

## A Message from the President



Dear Friends,

Children and seniors are our most vulnerable citizens. It's heartbreaking to know that 1 in 5 children, and 1 in 12 seniors, in eastern Wisconsin are facing hunger. This month we are kicking off our first **Healthy Kids, Healthy Summer** campaign to ensure our children receive the nutrition they need through the critical summer months. In May, we marked Older Americans Month by shining a spotlight on senior hunger.

Hunger among seniors is expected to increase by 50% by 2025. Limited incomes force many seniors to choose between paying for medications and buying food. That's an impossible choice. Together with our community partners, we are developing programs that provide healthy, nutritious food to our seniors so they can maintain a good quality of life. We've highlighted those efforts in this issue.

Equally distressing is the number of children facing hunger – especially during the summer months when access to school lunch programs is not available. Proper nutrition is critical for a child's physical, mental and emotional development. **By supporting our Healthy Kids, Healthy Summer campaign, you have the opportunity to make a difference for our children.**

Your continued support of Feeding America Eastern Wisconsin is bringing us closer to our vision of a hunger-free Wisconsin. Thank you.

Together we can solve hunger.

Sincerely,

Charles P. McLimans  
President/CEO

## Our Children Need Your Help

In Wisconsin, 44% of children are eligible for free or reduced-price meals through national school lunch and breakfast programs, yet the majority of those children - **4 out of every 5 - will lose access to those meals** as schools close for the summer.

**Your help today** will enable us to **meet our fundraising goal by the end of June** and continue supporting summer nutrition programs. Together we can ensure that our children return to school in fall healthy and ready to learn.

**Your donation of \$70 will provide three healthy meals a day for a child for the entire summer!**

Together we can solve hunger!



## Look Inside...

to learn about how hunger affects our senior citizens



to see how we're connecting growers and food programs to improve health



to read how one partner is connecting people with food



[www.feedingamericawi.org](http://www.feedingamericawi.org)



**FEEDING AMERICA**  
Eastern Wisconsin

## Thank you for your support!

### Kwik Trip Stores - "Help End Hunger"

Through a hang tag campaign at Kwik Trip registers and the overwhelming support of donors like you, the "Help End Hunger" campaign provided over 168,000 meals.

### Pick 'n Save, Copps, and Metro Market Stores - "Share the Love" Match Campaign

A huge thanks to these stores and their customers for providing over 205,000 meals through a matching challenge and hang tags sold at the register.

### 4Imprint

### A.W. Asmuth Family Fund

### Eric Cole

### Stephen Ebsen

### Forest County Potawatomi Foundation

### Green Bay Packers Foundation

### Matrix Foundation

### Northwestern Mutual Foundation

### Mary Ann Novascone

### Rebecca Scarr

### Marie Tallmadge

### Irene Worminghaus

### John Zacher



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**FEEDING AMERICA**

Together we can  
**sove**  
hunger.

**FEEDING AMERICA**  
Eastern Wisconsin  
A member of Feeding America



Spring 2016

# Around the TABLE



## Taking Care of Our Seniors

Since being diagnosed with lung cancer, Tom has been unable to work. Limited transportation and the lack of stores near his Lindsay Heights home in Milwaukee make accessing healthy, nutritious food he needs to fight his disease difficult. Recently, Tom received a box filled with fresh, wholesome food delivered to his front door, thanks to a new pilot program led by Feeding America Eastern Wisconsin designed to help seniors. "Fresh produce is wonderful," Tom beamed, as he leaned out the door to accept the gift delivered by members of the Lindsay Heights Mobile Food Pantry Collective. "I'm hoping this food is going to bring my stomach back out! It's not going to be in my back no more."

Tom is just one of several older adults who received fresh food delivered as part of the program – a partnership between Feeding America, the Community Planning Council, Walnut Way, Children's Hospital of Wisconsin and Running Rebels. A study of the neighborhood by the collaborative revealed many seniors in the area lack access to healthy food. The collaborative will be expanding the program to other neighborhoods in the near future.



**"I'm real blessed. God is good, ain't he? All the time."**

-Tom, Lindsay Heights Neighborhood resident

Members of Running Rebels knock on the doors of houses in the Lindsay Heights neighborhood to distribute food; Tom leans out his front door to accept a box of fresh produce and share his story.

**1 in 5**  
CHILDREN IN EASTERN WISCONSIN FACE HUNGER

**41,000**  
SENIORS RELY ON FEEDING AMERICA EASTERN WISCONSIN FOR FOOD EACH YEAR

### Meet Doris

Doris' greatest wish is to be healthy enough to enjoy her grandchildren and great-grandchildren. But high blood pressure and other chronic health issues are threatening that dream. Doris knows that eating healthy is the most important part of her care plan. That's why once a month she pushes her cart across the street to the diabetic-friendly food pantry at Ebenezer Church, a collaborative effort between Feeding America Eastern Wisconsin and Columbia St. Mary's and the church. Doris knows the food provided by Feeding America will be fresh and healthy. "I feel so much better since I started coming here," she said during a recent visit. "I'm just so grateful."



## This Season's Helping Hands

It took an Oshkosh Truck armored tactical vehicle to deliver an amazing 45,000 meals to Feeding America Eastern Wisconsin! Dozens of Oshkosh Truck employees packaged the meals at their facility with support of the Oshkosh Area United Way and The Outreach Program. The meals were distributed throughout Outagamie, Winnebago and Fond du Lac counties by Feeding America.



Volunteers loading meals into the armored vehicle from Oshkosh Truck

## HEALTHY Kids HEALTHY SUMMER

Summer should be a happy-go-lucky time of year for kids. But for far too many of our children, summer means days and weeks without lunch; when the school doors close, our kids' access to lunch programs is lost. During those critical summer months, Feeding America Eastern Wisconsin steps in to help fill the gap through our mobile markets, backpack, kid café and other programs.

Donate to Healthy Kids, Healthy Summer today!

**\$1 = 3 meals**

## Growing a Healthy Food System

Across Wisconsin, farmers grow acres of healthy, nutritious food. Much of that food finds its way to store shelves or farmers markets. But often, farmers have trouble selling and distributing surplus food, meaning far too much food is lost. At the same time, institutions such as hospitals, schools and community centers are searching for ways to access healthy, fresh, affordable foods to incorporate into their food service programs. That's where Farm Link comes in.

"We work with the schools, hospitals and other buyers of local food and connect them with some of the best local farmers in the area," said Alex Tyink, director of innovation at

Feeding America. "In doing this, we access surplus food that can be redistributed to our hunger-relief partners."

Farm Link is a community food hub focused on increasing collaboration and collective impact to grow the local farming community. With our partners, Feeding America Eastern Wisconsin facilitates and researches this growth, while creating opportunities for farmers to share their surplus products with our food pantry members.

The online food hub is just one of the many innovative ways Feeding America is working with partners across the state to increase the amount of healthy, nutritious food into the state's food system.

Partners on the project include: Feeding America, Re:th!nk, LIVE54218, Medical College of Wisconsin, SLO Farmer Co-op, Oshkosh Area Community Pantry.



Feeding America Eastern Wisconsin is developing innovative ways to connect people and food.

## Connecting People with Food

Every week, drivers for Manna for Life, in Green Bay, pull up to the loading dock of Walmart where store associates help load fresh produce, dairy and other healthy food to help stock the shelves of its food pantry.

The arrangement is part of Feeding America Eastern Wisconsin's Direct Connect program, which connects Feeding America member food pantries and meal programs with local retailers so fresh produce, meat, bread and dairy donations get to families in local communities.

"Participating in the Direct Connect program enables us to provide a more balanced and nutritious variety of food items to our clients," said Chad Clements, director of Manna for Life. Last year the pantry received 230,272 pounds of food through the program – the equivalent of 191,893 meals.

Thanks to a grant provided by the **Walmart Foundation**, Feeding America was able to focus on expanding Direct Connect this past year. As a result, nearly 100% of Feeding America's northeast Wisconsin retail partners and member programs now participate in the program, meaning healthier, nutritious food is getting to more local families in hard to reach areas.

To learn more about how Walmart gives back, please visit [www.giving.walmart.com](http://www.giving.walmart.com)



Manna for Life volunteers pick up food at a Walmart store in Green Bay. By connecting member pantries directly with retail donors, Feeding America ensures families are receiving the freshest local food available.

## Upcoming Events

### Appleton Street Music Week June 6 - 10, 2016



Downtown Appleton will come alive during the lunch hour June 6-10 as musicians take to The Avenue to entertain and raise funds for Feeding America. Visit your favorite restaurant and then share a meal by dropping a donation in one of the orange buckets.

### 2016 Miles for Meals Saturday, September 24, 2016



Save the date and take steps to fight hunger at our 14th Annual Miles for Meals 5K run/2 mile walk on Saturday, September 24 at Veterans Park in Milwaukee. Details coming soon!

### Feed Your Soul Friday, November 4, 2016



Join us at Flux Design in Milwaukee for the annual Feed Your Soul charitable art auction benefiting Feeding America.

Visit [feedingamericawi.org](http://feedingamericawi.org) for more information on all upcoming events.

## Together we can solve hunger. You can help!

Donations of new or gently used items can be a great help to offset some of our costs. If you are interested in making an in-kind donation of one of the below items, please contact Keith Michalski at [kmichalski@feedingamericawi.org](mailto:kmichalski@feedingamericawi.org) or 414.831.6318.

- 80 inch flat screen television to facilitate video conferences between our two food banks
- Smart pads for member visits to help cut waste and better equip staff with information
- Laptops to provide email terminals for drivers and other staff
- Electronic pallet jacks
- Forklifts
- Rain barrels

