

Around the TABLE

35th Anniversary Edition



Feeding America Eastern Wisconsin's first General Manager Gwen McLean stands with the first truck, donated by Peck Meat Packing.

Together  we can
SO  VE
hunger.


**FEEDING
AMERICA**
Eastern Wisconsin
CELEBRATING 35 YEARS

A Generous Gift that Keeps on Giving

In 2014, food insecurity rates were on the rise in northeast Wisconsin. More families were being forced to make difficult choices: pay bills or put food on the table. Seniors' limited monthly incomes were falling short.

At the time, Feeding America Eastern Wisconsin was doing its best to serve the need out of a small warehouse in Omro, but the facility had reached its capacity in both size and storage. A capital campaign to build a larger facility was underway, but more funding was needed.

That's when one very generous woman stepped in. Working with the Fox Valley Community Foundation, "Florence Nightingale," as she is called to protect her anonymity, donated an astonishing \$1.6 million to the capital campaign. The gift allowed Feeding America to open a new, state-of-the-art food bank in Appleton on Nov. 1 2015, a year earlier than projected.

"Florence" believes that hunger-relief is the front line of defense in the war on poverty, her son said through a family representative. So she made the gift on the condition that her gift remains anonymous. She simply wanted to help, her son said.

"Thanks to Florence and her generosity, as well as the generosity of all of our founding funders, we now have the capacity to more adequately serve the people of northeast Wisconsin," said President Patti Habeck.



The community came together for the Appleton food bank's Groundbreaking Ceremony in May 2015.

Honoring Our Founders



Price Davis, founding member of Second Harvest, was often seen working in the warehouse (above).

More than 35 years ago, Dr. Milton J. Huber, a professor of public affairs at the University of Wisconsin – Milwaukee, suggested to Milwaukee Rotarians Price Davis and Art Riemer that the Rotary Club of Milwaukee adopt a food bank project that would help get excess food to people facing hunger. The Rotary, he thought, would be the perfect group to spearhead the relief effort. "My dad was sort of a maverick. He had a lot of ideas for how things (in Milwaukee) could be better," his daughter, Jill Milner, recalled. "He was very interested in the issue of hunger."

Davis and Riemer were all in. Armed with research from Dr. Huber, they soon gained the support of other Rotarians. The group worked for two years, gathering research, securing funding and a facility, and forming the first board of directors, which Davis chaired. On Aug. 1, 1982, America's Second Harvest of Wisconsin, now known as Feeding America Eastern Wisconsin, opened its doors. A local grower provided the initial food donation – 600lbs of apples. Today, Feeding America Eastern Wisconsin is the leading hunger relief organization in the state, operating food banks in Milwaukee and the Fox Valley.

1982

America's Second Harvest of Wisconsin officially opens its doors on August 1 on Milwaukee's south side. A local farmer provided the first food donation - 600 lbs of apples.

1983

America's Second Harvest of Wisconsin joins the America's Second Harvest National Food Bank Network.

1985

America's Second Harvest of Wisconsin opens a new food bank on a parcel of land at 17th and Fond du Lac that the City of Milwaukee sold to the organization for \$1.

1994

Governor Tommy Thompson signs the Hunger Prevention Bill at the food bank that would fund anti-hunger efforts in the state.

Food, Funds, Friends: Meeting the Need for 35 Years

Food

Since the first donation of 600 pounds of apples, hundreds of manufacturers, farmers and retailers have provided millions of pounds of food to help solve hunger in eastern Wisconsin.

For Lakeside Foods, it's just part of who they are. "Our slogan is 'Our family serving your family.' That includes those in need," said Todd Eucke, marketing manager at Lakeside. "We have locations in many small communities. We see the need."

The Manitowoc-based manufacturer started as a one-kitchen operation in 1897 and grew into Wisconsin's first canning plant. Today, Lakeside is one of the most reliable sources for high-quality canned vegetables. •

Funds

Hunger doesn't discriminate. It affects the lives of children as well as seniors. It lives in urban and rural areas. Knowing that Feeding America Eastern Wisconsin reaches them all through a collaborative network of more than 600 member pantries and meal programs made Fred and Kay Austermann want to get involved. "We visited the Milwaukee headquarters and were so impressed by the scope of the food distribution network," said Kay.

Since that first visit, the Austermann's have become part of a growing group that supports Feeding America with monthly gifts. "The need has only increased during the time we have been involved, making us even more committed to supporting the organization," Kay said. •

Friends

Bridget Hirthe started volunteering at the Milwaukee food bank in 2010. Seeing how hunger has impacted 1 in 7 people in her community has kept her coming back regularly ever since. She's part of a new generation of volunteers at Feeding America Eastern Wisconsin that has found an instant connection to the mission. "It motivated me to learn more about the ways I could change it and work with others to help solve hunger."

Bridget is one of a vibrant, growing volunteer corps – now more than 19,000 strong – that donated a combined 75,000 hours last year to help solve hunger. "To know that my community will benefit from a few hours of sorting food on my Saturday always makes me feel like I'm part of the solution." •



Members of the Lakeside Foods team volunteering at the Appleton food bank (left); Fred and Kay Austermann (middle); Bridget Hirth (right).

1997

America's Second Harvest of Wisconsin surpasses 100 million pounds of food since its inception.

1999

America's Second Harvest of Wisconsin begins operating a food bank in Omro to better serve northeast Wisconsin.

2001

America's Second Harvest of Wisconsin releases the first "Hunger in Wisconsin" study, detailing the growing rate of food insecurity.

2007

The Fresh Rescue Program launches, bringing more fresh foods like produce, dairy and meat to the food bank.

The Frontline of Hunger Relief

Our Staff

Beth Urbaniak was working as an assistant buyer for a local department store the year she lost her mom. "Suddenly, spending my days in the corporate world, worrying about sales and markdowns, no longer made sense," said Beth. "I felt there had to be something more and I knew I needed to make a change."

In August of 2000, Beth landed a job at what was then America's Second Harvest of Wisconsin, now Feeding America Eastern Wisconsin. Seventeen years later, Beth, a food resource specialist, is proud to be our longest-tenured employee as we celebrate our 35th Anniversary. "The fact that I've been able to be a part of this work for so long is extremely gratifying," said Beth. "It's knowing that I'm making a difference that keeps me here. •



Beth Urbaniak in the Milwaukee food bank (above).

Our Members

When the Rotary Club of Milwaukee established a food bank on the city's south side, they wanted to bring all of the hunger-relief organizations together to create a larger impact. So, shortly after they opened their doors, they joined the Second Harvest national network of food banks (now known as Feeding America), and partnering with local pantries. The hunger-relief community, they believed, could have a larger impact if they worked TOGETHER.

Holy Redeemer Church of God in Christ signed on immediately upon opening its pantry doors in 1989. "Feeding America helps us provide the families with kitchen staples like peanut butter, cereal and frozen meat. We're able to get fresh foods that are especially good for the children," said Mary Berry, a regular volunteer at Holy Redeemer.

Twenty-eight years later, Holy Redeemer remains a dedicated Feeding America member pantry and are one of more than 600 hunger-relief organizations that have joined Feeding America Eastern Wisconsin's member network. •

Upcoming Events

Feed Your Soul November 3, 2017



Get ready for an evening of art and sophistication at the 14th Annual Feed Your Soul art auction. As a symbol of plenty, simple wooden bowls are transformed by members of Milwaukee's art and design community into innovative works of art.

Food Fight November 21, 2017



101 WIXX will host a dueling food drive at Pick 'n Save stores in Appleton and Green Bay to help fight hunger. Donate food and funds to ensure everyone has enough to eat this holiday season.

Stuff the Bus November 22, 2017



Join Elizabeth & Radar from 99.1 The Mix at the 20th Annual Stuff the Bus Food Drive at Pick 'n Save! Help stuff Milwaukee County Transit System buses with non-perishable food and frozen turkeys to ensure our neighbors have enough to eat all year long.

Drumstick Dash November 23, 2017



Move your feet so others can eat! The 6th Annual Drumstick Dash presented by Sendik's Food Markets returns to Miller Park Stadium Thanksgiving morning, November 23, at 8:30 am.

Visit FeedingAmericaWI.org for more information. •

2009

America's Second Harvest of Wisconsin re-brands as Feeding America Eastern Wisconsin.

2010

Feeding America partners with Associated Bank to launch the 1st Annual Food For The Holidays Campaign, collecting 817,000 meals.

2015

Feeding America opens a new state-of-the-art food bank in Little Chute and expands its mission: To Solve Hunger.

2017

Feeding America launches a new bulk repack system, enabling the organization to process large bulk quantities of food for its members.

A Letter from the President



Dear Friends,

This year, we commemorate an important milestone in our history – 35 years of solving hunger TOGETHER!

We've come a long way since our humble beginnings and that initial donated bushel of apples that started it all. We are providing more food than ever to more than 600 member organizations that have chosen to

partner with us in our mission to solve hunger. Much of that food comes to us from growers, manufacturers, wholesalers and retailers. Our financial donors – both corporate and private – provide additional resources. Together, we're serving more than 400,000 people each year.

With this edition of "Around the Table," we introduce you to some key partners who have been with us for much of our 35-year journey. They represent the hundreds of volunteers, employees, members and donors who have worked together to bring our mission to life the past 35 years.

We have come a long way, but we have much to do. There are still far too many people in eastern Wisconsin who don't know where their next meal is coming from. There are so many ways you can help make our vision of a hunger-free Wisconsin a reality. I invite you to join us. Volunteer. Advocate. Give. Together we can solve hunger.

With gratitude,

Patti Habeck, President

Thank you for your support!

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Wisconsin Public Service Foundation

The Helen Hardt Family Fund within the Community Foundation of the Fox Valley Region

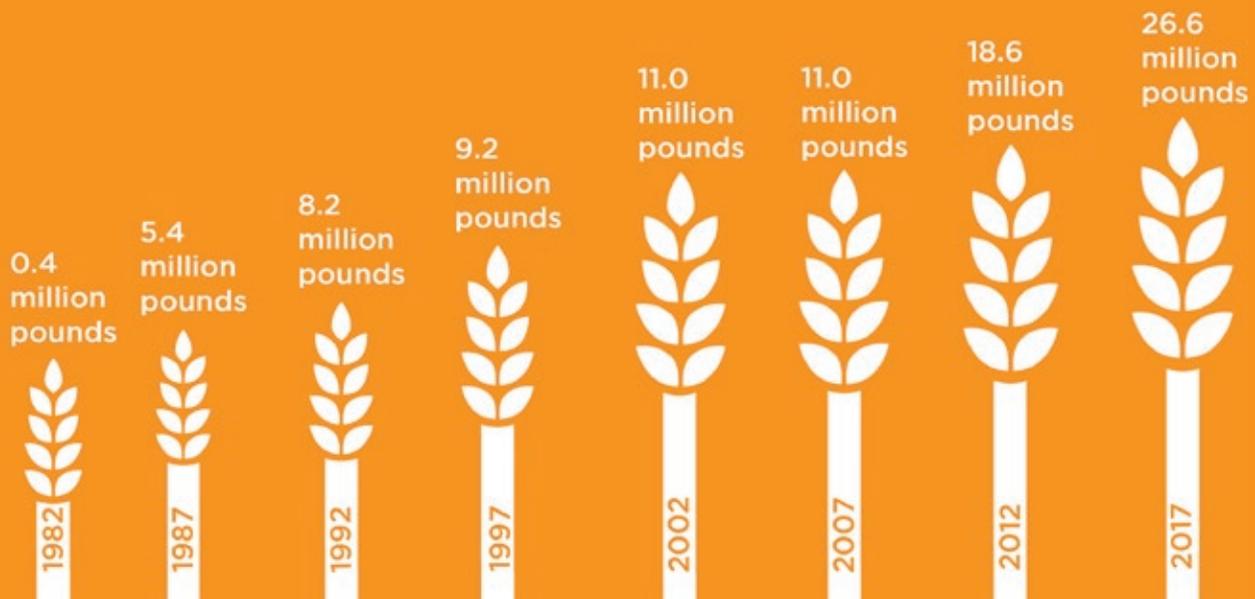
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GROWING TO MEET THE NEED



A Look Back...

Former Gov. Tony Earl handing out the 3 millionth pound of food (right)



Second Harvest is awarded National Food Bank of the Year in 1996 (bottom)



National Guard members delivered 20,000+ pounds of food left over from the Desert Storm in 1991 (left)



Former Milwaukee Mayor Henry Maier at the 1984 ground-breaking ceremony (left)



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