



# Food for Thought

*Creating a hunger-free community*

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

## Community Champions H O N O R E D

The Worcester County Food Bank is a unique place of opportunity where our community comes together to make amazing things happen – one partner agency, one volunteer, one dollar, and one pound of food at one time. On November 4, 2010, the Food Bank celebrated its 28th Annual Meeting at the Hoagland-Pincus Conference Center in Shrewsbury. We were joined by over 100 friends and supporters of the Food Bank who helped celebrate the generosity and dedication of many community champions.

Here are a few highlights of our  
**Harvester Award recipients:**



(L) WCFB Executive Director Jean McMurray; WCFB Volunteer Bill Bamerick

(R) Jean McMurray, WCFB; Kristy Haley & Jen Choruzek, Big Y Foods, Inc.; Molly Tarleton, WCFB Board Chair



(L) WCFB, Jean McMurray; Volunteers Matt Chick & Shashi Menon; WCFB Board Chair, Molly Tarleton (R) WCFB's Jean McMurray in between Saint-Gobain Corporation Foundation's Janice Vasalofsky & Jim Kaczowka

Please visit [www.foodbank.org](http://www.foodbank.org)  
for the complete listing of our award winners.

We are so grateful to you - our outstanding and inspiring volunteers, partner agencies, food and financial supporters whose compassion and goodwill continue to provide food and hope to our neighbors in need.

## Creating Hunger-Free and Healthy Communities of Tomorrow

For the past 4 years, Worcester County Food Bank has been a lead partner with the Health Foundation of Central Massachusetts and other community organizations in the Hunger-Free & Healthy Project. The project is an initiative of the Worcester Advisory Food Policy Council, created by former Worcester Mayor Timothy Murray in 2006.

The Council is a collaboration of representatives from agriculture, education, healthcare agencies, government, as well as anti-hunger groups who contribute leadership, resources, and skills towards the creation of systemic and sustainable solutions to hunger. Today, the Council focuses on active living as well as access to food for overall community health and is co-directed by Dennis Irish of Saint Vincent Hospital and Jean McMurray of the Food Bank.

From the beginning, the Council focused on making an impact and took action to strengthen the Summer Food Service Program for youth in Worcester. Working together, we succeeded in expanding the number of meal sites from 13 to 22 that provided 59,000 meals, an increase of 22,000 meals compared to the summer of 2005.

This success captured the attention of The Health Foundation of Central Massachusetts who has provided technical assistance and funding for the development and implementation of the Council's Hunger-Free & Healthy Project since 2007. Because of the success of this program, we hope to take part in similar projects throughout Worcester County, as part of our mission to create hunger-free communities of tomorrow! Below is an excerpt of an interview with Project Manager of Hunger-Free & Healthy, Liz Sheehan Castro.

### **Q** What is the goal of Hunger-Free & Healthy and what does it involve?

The main goal is to decrease hunger in low-income households by increasing their resources that provide healthy foods. Hunger-Free & Healthy is an approach that integrates several strategies. These strategies include application assistance for the Supplemental Nutrition Assistance Program (formerly Food Stamps); implementing farmers' markets in low-income neighborhoods; improving the nutritious quality of school meals; offering nutrition-based cooking classes; and advocating for local, state, and federal policies that reduce chronic hunger and increase the amount of healthy foods.

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## Worcester County Food Bank would like to thank our friends for their very generous support:

The Albert J. Gifford Charitable Trust  
 Allegro MicroSystems, Inc.  
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 United Steel Workers Local 4-00836  
 United Way of Central MA  
 UNUM  
 US Department of Agriculture  
 Verizon Foundation  
 Wal-Mart, Northborough  
 White Companies Charitable Trust  
 Workers Credit Union  
 Wyman-Gordon Foundation  
 Yesod Foundation, Inc.

## Hearty Helpers

As trends fluctuate in the food industry and affect the level of food donations, the Worcester County Food Bank continues to partner agencies.



The *Store Pick-Up Program* has recently expanded to include food donations from **Wal-Mart**, **Target**, **Shaw's** as well as **Sam's Club** (who has been a supporter of this program since 2007). Since July 1<sup>st</sup>, our partner agencies throughout Worcester County received an additional 310,000 pounds of nutritious food as a result of your support. The success of the expanded *Store Pick-Up Program* represents a 3% increase compared to the same time last year!

use its strengths and respond pro-actively to turn challenges into opportunities. We are always looking at ways to increase the amount of protein and fresh produce for distribution throughout Worcester County. One example is the introduction of our *Store Pick-Up Program*, where we pick-up frozen meats, fresh fruits and fresh vegetables, and make it readily available for our partner agencies, including food pantries, community meal sites and shelters.

**THANKS** to you, our *hearty helpers*,



During our last fiscal year, July 1, 2009 - June 30, 2010, the Worcester County Food Bank achieved a 4.5% increase in donated food and a 6.7% increase in food distributed – both new annual records for the organization. This is a direct result of the loyalty and generosity of you - our food donors, financial supporters and volunteers, as well as the commitment of our

for your commitment to our mission. Without your extremely generous food and financial donations, we could not continue our work to provide more healthy food, including protein and fresh produce. We are so grateful for your contributions in support of our neighbors in need!

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## Creating Hunger-Free and Healthy Communities of Tomorrow

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### Q Who are the project partners?

The problem of hunger is too big for any single organization to solve by itself. Hunger-Free & Healthy is a collaboration of community agencies who are recognized leaders in their respective fields and who bring resources and skills to the project. These partners include Congressman McGovern's Office, the Department of Transitional Assistance, the Massachusetts Public Health Association, Project Bread, the Regional Environmental Council, Saint Vincent Hospital, UMass Memorial Healthcare, the United Way of Central Massachusetts, Worcester County Food Bank, the Worcester Public Schools, and more.

### Q What are some examples of the project's success?

The project has been successful in all the key areas of school food, SNAP food stamps, Farmers' Markets, and the nutrition-based Cooking Matters Program. In terms of school food, 10 elementary schools receive fresh fruit and vegetable snacks as part of a United State Department of Agriculture program, a school nutrition bill became law in Massachusetts in August, and this past December, Congress passed the Healthy and Hunger-Free Kids Act, which supports improving the nutritional quality of school meals.

### Q How can people learn more about Hunger-Free & Healthy?

For more information, visit  
<http://hungerfreeandhealthy.wordpress.com/about/>

## Calendar of Events

Sun – Sat, April 10 – 16	Volunteer Recognition Week
Sun, May 1	Project Bread Walk For Hunger - <a href="http://www.projectbread.org">www.projectbread.org</a>
Mon, May 2	Taste of the Nation, The Manor, West Boylston - <a href="http://strength.org/Worcester">http://strength.org/Worcester</a>
Sat, May 14	NALC Letter Carriers' Food Drive, "Stamp Out Hunger" - <a href="http://www.nalc.org">www.nalc.org</a>

Kudos to the Mt. Pleasant Country Club golfing community who generously donated \$2,300 and non-perishable items to the WCFB from their annual Turkey Shoot golf day.



Pictured (L to R): MPCC's Matt Walsh, WCFB's Jean McMurray, MPCC's Craig Roy.

## Your support at work in the community...



(L) WCFB's Jean McMurray and Lois Maitland Paire accept a \$2500 generous donation from the State Police Association of MA during the Thanksgiving season.

### Gobble, Gobble...

(R) WCFB and Veteran's Inc. help load a WCFB truck with turkeys donated from Juniper Hill's golfers. It was a successful, fun-filled turkey day for all at the course!



### Holiday Elves Bring Cheer!



Pictured above: Worcester County communities come together to help support the WRSR/WTAG's 18th Annual Food Drive this past December. Thanks to generous friends from The Hanover Insurance Group and many others for shining bright and helping to bring hope to many residents this past holiday season.



The Worcester Telegram & Gazette's 3rd annual Fuel for Charity program for new subscribers raised over \$15,000 for the WCFB. We are so grateful to our friends at the T&G and its loyal readers for their continued commitment to helping end hunger in Worcester County!

Pictured above: L-R: T&G's Shane Woodward & Suzette Santiago, WCFB's Jean McMurray.

(R) Local heroes are right here in our backyard...Stop & Shop's annual Food For Friends promotion "delivers" help and hope throughout the year. This year, their customers, associates and friends achieved a record-breaking total of over \$50,000!



## A great ending to a giving year...

The Leicester Helping Hands Committee of United Natural Foods, Inc. ended its fiscal year on a high note by donating a generous gift to the WCFB.



Pictured L-R: UNFI's Steven Straceski, WCFB's Jean McMurray, UNFI's Bruce Brackett.

## VOLUNTEER APPRECIATION *We Are Grateful for You*

*"The only gift is a portion of thyself."* quote by Ralph Waldo Emerson

The Worcester County Food Bank is so fortunate to benefit from the dedication and commitment of so many hard-working volunteers. *Our 274 volunteers stand out with their generosity of time and talent.* From sorting food donations, to inspecting boxes of food in the warehouse for distribution, to helping with the preparation of hot meals, to serving on our Board of Directors - there are many kind, generous people who carry out a remarkable assortment of important roles each and every day. We are honored to have you join our efforts in helping our neighbors in need and helping to create a hunger-free community.

**Thank You to our dedicated student volunteers who help sort food in our warehouse.**



Abby Kelley Foster Charter School



Gospel Road



Bancroft Middle School



## Grainger is Great....

Grainger employees team up with the WCFB to donate their time and talent to help sort food in the WCFB warehouse. Company support and volunteerism make a winning combination!

*The Worcester County Food Bank is a community-based non-profit organization whose mission is to engage, educate and lead Worcester County in creating a hunger-free community.*



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### WCFB

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