



FOOD 4 KIDS BACKPACK PROGRAM SUCCESS ROOTED IN COMMUNITY OF CARING SPONSORS

TWO THOUSAND STUDENTS. FORTY SCHOOLS. FIVE COUNTIES IN NORTHERN INDIANA. The Food Bank of Northern Indiana kicked off the 2015-2016 Food 4 Kids Backpack Program in early September.

- The goal of the Backpack Program is to feed food insecure school-aged children over the weekend and during holiday breaks throughout the school year. This extra food improves their ability to learn. Hungry kids can't concentrate. This extra food improves their quality of life.
- In 2009, the Jordan Automotive Group was approached by a local radio station to participate in a summer promotion to raise money for the Food Bank's Food 4 Kids Backpack Program. What started as a one-time fundraiser and branding opportunity quickly became part of the Jordan Automotive Group's corporate culture. Craig Kapson, President, Jordan Automotive Group and Bob Hayden, Vice President/General Manager supported the Backpack Program from the beginning and employees embraced the opportunity to give back. As the program's presenting sponsor, to date, the Jordan Automotive Group has invested nearly one-half million dollars in feeding food insecure children through this program.
- Each week during the school year, Jordan employees deliver bags to

some of the participating schools. In addition, they've packed the bags and routinely participate in fundraising events throughout the year that benefit the Food 4 Kids program. Bob Hayden said, "Our employees indoctrinate new employees on the program, making people feel proud to give back and proud to work for a company that is so committed to giving back." He added, "We have very loyal employees and in part this is due to our Food 4 Kids commitment. It's truly amazing how it works and more companies should consider the impact it will have on their company, production and moral."

- Food 4 Kids Backpacks are free for eligible students and their families. Selected schools are identified as having a high rate of children eligible for free/reduced meal programs. The bag of food distributed each week to students includes two meal cups, two cereal bowls, two snacks, one milk and one juice (some items may need to be heated in a microwave).
- Originally, the Backpack for Kids Program was developed by the Arkansas Rice Depot in Little Rock, after a school nurse asked for help because students were coming to her with stomach aches and dizziness. The local food bank began providing school students with food in non-descript

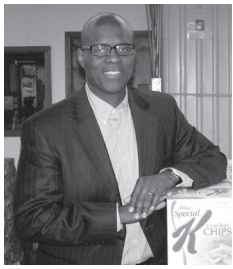
backpacks to carry home. The National Council of Feeding America (the Food Bank of Northern Indiana's parent organization) approved the Backpack Program as an official national program of the Feeding America Network in July 2006. The Food Bank of Northern Indiana also began its Backpack Program in 2006.

- The *Hunger in America 2014 Study* findings show that 35% of clients visiting food pantries within our six-county service area are ages 18 and under. Hunger is a community health issue.

The Food 4 Kids Backpack Program is funded by sponsorships, donations and grants. The program costs \$3.50 per student each week or \$140 per student for the school year. For more information about Food 4 Kids, please contact mmartinec@feedingamerica.org or call (574) 232.9986 ext. 124.



Bob Hayden (right), vice president/general manager, The Jordan Automotive Group, presents Milt Lee with a check for \$70K for the 2015-2016 Food 4 Kids Backpack Program.



A MESSAGE FROM MILT

With the unbelievable selfless assistance of many schools, volunteers, donors, staff and stakeholders, our Food 4 Kids Backpack Program has grown exponentially over the last few years. I want to personally thank everyone for doing so much and contributing at a record rate to make sure that 2,000 kids have a chance to take home a backpack full of food every weekend during the school year so they have enough to eat when classes aren't in session.

Although there are far too many to spotlight in a few paragraphs I wanted to take this opportunity to highlight one in particular. Jordan Automotive Group has not only funded the Food 4 Kids program for the past six years to the tune of nearly one-half million dollars, but they have adopted serving others through this program as part of their corporate culture. Led by Craig Kapson, President and Bob Hayden, Vice Present/General Manager, the Jordan Automotive Group team has volunteered at the Food Bank, wrapped a vehicle in the Food 4 Kids logo, and most importantly, inspired staff and ownership to educate themselves about the effects of hunger on our most vulnerable.

We need people like Craig, Bob and Jordan. Not only because this program is really expensive to implement, but because sometimes it's easy to ignore the issues that don't enter our daily lives. **Nearly one in four kids go hungry each day.** That's a tough statistic to swallow. But, the effects are even harder to accept. Poorer performance in school, tougher social adjustment and health implications are directly tied to hunger insecurity.

Jordan isn't the only business connecting social responsibility with business, but they certainly do it proudly and we and the entire community are better off because of them.

Milt Lee,
Executive Director and CEO

Food Bank Introduces SOUL Coffee

Proceeds Will Enable Food Bank to Source Healthier Food Options for the Healthy Choices Market and Healthy Choices Market Mobile Food Pantries

Because the heart and soul of any community is its people, SOUL Coffee was created to help the Food Bank make those most vulnerable a little healthier and hopefully happier by providing even more nutritious foods when and where they need it most.

Proceeds from the sale of SOUL Coffee will be used toward the Food Bank's effort to help source healthier and more nutritious foods for the Food Bank's Healthy Choices Market, a program for low-income diabetes and high blood pressure patients, and the Healthy Choices Mobile Food Pantry Program.



Every 12 ounce bag retails for \$8.99 and is available to purchase at the Food Bank of Northern Indiana and Java Joe's at Saint Joseph Regional Medical Center. Additional distribution outlets will be announced throughout the winter months.

Hunger is a community health issue. Our network of food pantries served almost 5,000 new clients each month in 2014 – over 28% more than in 2013.

The 2014 *Hunger in America Study* shows that households in northern Indiana who struggle with hunger insecurity use creative coping strategies and spending trade-offs to help make ends meet like:

- Choosing between paying utility bills and buying food.
- Choosing between food and transportation or gas.
- Watering down milk or other drinks for consumption.
- Growing their own food.
- Choosing between food and medical care.



For more information about SOUL Coffee, please call (574) 232.9986 ext. 124 or email mmartinec@feedingamerica.org.

FOOD FINDERS

To meet the demand for emergency food assistance, the Food Bank continues to actively seek and partner with local and national food manufacturers, wholesalers, retailers, food growers, packers and grocers to procure more protein, produce and dairy to distribute to our network of member agencies.

Plumrose and Frito Lay have recently begun donating product to the Food Bank.

Our goal is to distribute 10 million pounds of food through our network of agencies by 2018.

Through the third quarter of 2015, the Food Bank has distributed 4,469,900 pounds of product.

AGENCY SPOTLIGHT

The Food Bank is pleased to announce that it has been awarded funding to administer the United States Department of Agriculture Commodity Supplemental Food Assistance Program in Elkhart, LaPorte and St. Joseph Counties. In Indiana, this program is directed by the Indiana State Department of Health. This program provides monthly boxes of nutritious food to residents in the participating counties who are at least 60 years old and have an income at or below 130% of federal poverty guidelines. Clients must pre-register for the program and will be certified for a period of one year. Receipt of the boxes does not prohibit the client from visiting their local food pantry or soup kitchen as well.

Food will be distributed each month at the Food Bank of Northern Indiana, The Window in Goshen, Faith Mission in Elkhart and Salvation Army in LaPorte.

Each box will contain canned vegetables, canned fruit, canned protein, shelf stable milk, bottled fruit and vegetable juice, pasta, peanut butter, cereal and fresh cheese. Recipes, nutrition education and healthy living tips will also be a component of the program. There are still a few open slots, so interested clients should call (574) 232-9986 ext. 137 for registration information.

Our member agencies continue to work hard to alleviate hunger in their communities. The agency advisory council meets monthly to network, share best practices and advise the Food Bank in important matters. Training for agencies distributing product through The Emergency Food Assistance Program (TEFAP) was conducted in October.

Joe Perdue is the new agency relations assistant, serving as a liaison for member agencies. He served as a 2014 Hunger in America survey team leader, a secret shopper, worked in the Community Food Pantry of St. Joseph County and assisted in the Food Bank's warehouse.

VOLUNTEER SPOTLIGHT

The Food Bank partners with many companies and organizations throughout our six-county service area to provide meaningful volunteer experiences. Volunteering as a team with your business or organization is not only beneficial to the Food Bank, but to your business or organization as well. Volunteering can raise a company's visibility, encourage teamwork, improve communication and is an overall positive team-building experience.

Do you have a high school or college student in need of service hours? The Food Bank is always looking to help students fulfill these hours. Volunteer opportunities are available Monday – Friday from 9 a.m. – 3 p.m. Wednesday evenings, the Community Food Pantry is open until 6 p.m. and volunteer opportunities are available until 6:30 p.m.

The Food bank requires an average of 25 volunteers daily to maintain our facility's operations. Opportunities include food sorting, filling Food 4 Kids Backpack food bags, inside/outside facility maintenance, filling senior nutrition bags or stocking and assisting clients in the Community Food Pantry of St. Joseph County.

Can we count on your support? For more information about volunteer opportunities, please call (574) 232-9986 ext. 137.



Mobile Pantry Statistics

County	# of Distributions	Pounds	Individuals	Households
Elkhart	2	11,177	1,604	407
Kosciusko	16	70,553	4,625	1,362
Marshall	3	10,826	866	260
Starke	9	45,127	2,975	1,038
LaPorte	3	13,696	872	270
St. Joe	4	52,159	3,981	971
TOTAL	37	203,538	14,923	4,308

**Due to the production schedule of Feeding Matters, the numbers reflect the first three quarters of 2015. As a Partnering Distribution Organization of the Food Bank, Church Community Services conducted mobile food pantries in Elkhart County for the first two quarters of 2015.*



Todd Brown, Chairman
TCU, South Bend, Indiana

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Angie Nelson-Deutch
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Alex Redenius
Kroger Stores, Columbia City, Indiana

Chris Rowland
Healy Group, South Bend, Indiana

Michael J. Ryan
Wells Fargo Bank, N/A, South Bend, Indiana

Jeff Wisler
Woodforest National Bank, Elkhart, Indiana

Milt Lee, Executive Director & CEO
Food Bank of Northern Indiana

Marijo Martinec, Editor
Food Bank of Northern Indiana

The Food Bank of Northern Indiana works in partnership with the community to feed the hungry, increase awareness of the effects of hunger and lead programs designed to alleviate hunger. The Food Bank of Northern Indiana serves Elkhart, Kosciusko, LaPorte, Marshall, Starke and St. Joseph Counties and is a member of Feeding America, Feeding Indiana's Hungry (FIH) and United Way.

The Food Bank of Northern Indiana is a proud member of the National Diaper Bank Network.

PROGRAM SPOTLIGHT

Senior Nutrition Program

- Supplied 6,221 bags or 100,338 pounds distributed since January.
- Averaging 691 bags each month to low-income seniors in our six-county service area.
- Bags contain: canned tuna or chicken, potatoes, peanut butter, cereal, rice, macaroni and cheese, applesauce, vegetables, spaghetti sauce and noodles, pancake mix and syrup, bread and meat.
- Program costs - \$7.50 to feed one senior each month.

Call (574) 232-9986 ext. 122 for more information about the Senior Nutrition Program.



Food 4 Kids Backpack Program

- Distributing 2,000 food bags to students in 40 schools in five counties during the 2015-2016 school year.
- While free to participating students, program costs are \$140 per child for the school year or \$7,500 for 50 students.

Call (574) 232-9986 ext. 124 to find out how you can change the life of a child.



Healthy Choices Market

- Providing low-income diabetic/high blood pressure patients a dignified, educational experience to encourage healthy food choices to live a healthier lifestyle.
- The Healthy Choices Market is a kitchen, classroom and mini farmers market. Attendees participate in a hands-on cooking experience and shopping experience including fresh produce and lean protein.
- An investment of \$300 provides three participants an opportunity to learn, choose and live each month.

Call (574) 232-9986 for more on how you can help create a healthier community.



Senior Commodity Supplemental Food Assistance Program in St. Joseph County



- Remodel in August 2015 included:
 - Increasing seating capacity from 30 to 50 seats for pantry clients.
 - New lighting and improved check-in area.
 - Reconfigured shopping area.
 - More visibility for fresh produce to encourage healthier eating.