

Full Plate PRESS

THE NEWSLETTER OF
FEEDING
AMERICA
West Michigan Food Bank

New mom finds help at the Food Bank

At Feeding America West Michigan's branch in Ishpeming, just southwest of Marquette, the coffee comes with a disclaimer. "We don't have lattes," says Food Bank volunteer Dean Harvey as he pours a cup. "We have black coffee you could stand a spoon up in. This is the UP."

But the branch serves more than coffee. Unique among our warehouses, it's also a walk-in food pantry where clients can pick up food directly. That's what brought siblings Cole and Brittany through the door on a snowy April morning.

This was Brittany's first time at the Food Bank. As she set her four-month-old son Tanner down so she could fill out the paperwork, she said it felt strange to write "three" for the number of people in her household.

Brittany, who lives in Negaunee with Tanner's father, said that going back to her job at a local department store after a C-section was tough. Even with two incomes, they weren't quite making ends meet.

"We make probably just a smidge over the line where we'd be able to get food stamps," she said, and while she gets some help from WIC, the family still comes up short.

Before her pregnancy, Brittany had been attending Northern Michigan University. "I'd like to go back, but I'm trying to get my bearings with him," she said, looking at her son.

Brittany and her family aren't alone. Food insecurity affects 1 in 7 people in Marquette County, and 18% are living in poverty.

The good news is that Feeding America West Michigan is doing more in this region than ever before. In 2013, food

distribution was up 23 percent in the central Upper Peninsula, and this year's numbers could be even higher.

With your help, we can make sure that good food — and strong coffee — is available to hard-working moms like Brittany throughout West Michigan and the Upper Peninsula.



EXCLUSIVE CONTENT — Expanded Newsletter Available Online
Check it out at FeedingAmericaWestMichigan.org

MILLION MEAL MARCH



RAISE MONEY. KICK HUNGER.

10K Hike on the White Pine Trail
Saturday, September 27 • 10 a.m.

Register at MillionMealMarch.org



EVENT RECAPS

June Luncheon Funds 200,000 Meals

Thanks to the support of donors like you and underwriters like Meijer, this summer's Many Hands Against Hunger fundraising luncheon brought in \$50,019.50, enough to provide 200,000 meals for our neighbors in need.



Speakers Judge Sara Smolenski and Owen Ronning give each other a hard time at the June 10 luncheon.

Sault Ste. Marie Fishes for Hunger

Ten boats competed in Fishing For Hunger 2014, hosted by our branch in the eastern Upper Peninsula.

The event raised \$3,375 including in-kind gifts. Cloverland Electric Cooperative, Kiolbassa Provision Co., Precision Edge, and the Sault Tribe Housing Authority were just a few of the many sponsors.



Food banker James Fitz weighs a walleye at Fishing For Hunger 2014.

Amplify your impact with volunteer matching grants

One hour spent volunteering at the Food Bank can send 125 meals to people in need. But did you know you can make an even bigger impact? Many companies will match employee service with a cash donation.

Walmart office associate Siew O'Shea has been volunteering at Feeding America West Michigan since March. Originally from Malaysia, Siew was shocked to learn that kids struggle with hunger in America too. "None of them should go hungry," she said, "so I thought it's a good way to give back to society."

When Siew had served 25 hours, the Walmart Foundation matched her time with a \$250 donation to the Food Bank. Simple as that.

Find out if your employer offers matching grants for community service. It's an easy way to make your service go further. If you need help making the pitch, we're happy to meet with your employer or give them a tour of the Food Bank. Contact Dena Rogers if interested: DenaR@FeedingAmericaWestMichigan.org.

Volunteering is Team-Building

If your company isn't already volunteering, consider getting started. By serving at the Food Bank or another nonprofit, you can make a real difference in the lives of your neighbors and bond with your coworkers.

Serving and giving with Feeding America West Michigan:

- Ameriprise
- Amway
- ConAgra
- Consumers Energy
- Farmers Insurance
- GE Aviation
- Impact Sales, Inc.
- Target
- US Signal Company
- Walmart



For employers like Hulst Jepsen Physical Therapy, volunteering is a way to bring their team closer together.



2013 ANNUAL REPORT

Letter from the Board President and CEO

Dear Friend,

With your help, Feeding America West Michigan distributed more food in 2013 than in any other year: 25.6 million pounds, the equivalent of 20 million meals.

How did we do it? A large part of the increase came through our Mobile Food Pantry program, which distributed 9 million pounds. Our Benton Harbor branch saw the largest increase by far. Supported by grants from the Upton Foundation, the Berrien County Community Foundation, the Walmart Foundation, and the Pokagon Fund, Mobile Pantry distributions soared 313% in Southwest Michigan. At the same time, we began sending Mobile Pantries to the Upper Peninsula for the first time, bringing produce and dairy to places like Escanaba, Newberry, and Sugar Island where fresh food can be very expensive.

Each of our branches saw substantial increases in their total distributions last year, a testament to the hundreds of food donors and partner agencies continuing the tough day-to-day work of caring for their neighbors in need.

Financial contributions have kept pace. Donations, coming from individuals, grantors, and others, have grown 37% in the last two years. And so far this year, donations are up again.

With figures like these it's tempting to think the work is done. In fact, it's really just begun.

The official indicators tell us Michigan's economy is improving, but thousands of families are still waiting for their efforts to pay off. Joblessness, low wages, rising food prices and the new prevalence of part-time work continue to undermine families' ability to feed themselves. In fact, a study released this year, *Hunger in America 2014*, estimates that the Food Bank serves 492,100 people per year, many more than previously thought.

The bottom line: food insecurity persists.

But as you've proved again and again, you're not willing to stand by while your neighbors struggle. We're asking you to continue working with us to make sure food is available to everyone who needs it. Keep giving, keep volunteering, keep encouraging your friends and family to get involved.

No matter how tough hunger may be, together we're strong enough to beat it.

Sincerely,

Kelly Crosse
President of the Board

Ken Estelle
Chief Executive Officer



Hundreds of farmers, retailers and manufacturers contributed to our record-setting total of

27,778,000

pounds received in 2013.

We greatly appreciate every pound and every donor.

Top 10 Agencies

Agency	Pounds Distributed
Muskegon County Cooperating Churches	747,870
Love INC Newaygo County	445,583
Senior Meals Program, Inc.	419,636
Buist Community Assistance Center	359,246
Family Network of Wyoming	278,204
Love INC of the Tri-Cities	264,297
TrueNorth Community Services	258,848
Project Hope of Allegan County	250,144
Rotary Charities of Cadillac	248,650
Hesperia United Methodist Church	203,131

Top 25 Food Donors

Donor	Pounds Donated
Walmart / Sam's Club	3,123,067
Kellogg's Company	1,310,400
Meijer Stores	962,899
Country Fresh Dairies, Inc	906,227
Spartan Stores, Inc	794,310
Coca-Cola / Minute Maid	744,682
Conagra	527,478
Dannon Company, Inc	431,403
General Mills	418,269
Gordon Food Service	405,825
Marker Farms	351,452
Roskams Bakery	299,629
Target Stores	272,498
Hillshire Farms	269,678
Old Orchard Brands LLC	269,522
Quaker-Tropicana-Gatorade	268,238
Sysco Grand Rapids	255,110
Pepsi-Cola Bottling	253,338
Cargill	235,517
Kraft Foods	209,875
Boar's Head Provisions	207,408
Gavin Orchards - Farm to Food Bank	205,150
Mondelez International	195,980
Request Foods, Inc	170,529
National Assoc. of Letter Carriers	155,170
Total	13,243,654

Counties	Branch Served By	Number of Agencies	Pounds Distributed
Alger	Ishpeming	6	34,334
Allegan	Main	27	754,819
Antrim	Manna Food Project	8	566,534
Baraga	Western U.P. Food Bank	8	256,975
Benzie	Cadillac	9	200,903
Berrien	Benton Harbor	117	1,670,228
Cass	Benton Harbor	24	412,126
Charlevoix	Manna Food Project	11	231,354
Chippewa	Sault Ste. Marie	64	289,905
Delta	Ishpeming	14	86,016
Dickenson	Ishpeming	19	147,241
Emmet	Manna Food Project	18	712,320
Gogebic	Western U.P. Food Bank	7	495,710
Grand Traverse	Cadillac	24	923,256
Houghton	Western U.P. Food Bank	27	617,378
Ionia	Main	25	364,271
Iron	Western U.P. Food Bank	5	259,315
Kalkaska	Cadillac	10	195,806
Kent	Main	449	7,280,069
Keweenaw	Western U.P. Food Bank	1	39,650
Lake	Cadillac	9	172,946
Leelanau	Cadillac	5	172,035
Luce	Sault Ste. Marie	14	103,181
Mackinac	Sault Ste. Marie	18	64,160
Manistee	Cadillac	10	211,820
Marquette	Ishpeming	36	323,057
Mason	Cadillac	9	247,411
Mecosta	Main	17	519,545
Menominee	Ishpeming	1	187
Missaukee	Cadillac	10	143,614
Montcalm	Main	32	846,146
Muskegon	Main	64	1,904,103
Newaygo	Main	36	1,807,226
Oceana	Main	13	399,180
Ontonagon	Western U.P. Food Bank	6	214,226
Osceola	Cadillac	13	185,270
Ottawa	Main	108	1,879,041
Schoolcraft	Ishpeming	5	64,874
VanBuren	Benton Harbor	38	545,900
Wexford	Cadillac	25	663,081
Total		1342	26,005,213*

*Total pounds in the county-by-county and branch tables include food donated directly to partner organizations Food Rescue of Northwest Michigan, Manna Food Project, and Western UP Food Bank.

Pounds of Food Distributed in 2013

Branch	Number of Agencies	Pounds Distributed
Main	771	15,754,400
Cadillac	124	3,116,142
Benton Harbor	179	2,628,254
Western UP Food Bank, Houghton	54	1,883,254
Manna Food Project, Petoskey	37	1,510,208
Ishpeming	81	655,709
Sault Ste Marie	96	457,246



VOLUNTEERS SERVED

23,767.40

HOURS WITH FEEDING AMERICA WEST MICHIGAN IN 2013.

That's equivalent to 2,970,025 meals. 1 hour of volunteering can provide 125 meals.



WZZM 13's Catherine Behrendt and kids Tiff and Carly run quality control on Stamp Out Hunger donations.



North Park Montessori students catch some sun while sorting potatoes.



Herman Miller employees assemble a storage unit.



Students from Excel Charter Academy clean up some cabbage in honor of MLK Day.

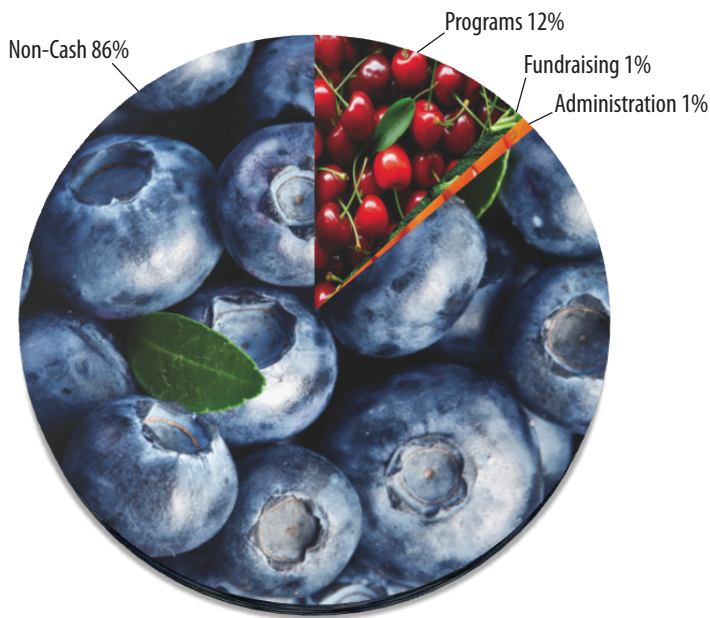


The ladies of GVSU's Alpha Phi Omega lend a hand and a shovel at the Food Bank.

the numbers

STATEMENT OF FINANCIAL POSITION, DECEMBER 31, 2013

The value of the food Feeding America West Michigan receives and distributes is included as Non-Cash under expenses and revenue.



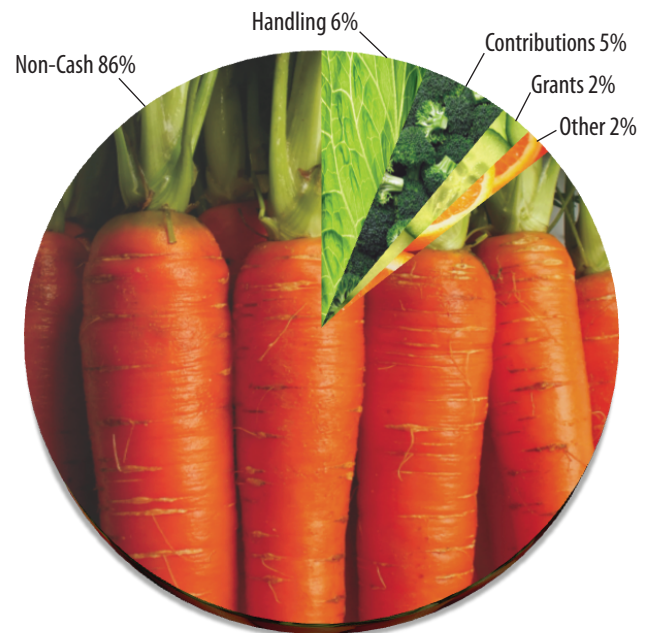
EXPENSES

Programs: All expenses related to reclaiming, storing and delivering food in the 40 counties we serve.

Fundraising: The cost of fundraising and marketing activities.

Administration: Executive compensation, accounting costs and other expenses not directly connected to food distribution.

Programs	\$5,229,419	12%
Fundraising	\$402,835	<1%
Administration	\$367,470	1%
Non-Cash	\$37,962,524	86%
Total	\$43,962,248	



REVENUE

Handling Fees: Cost-sharing with partner agencies, who pay 6 to 16 cents per pound for grocery products.

Contributions: Free-will gifts from individuals, companies, and other organizations.

Grants: Gifts from charitable foundations and government agencies.

Other: Income from Food Bank Council of Michigan, investments, in-kind contributions, etc.

Handling Fees	\$ 2,634,604	6%
Contributions	\$ 2,150,460	5%
Grants	\$ 818,531	<2%
Other	\$ 693,583	2%
Non-Cash	\$38,055,974	86%
Total	\$44,353,152	

98%

OF OUR RESOURCES SUPPORT IMMEDIATE FOOD DISTRIBUTION

Borculo farm helps Food Bank reduce waste

People don't like to eat stale bread.
But cows love it.

Last year, Feeding America West Michigan sent 120,171 pounds of food waste to local farmers like Craig Koeman of Borculo, whose steers like white bread, cucumbers, and potatoes. His cats, he added, have developed a taste for croissants.

Why do we do it? By sending waste to farmers instead of throwing it away, we're reducing our environmental impact, lowering our garbage bill, and helping the people who produce the food we all enjoy. Craig estimates that our product allows him to cut his feed purchases in half.



Farmer Craig Koeman's steers have a taste for leftover Food Bank bread.

Michigan farmers' markets leading Midwest

What if every dollar you spent at the farmers' market got you \$2 worth of local produce?
For low-income shoppers in Michigan, that's now a reality.

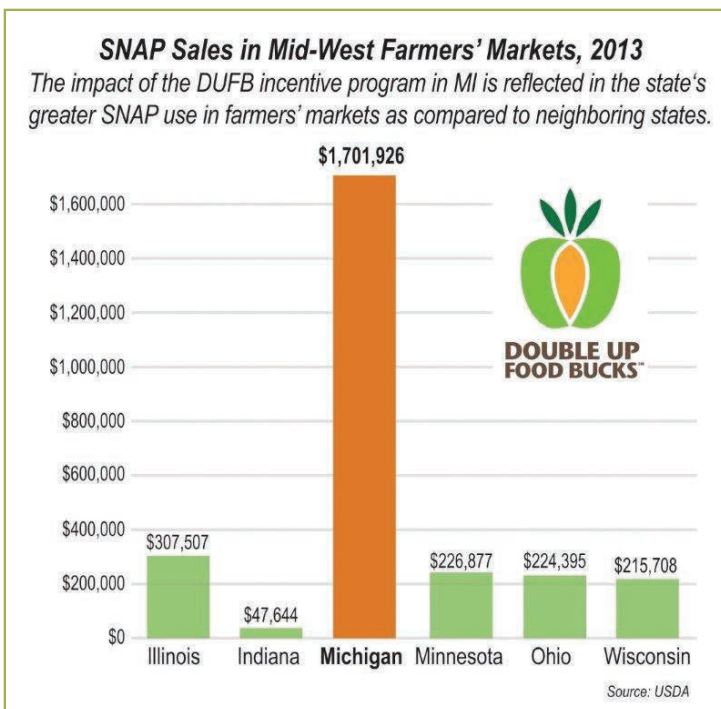
Double Up Food Bucks, a program of Michigan's Fair Food Network, will match up to \$20 in Bridge Card benefits spent on Michigan produce at participating farmers' markets. This year, through a provision in the Farm Bill, the Double Up model is going nationwide.

Just nine years ago, only three markets accepted food assistance benefits in Michigan; now more than 130 do, and revenue from benefits has increased from \$10,863 in 2007 to \$1.7 million last year — dwarfing numbers in neighboring states.

Food security advocate Gordon Moeller has been pushing local farmers and farmers' markets to open up to people on food assistance for years. He says the change came when vendors realized that helping low-income people eat healthier was also good for business.

"I think there's more awareness by the farmers and community markets that if they accept Bridge Cards then they can sell to 100% of the families instead of 80%, and more customers is better business," Moeller said.

Double Up Food Bucks can be accessed at participating locations through Oct. 31. Find locations at DoubleUpFoodBucks.org. For farm stands and markets accepting Bridge Cards in West Michigan, visit WestMichiganFarmMarkets.org.



FEEDING AMERICA

West Michigan Food Bank

864 West River Center Drive NE
Comstock Park, MI 49321
(616) 784-3250
FeedingAmericaWestMichigan.org

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Feeding America West Michigan Food Bank is a non-profit surplus food warehouse distributing about 2 million pounds of food monthly in cooperation with over 1,200 charitable agencies.



The food we handle helps needy families, the unemployed, senior citizens, at-risk children, pregnant teens, domestic violence victims, AIDS patients and others at risk of hunger in our difficult economy. Our food reaches an estimated 491,000 people in West Michigan and the Upper Peninsula each year.

Call us at 616.784.3250 or learn more at FeedingAmericaWestMichigan.org.

Feeding America West Michigan Food Bank is a member of Feeding America, The United Way, and The Food Bank Council of Michigan.



You can feed West Michigan

To give online please visit us at feedingamericawestmichigan.org

Find us on Facebook
Facebook.com /FeedingAmericaWestMichigan

Follow us on Twitter
Twitter.com/feedingwestmich



Pat Nevala joined Food Bank CEO Ken Estelle and other Full Plates Forever Society members for dinner at Terra GR this spring.



Full Plates Profile: Pat Nevala

“Don’t make me sound like Mother Teresa, because I’m not,” said Pat Nevala.

Saint or not, Pat has done a lot for the Food Bank. Having supported us for years, she became one of the first members of the Full Plates Forever Society this winter.

The Full Plates Forever Society is comprised of donors who have made a commitment to including Feeding America West Michigan in their estate plans. For Pat, that meant designating a portion of her charitable remainder trust to local hunger-relief organizations like Feeding America West Michigan.

Originally from Marquette, Pat started supporting the Food Bank because our organization served the Upper Peninsula and knew how to stretch a dollar. When Pat was a young girl and her father was unable to work because of an injury, her family received a Thanksgiving basket from a local charity. She finds it disturbing that anyone struggles with hunger in our society.

“I just fundamentally believe that as the rich country that we are, we don’t do enough for poor people,” Pat said.

Today, Pat leads Innovative Practice Concepts, the medical billing company she co-founded. She’s an amateur genealogist, a seasoned traveler and a lover of Broadway.

“I consider myself very fortunate. I think I have been blessed in my life and that part of my obligation then is to pay it forward.”

If you’d like to consider including Feeding America West Michigan in your estate plans, contact Linda Vanderbaan at LindaV@FeedingAmericaWestMichigan.org or 616-389-6356.

Dress Like a Food Banker

Fight hunger by freshening up your wardrobe.

From Aug. 25 to Sept. 7, every purchase of a Food Bank-themed shirt, tank top, or pullover from Hold on to Hope will return 50 meals to a your neighbors in need.

See the full line of clothes at HoldOnToHope.org.

