

Gather. Share. Nurture.

Kernels



Vermont Foodbank
www.vtfoodbank.org

A member of
FEEDING AMERICA



Sharing the Harvest

The summer and fall harvests have been bountiful, and the Foodbank has benefited from the generosity of our farmers in Vermont and beyond.

In fiscal year 2015 (which ended on September 30), the Vermont Foodbank distributed 10 million pounds of food: 1.7 million pounds of produce and 442,000 pounds of Vermont-grown food. Through food rescue, direct donations, and gleaning, the Vermont Foodbank sorted and distributed more food than ever—and that’s good because a record number of Vermonters are turning to the Foodbank and our network of 225 food shelves and meal sites each year for food.

Through a variety of programs and services, this healthy, local food has made its way to food shelves and meal sites all across Vermont and onto the tables of our friends and neighbors who struggle with hunger. Programs such as VT Fresh, School Food Pantry To-Go, and Community Kitchen Academy, as well as direct distribution to housing sites around the state, provide fresh produce to people in need, every day.



This holiday season, the Vermont Foodbank will continue sharing the bounty with our second annual Pack to Give Back event. Started last year in Rutland, Pack to Give Back provided 500 families in the Rutland and surrounding areas with holiday meal boxes that included a fresh chicken, pie, potatoes, Vermont-grown fresh vegetables, and much more. Volunteers packed boxes, and area food shelves ensured their safe delivery to families in need.

This year, the Vermont Foodbank will expand Pack to Give Back to include food distribution to our friends and neighbors in need in Brattleboro, Barre, and again in Rutland. This year’s Pack to Give Back event is scheduled for Thursday, November 19, in Rutland; Friday, November 20, in Barre; and Monday, November 23, in Brattleboro.

Initiatives such as Pack to Give Back are made possible through the generous support of concerned individuals, businesses, and community partners. Every dollar donation allows the Vermont Foodbank to provide three meals for our neighbors who are struggling to put food on the table. Consider helping to provide holiday meals for someone in your community struggling with hunger. There are a number of ways to get involved, including the following, which are highlighted in this newsletter:

Join us for **#GivingTuesday** (page 6).

Become a **Sustaining Monthly Donor of the Foodbank** (page 6).

Give a gift of meals instead of holiday presents this year (page 8).





“I want you to see and feel the difference our Foodbank is having on our neighbors and our communities.”

Post-ride, John Sayles, Vermont Foodbank CEO, thanks the more than 800 riders who participated in the 14th annual Harpoon Point to Point to benefit the Vermont Foodbank

NOTE from the CEO

In my six-plus years at the Vermont Foodbank, the only constant has been change. As a philanthropist, you want to be informed about the organizations you support and the impact of your gifts. It's my job to keep you connected and informed, so I want to talk about the changes that have taken place and our future direction.

The food banking movement took root with socially conscious entrepreneurs about 35 years ago. They noted an overabundance of perfectly good food going to waste, the increasing numbers of neighbors in their communities unable to make ends meet, and the many groups in the community feeding people. Food banks formed to figure out the logistics of getting that surplus food to community-based programs for distribution. At the time, it seemed that the act of rescuing food and delivering it to people who needed it would be enough to end hunger in their communities, giving their neighbors a hand up so that they could address other needs such as employment, housing, and health care.

Those of us who are running food banks now (including some of those original entrepreneurs) no longer think about food banking alone as the way to end hunger. It's clear that charitable food distribution is one piece in the complex puzzle faced by our neighbors with few resources and many life hurdles. The Vermont Foodbank's role is to try to understand the complexity of our neighbors' challenges and to learn how we can best help families find stability and security. We must get the right food to the right place at the right time. We must understand every family's unique story, yet work collectively at the systems level to address community needs. It's time to embrace the

complexity of our neighbors' lives, listen closely, and remain focused on the mission.

The food banking world keeps changing, including the fundraising landscape, the kinds of food we distribute, how that food is distributed, how we measure impact, and those we partner with. A focus on fresh produce, lean meat, low-fat dairy, whole grains, and healthier food is well underway. It began with the Foodbank's gleaning and local food initiatives. In 2008, your Foodbank distributed about 50,000 pounds of fresh produce. This year, it's 1.7 million pounds. That's 6 million 4-ounce servings. Different skills and equipment are needed to distribute fresh produce, dairy, and frozen meat than are needed for canned veggies, rice, and peanut butter. And our partners aren't just food shelves and meal sites; they include housing agencies, hospitals, schools, and anyone who is touching the lives of our neighbors looking for stability and security.

This issue of Kernels focuses on philanthropy. My job is to communicate how your Foodbank can be an organization that helps the neighbors we serve and our donor and community partners to feel more engaged and connected. I want you to see and feel the difference our Foodbank is having on our neighbors and our communities. We can do that only with your support. Please continue to give generously.

Thank you.


John Sayles, CEO

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Donor Spotlight:

Tom and Barbara Weakley

When they were newly married, in the late 1950s, Tom Weakley and his wife, Barbara, moved to Arlington, Vermont from Long Island committed to raising their family away from the city. They started a candle-making business called the Candle Mill using antique candle molds they found tucked away in antique stores. Their business eventually led them to purchase an old grist mill in East Arlington, and by the time they sold the business, they owned three buildings comprising a kitchen store, a toy store, and the Candle Mill.

Tom recalls his first philanthropic act, spurred by a Save the Children ad, when he was in college. After his graduation in 1951, there were many efforts to raise funds for holocaust victims. This heightened his awareness of the plight of people, especially children, suffering as a result of something completely beyond their control. He now sponsors three children through World Vision and supports selected international, national, and local charities, including the Vermont Foodbank. When choosing what organizations to support, Tom said, “We need to take care of individuals, especially the children.” In keeping with this, he thinks first about the charity’s mission before he thinks about the gift he is making.

A single mom close to Tom signed up for food stamps to help her through a challenging time. Once again, he was reminded of the vulnerability of children who, through no fault of their own, can suffer when times are tough. He was thankful that there was a safety net for them. When he heard about the Foodbank, he liked the concept of an organization that helps food shelves throughout the state. Through his church, he is familiar with his local food shelf. After 11 years of donating to the Foodbank, Tom and Barbara became Sustaining Monthly Donors in 2012. He has volunteered at senior food distributions in his area, where he saw firsthand the long line of people waiting for the Vermont Foodbank truck to arrive. This moving experience made him feel that he was helping—extending good will to neighbors who need a hand.



Vermont Foodbank

The mission of the Vermont Foodbank is to gather and share quality food and nurture partnerships so that no one in Vermont will go hungry.

“

We need to take care of individuals, especially the children.”

Tom



Tom has included the Vermont Foodbank and several other organizations in his will. He commented that his decision to do so was influenced by his volunteer experience.

Our thanks to Tom and Barbara for sharing their story. Their involvement with and support of the Vermont Foodbank is cherished and appreciated. Supporters like Tom and Barbara are ensuring that no one in Vermont goes hungry. You can join Tom, Barbara, and the Foodbank by becoming a Sustaining Monthly Donor.



IN THE NEWS:

Vermont Foodbank and Act 148

by Alex Bornstein, Vermont Foodbank Chief Operations Officer

The Vermont Foodbank plays an integral role in significantly reducing food waste in Vermont, ensuring that quality, edible food stays out of landfills and goes to feed Vermonters who are hungry.

In 2016, we will rescue more than 4 million pounds of food from producers and retailers in Vermont, a 60% increase over 2015. This is food that would otherwise fill landfills or go to compost facilities around the state. The food that the Vermont Foodbank rescues represents an incredible 36% of all the food we anticipate distributing in 2016.

What accounts for the growth of this program, and how does it contribute to the Foodbank's mission to feed hungry Vermonters?

Retailers such as Hannaford and Walmart, and producers such as Vermont Creamery and Vermont Smoke and

Cure, have long been food rescue partners of the Vermont Foodbank. Together, we manage food rescue operations that include pickups and donation reporting. The pickups are frequently conducted by a special group of the Foodbank's network partners called Retail Partner Agencies, or RPAs. The RPAs pick up at retail and producer locations up to five days per week, providing the local agency with a steady stream of high-quality, varied products that distributed locally, in many cases the same day as they are picked up.

How do the Vermont Foodbank's retail partners feel about providing the Foodbank with rescued food?

Bob Molinaro, the store manager of the Hannaford in Bradford, Vermont, sums it up nicely: "Hannaford Associates take real pride in working with the Vermont Foodbank and its affiliates to rescue meat, produce, deli products, and other nutritious items that otherwise might

“In 2016, we will rescue more than 4 million pounds of food from producers and retailers in Vermont, a 60% increase over 2015.”

go to waste. By working together as Vermonters, we can solve the problem of hunger in our state and make sure that all our neighbors have access to the nutritious food they need.”

The growth of the Foodbank’s food rescue program can be attributed to a number of factors, including a focus by the Foodbank on developing new donated food sources, and the passage of Act 148, Vermont’s universal recycling law.

Traditionally, the Foodbank has relied on national donations as a major source of donated food, routed through Feeding America from large multinational producers. In the past year, this source of donations has decreased drastically, forcing the Foodbank to be more creative in the pursuit of good-quality, healthy products.

Food rescue is a logical focus because it benefits Vermont in two ways: it removes products from the state’s waste stream, and it increases the Foodbank’s ability to assist people in need.

In 2012, the Vermont Legislature unanimously passed Act 148, a universal recycling and composting law that offers Vermonters a new set of systems and tools for keeping as much as possible out of landfills. The law encourages businesses and residents to prioritize their waste diversion practices, first by reducing waste and then by diverting consumable food to outlets such as the Foodbank.

By 2020, all Vermont businesses and residents will be required to divert all food waste from landfills, which will give the Foodbank an incredible opportunity to grow our food rescue program. The Foodbank is working closely with the Vermont Agency of Natural Resources and its partners to ensure that Vermont’s charitable food system is getting the most out of the implementation of Act 148.

The continued improvement and expansion of the Foodbank’s food rescue program is one of our main priorities. The Foodbank, working with our Retail Partner Agencies, retail and producer food rescue partners, and the Agency of Natural Resources and its partners, will continue to pursue long-term sustainable solutions to eliminating unnecessary food waste in Vermont.





SAVE
THE
DATE



DECEMBER 1

#GIVINGTUESDAY

Donate. Volunteer. Advocate.
Together we can end hunger.
Join us at www.vtfoodbank.org

What Is #GivingTuesday?

We have a day for giving thanks. We have two for getting deals (Black Friday and Cyber Monday). Now we have #GivingTuesday, a global day dedicated to giving back. On Tuesday, December 1, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

It's a simple idea. Just find a way for your family, your community, your company, or your organization to come together to give something more. Then tell everyone you can about how you are giving. Join us and be a part of a global celebration of a new tradition of generosity.

The Vermont Foodbank would love your support on #GivingTuesday.

SIMPLIFY YOUR PHILANTHROPY Become a Sustaining Monthly Donor

The Vermont Foodbank's Sustaining Monthly Donors are a special group of our most passionate and forward-thinking supporters—Vermonters just like you.

Your automatic monthly gift provides the Foodbank with sustained resources needed to ensure fast and efficient food delivery to some of our most vulnerable friends and neighbors.

Monthly giving is the easiest and most efficient way to support the Vermont Foodbank. And if you sign up online today, you can choose to receive a Vermont Foodbank tote bag. Carry your bag proudly—it means that you are helping to create a Vermont in which everyone has the nutritious food they need every day.

Sign up online:
www.vtfoodbank.org/give



Currently, nearly **860** individuals and families are sustaining monthly donors, providing the Foodbank with a reliable income stream of nearly **\$22,000** each month.



Our goal is to increase the number of monthly donors to **1,000** by the end of 2015.

Become a sustaining monthly donor today.

Already a Sustaining Monthly Donor?
Increase your monthly contribution online and we'd love to send you a tote, too!

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Event Wrap-up



Harpoon Point to Point

The 14th Annual Harpoon Point to Point bicycle ride presented by National Life Group on Saturday, August 8, was another record-setting ride!

The Harpoon Point to Point is the Vermont Foodbank's largest annual fundraiser, a collaborative effort among the Harpoon Brewery, the Point Radio Network, National Life Group, and the Vermont Foodbank to raise awareness and funds for Vermonters in need. This year, a record-breaking 820 riders helped us cross the \$1 million mark in funds raised since the event's inception 14 years ago.

Thank you to Harpoon Brewery, our generous sponsors, all of the riders, and everyone who donated to the Vermont Foodbank in support of a rider. Stay tuned for more information about next year's ride!



Woodchuck Hard Cider employees picked more than 7,000 pounds of apples during this year's Pick For Your Neighbor!

Pick For Your Neighbor

It was a great apple season, and the Foodbank's Pick for Your Neighbor program was able to provide thousands of pounds of apples to our friends and neighbors in need. Special thanks to our generous underwriter, Woodchuck Hard Cider, and to the 20 participating orchards who make this program possible. To learn more about this program, visit our website www.vtfoodbank.org.

Upcoming Events



There's only one week left to enter the 802 Drive for Charity car raffle. With a \$5 donation, enter for a chance to win your choice of a new Honda Civic, Toyota Corolla, Subaru Impreza, or Scion tC. Again, tickets are only \$5.

802Cars.com will generously donate the vehicle of the winner's choice so that 100% of raffle ticket sales benefit the Vermont Foodbank. For \$5, you can provide 15 meals for our neighbors in need and enter to win a brand-new car.

Raffle tickets can be purchased online until November 20, at www.802DriveforCharity.org



For the third consecutive year, Twin City Subaru has named Vermont Foodbank its hometown charity for its annual Share the Love event. Starting November 19, Subaru of America will donate \$250 to a charity of the customer's choice for each new Subaru sold or leased. Vermont Foodbank will be listed as the dealer's unique local charity option and has received overwhelming support from customers in the past.

In 2014, Share the Love raised nearly \$36,000 for the Vermont Foodbank, helping to provide more than 100,000 meals for our neighbors and friends in need. "It is so energizing to see Twin City Subaru and their customers rally behind the needs of our fellow Vermonters," said John Sayles, Vermont Foodbank CEO. "Together, we can ensure that no one in Vermont goes hungry this holiday season."

For all the latest information, visit our website at www.vtfoodbank.org

We're very social! Join us on:



Gather. Share. Nurture.

CONTACT US:

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THIS HOLIDAY SEASON, GIVE THE GIFT OF A MEAL!



Shown here is our holiday card.
Actual size is 5 inches by 7 inches.

Donate to the Vermont Foodbank in lieu of gifts. With a gift of \$35 you can send your family, friends, and business associates a holiday card, letting them know a donation has been made in their name to the Vermont Foodbank.

Make your purchase online at www.vtfoodbank.org/holidaycard, or fill out the form and return it to the address listed below. Please note all cards will be sent directly to you, the buyer, for sharing.

The holiday gift card was created for the Foodbank by Vermont artist Carol MacDonald. **Each card purchased provides more than 100 meals for our neighbors in need.**

YOUR NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: (____) _____ E-MAIL: _____

AMOUNT ENCLOSED \$ _____ **PLEASE ENCLOSE A MINIMUM GIFT OF \$35.00 PER CARD**

CHARGE MY (CHECK ONE): VISA MASTERCARD AMEX DISCOVER

CARD NUMBER: _____ EXPIRATION DATE: _____ CVV CODE: _____

SIGNATURE: _____

Mail completed form to:
Vermont Foodbank, Attn: Holiday Card, 33 Parker Road, Barre, VT 05641

PLEASE NOTE: *To ensure that your holiday gift card arrives on time, please be sure to mail your form to us by December 19.*

**THANK YOU FOR MAKING A MEANINGFUL
GIFT—A GIFT OF MEALS TO VERMONT
FAMILIES—THIS HOLIDAY SEASON!**

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