

FOOD

for Thought

The vital link between
food and hunger.

YOU'RE HELPING
NORTHEAST OHIOANS,
OF ALL AGES!



*Walter
Union – Miles Neighborhood*


**Cleveland
Foodbank**

The vital link between food & hunger.



ANNE CAMPBELL GOODMAN

President and CEO

Dear Friend,

The beginning of a new year is always a chance to make a fresh start. And this year, the Foodbank is doing that by setting more ambitious goals than ever before, as set forth in an aggressive three-year strategic plan.

We know that the face of hunger is changing, and the negative effects of this everyday crisis are being seen in our schools, our hospitals and our neighborhoods. For children, lack of nutrition leads to behavior problems, stunted development and the inability to learn. It also leads to short-term as well as chronic illnesses in both children and adults.

The [Cleveland Foodbank](#) believes that we must not only distribute enough food, but nutritious food. To this end, we will more than double our distribution of fresh fruits and vegetables by 2014. We also believe that addressing the problem of hunger cannot be solved simply by giving away more food. Thus, we are working hard to become the leading hunger-relief advocate in the region, and to develop innovative solutions that will provide access to public nutrition benefits.

To accomplish our goal of providing access to more food – and more nutritious food – we will need your help.

I'm so very grateful for your support and I sincerely hope that those we serve can count on you to continue your partnership with the Foodbank. We couldn't possibly dream as big if not for your proven generosity.

I hope you'll take the time to read this issue of *Food for Thought* and truly appreciate the difference you're making. And if you're interested in learning more about the Foodbank's direction for the next three years, take a look at Page 6 for the details of our strategic plan, or visit our website at www.clevelandfoodbank.org.

Thank you for all you do for our hungry Northeast Ohio Neighbors.

All my best,

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YOU'VE GIVEN FAMILIES NEW HOPE FOR THE FUTURE

Never in their wildest dreams did Scott and his wife think they'd be in the position they're in now. Scott lost his job nine months ago and hasn't been able to find steady work ever since. He never stops looking, although he's grown more and more discouraged.

Things have become so bad for the family that they had to file for financial reorganization to keep from losing their house. With three children, having their home foreclosed and becoming homeless was simply not an option.

Scott's wife is still working, but her entire paycheck goes to making their new financing payments. Scott's unemployment assistance is all they have left to pay for their living expenses, and it's not much. Especially with winter heating bills, the family is really struggling to stay afloat. Scott is embarrassed, but admits if it weren't for the help of strangers like you, there wouldn't be any food in the house for his children.

Thankfully, Scott found the help his family needed at the Vineyard Community Church Food Pantry, a [Foodbank](#) partner agency in Wickliffe, Ohio. Here, he and up to 130 other families in need receive free, nutritious groceries like fresh produce, meat, bread, dry goods and canned food. Visitors to the food pantry appreciate the fact that they can choose just what their families need as they walk through the pantry carrying their own grocery bags.

Scott says he doesn't know what he'd do without your help, which literally keeps his children from going hungry. In fact, he says almost everything the family has to eat comes from the food pantry.

"This is a God send," says Scott, emphatically. "God bless you. I'm thankful every time I come here."

Because of your compassion, formerly middle-class families like Scott's can face the new reality of financial struggle with renewed hope for the future. Scott is confident that his family will eventually recover, and he's grateful for your help in getting them back on their feet.

“I'M THANKFUL
EVERY TIME I
COME HERE.”



Scott with 6-year-old son, Fielding
Wickliffe, OH

THANK YOU FOR HELPING THE HUNGRY, YOUNG AND OLD

LOCAL LEGISLATORS VOLUNTEER

Local legislators and their staff came to the Cleveland Foodbank in December with representatives from several Cleveland Foodbank partner agencies to show their holiday spirit by helping pack food for our local food pantries. We rely on public support to stock our shelves and their involvement is critical to our efforts.



Thanks to the following individuals who were present (left to right):

- | | |
|---|---|
| Julian Rogers, <i>County Councilman</i> | Jackie Albers, <i>Maple Hts. Council President</i> |
| Phyllis Leanza, <i>Maple Hts. Food Pantry</i> | George Brown, <i>Office of Senator Rob Portman</i> |
| Beth Thames, <i>Office of Senator Sherrod Brown</i> | Debra Hodge, <i>Manna Food from Heaven</i> |
| Linda Vopat, <i>Maple Hts. Food Pantry</i> | Michael Patterson, <i>Office of Congressman Dennis Kucinich</i> |
| Meredith Turner, <i>Office of Senator Sherrod Brown</i> | Caryn Candisky, <i>Office of Senator Rob Portman</i> |
| Ruby Nelson, <i>Warrensville Hts. Councilwoman</i> | Melvin Hodge, <i>Manna Food from Heaven</i> |
| State Senator John Eklund | County Councilman Jack Schron |
| State Representative Nickie Antonio | County Councilman Dave Greenspan |



Henrietta
Fairfax Neighborhood

Tim
Euclid, OH

Weilymar
Ohio City Neighborhood

Andrew
Detroit - Shoreway Neighborhood

HARVEST FOR HUNGER 2012 KICKS OFF IN FEBRUARY!



The annual Harvest for Hunger food and funds drive is right around the corner! The campaign, which kicks off on February 22, raised enough food and funds for 14 million meals for hunger centers in 21 Northeast Ohio counties last year!

Co-chairs Ken Marblestone of Charter One and Albert Ratner of Forest City Enterprises will lead this year's campaign for the second year. The 2012 drive is critically important, as the need for food in our area continues to increase. The food and funds raised will provide free, nutritious food directly to local hot meal programs, pantries and shelters to serve hungry people in Northeast Ohio. Local companies and schools are needed to host food and funds drives as part of the effort.

Also on the calendar is the annual spring fundraiser Market at the Foodbank, formerly known as Market Under Glass, benefitting Harvest for Hunger. It will be held at a new location – the [Cleveland Foodbank](http://www.clevelandfoodbank.org) – on Sunday, April 22. Enjoy signature dishes and drinks from over 40 of Cleveland's best restaurants and area beverage purveyors, and the chance to bid on exciting one-of-a-kind auction packages!

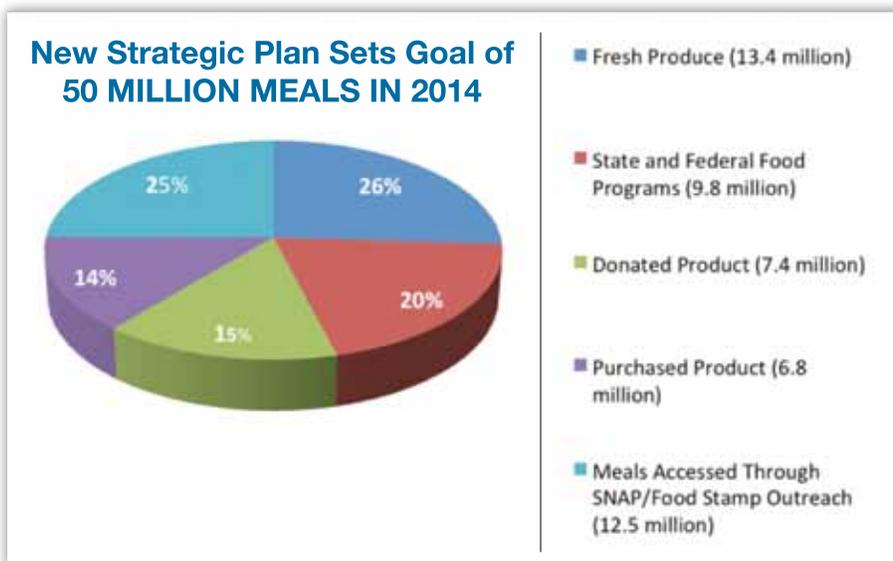
For more information about the event or how you can host a food and funds drive at your company, visit www.harvestforhunger.org.

A NEW YEAR AND A NEW ROADMAP FOR FIGHTING HUNGER

Submitted by **John Corlett**, Chairperson, Strategic Plan Committee

As we grow and evolve to meet the hunger-relief needs of Northeast Ohio communities, the [Cleveland Foodbank](#) developed a strategic plan to ensure that we are prepared to meet the ever-growing needs of food insecure families over the next three years.

To better reflect our work, we have developed a powerful new mission statement: Working together to ensure that everyone in our communities has the nutritious food they need every day.



There are several key issues to be addressed in our new plan and we will attack the problem on several fronts. We will be there to lead the way in our region when it comes to innovative solutions for hunger-relief. As times get tougher, we will get even stronger.

To do this, we're placing an increased emphasis on fresh, nutritious food, especially produce; we're putting more focus on not just our partner agencies, but the individuals being served; we're developing creative ways to give food to children and seniors; we're

helping eligible individuals enroll in SNAP (formerly food stamps); we're creating a strong voice to advocate for the maintenance and growth of government food programs; we're expanding our ability to store refrigerated and frozen foods; and we're implementing a number of technology solutions that will drive efficiency.

What all of this means is that by the end of 2014, we will make possible 50 million meals annually.

In order to achieve these important strategic goals, it's imperative that we increase community awareness and support. We're counting on you, as a friend of the Cleveland Foodbank, to stand with us as we begin to fight hunger in new and exciting ways.

For a summary of our 2012 – 2014 strategic plan, go to www.clevelandfoodbank.org.

OUR NEW MISSION:

Working together to ensure that everyone in our communities has the nutritious food they need every day.

YOU'RE HELPING SENIORS STAY HEALTHY

For senior citizens living on fixed incomes, winter can be an especially difficult time. As temperatures drop, heating bills escalate, often cutting into budgets for food and medicine.

It's a sad reality that men and women who've worked hard their whole lives face uncertainty and financial challenges in their golden years. That's definitely the case for Luke and Katie.

Luke and Katie met and married as teenagers – 58 years ago – and they've been in love ever since. Together they bought a home, raised a family and grew old.

Luke retired from his job as a scale operator a few years back and the couple now lives on his Social Security income. They live simply and buy only what they need. But even as frugal as they are, they can't always afford to buy the nutritious food – especially fruits and vegetables – that will help keep them healthy.

Thankfully, their church, Calvary Hill Baptist Church in Cleveland, hosts a weekly [Cleveland Foodbank](#) Produce to People distribution. Katie volunteers to help pass out the food to the hundreds of people who come for help – many of them senior citizens like herself and Luke.

And when the distribution is over, Katie and Luke get to take home the same fresh produce she helps give away. They especially love to get potatoes, corn, green beans, onions and leafy greens.

"We can eat healthier," says Luke, with gratitude. "It's really nice."

Because of your support that provides them with free produce, Luke and Katie can be more active and they say they rarely get sick anymore. You truly are helping improve the lives of our community's senior citizens. Thank you!



“WE CAN EAT
HEALTHIER, IT'S
REALLY NICE.”

*Katie & Luke
Fairfax Neighborhood*

JOIN TOMORROW'S HARVEST

Tomorrow's Harvest is a society recognizing individuals who have included the [Cleveland Foodbank](#) in their estate plans through a will, trust, life insurance gift or other legacy gift. Through these special gifts, our supporters are able to make a significant difference in our community, even beyond their lifetimes. Because, as long as there are hungry people in Northeast Ohio, the Cleveland Foodbank will be here to feed them.

To learn more about how your generosity could make an impact for generations to come, please contact Stephanie Mowls, Development Officer, at 216.738.2137 or smowls@clevelandfoodbank.org.

YOU'RE HELPING SENIORS KEEP THEIR INDEPENDENCE

Marie has lived in Maple Heights, Ohio for 63 years. She remembers the exact day – December 26, 1948 – when she and her husband, Joseph, moved to Maple Heights to raise their family.

Sadly, in 2006, just one month before they would have celebrated their 60th wedding anniversary, Joseph passed away very suddenly. And in an event of almost unspeakable tragedy, when one of her sons was reached by cell phone with the news of his father's heart attack, he was in such shock that he lost control of his car and was killed.

Marie was beyond devastated after the loss of her husband and her son. But now, at 90 years old, she's made remarkable strides in recovering from her grief and is once again trying to live her life to the fullest. She's very proud of her five living sons and says they take good care of her. She stays active by bowling, exercising, ballroom dancing and going to the Maple Heights Senior Center.

She's still very self-sufficient and credits help from her children and the Maple Heights Food Pantry, a [Foodbank](#) partner agency, for helping her keep her independence. You see, her only income now is in the form of a monthly Social Security check, which isn't very much. If it weren't for occasional help with groceries, she may not be able to afford to live on her own.

Marie says she grew up during the depression, so she knows how to be frugal. In the summer she rarely uses her air conditioner, and in the winter she holds off on using her heater as much as possible. She says she's learned how to stretch a dollar and go without when needed.

Fortunately, thanks in part to you, food is something she doesn't have to go without. She and other seniors make the trip from the Senior Center to the Maple Heights Food Pantry on a regular basis, where they each receive a bag full of nutritious food that will help keep them healthy and active. Marie is so grateful for the important role you play in her life.

"Thank you very much!" says Marie. "Thank you for opening your heart."

“THANK YOU FOR OPENING YOUR HEART.”

Marie
Maple Heights, OH



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216.738.2265

You can follow the Cleveland Foodbank on [Facebook](#) and [Twitter](#).

