



Community Partner & Donor, Shaw's Supermarket's True 'Spirit of Giving' Goes Beyond Food

Shaw's is a long-time food donor to the Food Bank, and a wonderful example of a food corporation using its food and financial resources to connect with community needs. In the last 5 years, Shaw's has donated over 2 million pounds of food to us, as part of a collective effort to support 7 regional food banks in New England. Since 1999, their in-store food drive, "The Spirit of Giving", has collected an additional 100,000 pounds of food for us.

Most recently, Shaw's co-sponsored a Pound for Pound weight loss contest for employees, donating \$2500 to the food bank (*cont. on pg. 4*)

Shaw's Community Relations Manager Rick Tremblay and Jean McMurray pose with the 2010 Spirit of Giving store display upon the delivery of over 21,000 pounds of food to the Food Bank on Feb. 1st.



Calling All Advocates! Help Pass the 2010 Child Nutrition and WIC Reauthorization Act

Our advocacy efforts are now focused on the 2010 Child Nutrition and WIC Reauthorization Act. We are collaborating with local and national partners as well as elected officials from the state to ensure its passage.



Through the reauthorization process, Congress reviews all federal child nutrition programs, including the School Breakfast & Lunch, Summer Food, Child & Adult Care Food and WIC programs. This year, Congress has a unique opportunity to improve healthy food access, meal quality and nutrition for millions of children, particularly low-income children.

A well-devised, adequately funded bill can reduce hunger and food insecurity in America, help reduce childhood overweight and obesity, improve child nutrition and health, and enhance child development and well being. The Food Bank supports a bill that:

1. assures and strengthens program access and supports participation by underserved children and communities;
2. strengthens nutrition education, enhances meal quality, and provides adequate meal reimbursements; and
3. modernizes technology and simplifies program administration and operation for maximum effectiveness.

~ Let your voice be heard ~

SIGN UP TODAY! www.hungeractioncenter.org walks you through sending meaningful letters quickly (you have the ability to edit them) to the legislature, making it easy to get involved and become an advocate to end hunger! To find out more about the details on the Reauthorization, visit the website for the Food Research and Action Center at www.frac.org.



Your Support at Work in the Community: What We Can Do Because of You

The Food Bank and its network of 178 partner agencies are excellent stewards of all the resources – food, funds, and volunteer time – that you donate to help our neighbors in need throughout Worcester County. Every day we use these resources effectively to provide nutritious food; the most basic human need.

Thanks to your generosity, the Food Bank has distributed 3,332,000 pounds of food since July 2009; a 14% increase in distribution compared to the same period last year. Of the food and grocery product the Food Bank receives, local and national food donors, and food drives represent 42% of donations, the state funded Massachusetts Emergency Food Assistance Program represents 28% and the federally funded Emergency Food Assistance Program (*cont. on pg. 4*)

The Worcester County Food Bank would like to thank the following friends for their very generous support:

Anthony Arthur Foundation
 Atlantic Vision
 Bank of America
 Big Y Foods, Incorporated
 Central MA Chapter of the Massachusetts Credit Union League
 Cutler Associates/Melvin S. Cutler Charitable Foundation
 Digital Federal Credit Union
 Dorothy Tenney Charitable Trust
 E. Rhodes and Leona B. Carpenter Foundation
 Eos Foundation
 Fallon Community Health Plan
 General Mills/Shaw's Supermarkets
 George I. Alden Trust
 Hanover Insurance Charitable Foundation
 Hoche-Scofield Foundation
 JMM Charitable Foundation
 Macy's *Come Together* Campaign
 Project Bread/The Walk for Hunger
 Ruth and Peter Metz Family Foundation
 Saint-Gobain Corporation Charitable Foundation
 Scherr Charitable Foundation
 Share Our Strength/Taste of the Nation
 Shaw's Supermarkets/New England Patriots Charitable Foundation
 Stoddard Charitable Trust
 Stop & Shop Supermarket Company/
 Giant Family Foundation
 The Mulberry Foundation, Incorporated
 Worcester Chamber of Commerce
 Worcester Lions Club
 Worker's Credit Union
 Wyman-Gordon Foundation

Neighbors United; Worcester County's Community Spirit & Helping Hands



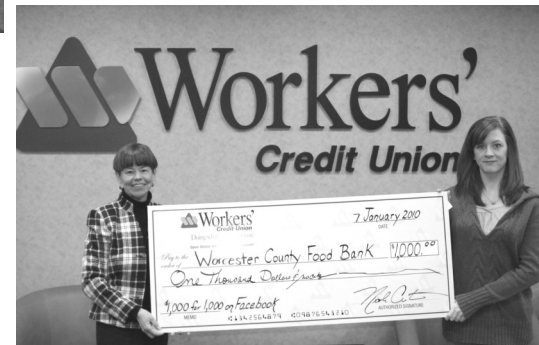
You Rock! So many kind friends—school, Scout, business and church groups (like the **Sutton H.S. Honor Society**, above) make their way to the Food Bank to volunteer their time sorting food in the warehouse. It is inspiring to see so many people working collectively in the community. We thank you for your time and enthusiasm:

AAA of Southern New England
Coca Cola
Gospel Road Group
Hannaford Supermarkets
HMEA Grand II
NetApps
New England Center For Children
NStar
St. Mary's Church, North Grafton



West Boylston Brownie Troop #30978 at the WSRS Feed Worcester County Food Drive

Workers' Credit Union's Jennifer Freeman (below) from the Main Street, Fitchburg office, presents a check for \$1,000 to Jean McMurray from the Worcester County Food Bank. The credit union launched their Facebook fan page and issued a challenge: it would donate \$1 to the charity for each fan, if the page reached 1,000 by midnight on Dec. 31, which the credit union did.



Bringing Awareness to the Year-Round Hunger Problem...

Your support in local food and fund drives builds community awareness of our neighbors-in-need and is a great opportunity for Food Bank staff to create new partnerships. Thank you to all those who participate in every way in support of our mission:

- ◆ WSRS 96.1/WTAG 94.9 *Feed Worcester County Food Drive*
- ◆ SodexoUSA *Cans Across America*
- ◆ Clark University's Student Athlete Advisory Committee
 - ◆ Filene's Basement
 - ◆ Sara-Parvin-Nejad & Friends
 - ◆ Herlihy's Huge Help
 - ◆ Bose Food Fight
 - ◆ Piccadilly Pub
- ◆ Worcester Republican City Committee

The Worcester County Food Bank's mission is to engage, educate and lead Worcester County in creating a hunger-free community.

The Worcester Community:
A Wealth of Giving Hearts and Compassionate Donors



Above: Special guest **U.S. Rep. James McGovern** listens as Jean McMurray gratefully accepts an anonymous gift of \$97,800 on January 28th; the largest unrestricted donation in the Food Bank's 27 year history.

Learn More at
www.foodbank.org

First Church of Sterling (right) offers an evening of information to their local community to take part in the local effort to create a hunger-free community. They hosted our Executive Director, Jean McMurray, as part of their outreach efforts.



Call to schedule a tour for your group or organization!

Be A Part of the Action!

Become a Community Champion at
www.hungeractioncenter.org

It's QUICK, it's EASY and it's FREE!

An Evening of Gratitude for Your Acts of Generosity
~27th Annual Meeting Highlights~

Your efforts show!

The 27th Annual Meeting for the Food Bank took place on November 5th with 120 of our friends and partners, celebrating the efforts of everyone that made 2009 memorable and significant. So many highlights, so many to recognize, including award winners Ken Crater and Ted Hudson for their important work. 96.1 WSRS, volunteers at NSTAR and Stephen O'Shea were among the many

Harvester Award Winners that were honored. Check our website for the complete listing! Many thanks to all of them and to you, our valued partners, for making our job so rewarding and work so meaningful!



Board President, Joe Gardner (left), and Jean McMurray (right), stand with the 2009 Abbott Award winner and local philanthropist, Ken Crater.



They did it again! **James Reif and Turkey Hill Middle School** together held a fund drive for the Food Bank—raising awareness of the local hunger problem and \$800 to support our mission. Thanks again, James, for your concern for others and endeavors to make a difference.

IF SOMEONE YOU KNOW NEEDS HELP...

Go to www.foodbank.org for food assistance in your neighborhood.

DIAL 2-1-1 for other types of assistance including utilities and housing.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever does."

— Margaret Mead

Stories from the Heart: How You, the Food Bank, and the Hunger-Free Network Collaborate to Feed One Family at a Time

In September 2009, a bi-annual meeting of the Worcester County Hunger-Free Network was held at the Food Bank. This Network consists of partner agencies from throughout Worcester County. Agency representatives, along with the WCFB staff came together to discuss program challenges, the year-in-review, and share stories of support. Following is one such story:

“The Worcester Police came to our agency requesting food for a family of five with three small children. The mother had been sick and when the ambulance and police had been called to their apartment, one of the children told the police officer that they were hungry. When officers checked the cupboards, they found there was no food available.

We supplied the family with milk, canned goods and meat from the Worcester County Food Bank, to last them for a week. We informed the police that we could assist the family with food and also with help filling out a food stamp application. The police knew about our food pantry but were surprised with the additional help we were able to offer.”

With the support of the Food Bank, this pantry is able to extend itself beyond a call for emergency food, providing longer term food assistance while sharing the knowledge with a public service organization that there is a network of agencies to support those less fortunate.

Our thanks to you and to all our community partners— working together to feed one family at a time.

Shaw’s ‘Spirit of Giving’ (from page 1)

closest to the store team losing the most weight. Thanks to the efforts of the Gold Star Groupies from Shaw’s on Gold Star Boulevard, Worcester, the Food Bank won, too!

Worcester County Food Bank honored Shaw’s in November with a 2009 Harvester Award for their unwavering support to raise both food and awareness of the local hunger problem. From the corporate level to the local store level, Shaw’s is a loyal partner with the Food Bank and we are grateful for their many years of support.



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Your Support at Work... (from pg. 1)

represents 30%.

In the coming months, the Food Bank will continue to maximize all donated resources to support our network of partner agencies and the people they assist. To accomplish this we will:

- ◆ Sustain donor relationships to ensure food quality and quantity to meet the demand for emergency assistance
- ◆ Certify all Food Bank partner agencies in food safety
- ◆ Conduct an analysis of the Hunger-Free Network to ensure accessibility of service for all those in need
- ◆ Effectively advocate for passage of the 2010 Child Nutrition & WIC Reauthorization Act in Congress
- ◆ Recruit individuals to become anti-hunger advocates through www.hungeractioncenter.org.
- ◆ As a member of the Worcester Advisory Food Policy Council, support the sustainability of Hunger-Free and Healthy initiatives such as farmers’ markets, school gardens, nutrition-based cooking and budgeting classes, and outreach for the Supplemental Nutritional Assistance Program, formerly known as food stamps.

We invite you to visit the Food Bank, so you can see your support at work in the community.

WCFB Calendar —Join the Fun!

- ◆ *April 18-24: Volunteer Recognition Week*
- ◆ *April 19th: Taste of the Nation, Worcester*
- ◆ *May 2nd: Project Bread Walk for Hunger*
- ◆ *May 8th: NALC Letter Carriers’ Food Drive , “Stamp Out Hunger”*
- ◆ *May 22nd & 23rd: Community Harvest Farm’s Plantapalooza 2010*
- ◆ *May 26th: WCFBs 11th Annual Get Teed Off to Fight Hunger Golf Tournament at Juniper Hill*

For more info on these and other events, check out our website at www.foodbank.org/events

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