named after birds and fresh salads and soups made daily on the premises. Isaac's successfully competes with larger national chains, who are dominating the marketplace, by knitting themselves into the fabric of their local communities and being a socially-responsible employer.

Isaac's is intentional in its every day operations through a three-pronged "Brand Promise":

- To Create Fanatical Customers – As Phil Wenger, owner, says, "I always choose my customers' happiness over the cash register. If it's not right, we make things right."
- To Engage our Employees – Isaac's offers health insurance and paid vacations to employees who qualify as well as a retirement plan with company match. "Employees are our greatest asset, and we want them to know it."



- To Connect to our Community – Outreach efforts include giving more than \$100,000 annually to local nonprofits through their "Community Night" fundraising program, a vibrant employee volunteer program, annual United Way Campaign that boasts 97% employee participation, annual participation in Day of Caring, cause-related marketing campaigns and a host of other initiatives such as, "Get Soup! Give Soup!" in January and February where Isaac's donates more than 8,000 gallons of soup to local homeless shelters and food banks.

Mike Weaver, President and CEO says, "We feel an obligation and a desire to give back to the communities that support us and have made us successful."

## Welcome New Food Bank Staff!

**Laura Goddard,**  
SNAP Outreach Associate

**John Metzger,**  
Driver

**Nellie Stinson,**  
Volunteer Project  
Coordinator

## Congratulations Eric!

Each year United Way of York County presents awards to distinguish individuals who have gone above and beyond with their commitment to United Way's efforts in building a strong community. Eric Saunders, executive director of New Hope Ministries and member of the Central Pennsylvania Food Bank Board of Directors, was recently presented with the United Way of York County's Community Building Award.

Eric manages programs that impact nearly 15,000 people annually by helping them obtain basic needs and equipping them to change their lives. He also serves on a number of other boards and committees in his community including Tri County Community Action, the Public Policy Committee of the United Way of York County, the Healthshare Community Partnership and the Messiah College Social Work Advisory Board.

## Save the Dates

Central Pennsylvania Food Bank events offer a wonderful opportunity to support our mission of **fighting hunger, improving lives and strengthening communities!**

*For more information visit [centralpafoodbank.org](http://centralpafoodbank.org) or call 717.564.1700.*

**Sunday, October 25**

*28th Annual*

*Taste of Central Pennsylvania*

**November 1 through December 19**

*Annual Turkey Drive*

**Thursday, November 19**

*Music is Food for the Soul,  
Ware Center, Lancaster*

**Saturday, November 21**

*Penn State Stuff a Bus Food Drive*



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Become a fan of the Central Pennsylvania Food Bank on Facebook ([facebook.com/centralpafoodbank](http://facebook.com/centralpafoodbank)) and follow us on Twitter & Instagram (@centralpafb) to get regular updates.



*Invigorate  
your*

*senses*

For event & ticket information visit [centralpafoodbank.org](http://centralpafoodbank.org) or call the Central PA Food Bank at 717.564.1700.

28th ANNUAL  
**TASTE**  
OF CENTRAL PENNSYLVANIA

Photo: Final Cut Steakhouse - Hollywood Casino at Penn National Race Course

**Sunday, October 25, 2015 • Strawberry Square, Harrisburg**

Sample the latest menu items from the **area's top restaurants, caterers, wineries and breweries**. By attending the Taste of Central Pennsylvania you will help the Central Pennsylvania Food Bank continue to **provide nearly 650,000 nutritious meals to people in need every week**.

Sponsored by:



The official registration and financial information of Central Pennsylvania Food Bank may be obtained from the Pennsylvania Department of State by calling, toll free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement. Beer and Wine tasting not contingent upon ticket purchase.



Photo: Messiah College Dining Services

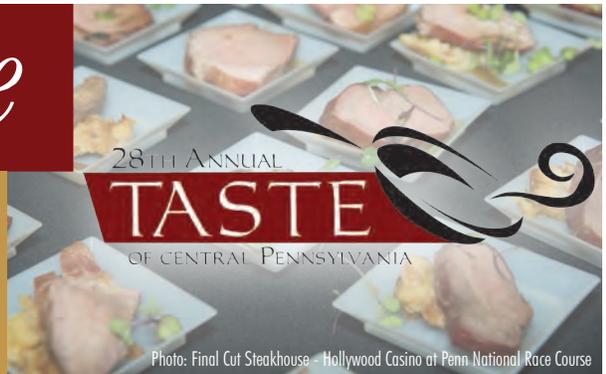


Photo: Sunday Dinner Bistro Catering