

a little giving goes a long way...



Food for thought



FEBRUARY 2010

VOL. 11, ISSUE 1

THE NEWSLETTER OF COMMUNITY FOOD SHARE

303.652.3663



Our Mission:

To ensure that no one in Boulder and Broomfield Counties goes hungry.

Face of Need — An Elderly Couple's Struggle

Joe and Sugar have been Elder Share Members for seven years. After working for years and now retired, Joe and Sugar represent the essence of the Elder Share program — the elderly who live on a fixed income which does not cover all of their monthly expenses. The supplemental groceries they receive from the Elder Share program are critical to their livelihood. After all of their bills are paid at the end of each month, they are able to use the small amount of extra money to buy a few groceries which they supplement with Elder Share groceries. Sugar commented, *"Having enough food on the table without Elder Share would be very tight, if not impossible."*

Both are extremely happy with the Elder Share program and make use of all of the food they receive from the canned food items to fresh produce. John remarked *"we love receiving cheese and potatoes!"*

Like many Elder Share Members, not only have they been long time Members, but both John and Sugar also volunteer at each distribution. Both John and Sugar help set up the food for other Members who live in the same apartment building. They particularly enjoy being able to give Community Food Share a hand during the twice a month distributions.

Whole Foods Market's Annual "Grab 'N Give" Food Drive Sets a Record

2009 was the second year that Whole Foods Market teamed up with Community Food Share for the "Grab 'N Give" food drive. The drive was held in November and December and brought in close to 30,000 pounds of nutritious food. This was close to 8,000 pounds more than in 2008. Customers at Whole Foods Markets were able to purchase pre-packaged bags of food, ranging from \$5 to \$10, to help feed a family of four a meal for a day. Our thanks again to Whole Foods Market!



Two Elder Share members select food at their site.

2010 WhiteWave Foods Spring Fest — "A Giving Gala! — We Need to Feed!"

The Community Food Share Guild is excited to announce the 2010 WhiteWave Foods Spring Fest — *A Giving Gala*, to be held April 17th at the St. Julien Hotel & Spa in downtown Boulder. The theme for this year's event is *"We Need To Feed"*. A cocktail hour will start at 6:00 pm, featuring the music of the Mark Diamond Trio, and will include a signature cocktail, hors d'oeuvres and a sensational silent auction. This year we will have a seated dinner served family style, with lots of mingling. The paddle-raiser will focus on

raising much-needed funds for increased food procurement, to help Community Food Share acquire enough food to keep up with the growing demand for food assistance. Tickets to the event are \$100/person (\$25 tax-deductible) and can be purchased online at www.communityfoodshare.org or by calling 303.652.FOOD. Sponsorships and table sales are available by calling Terry Tedeschi at Community Food Share. Be sure to reserve your tickets today — we sell out every year!

\$1 = 4 meals

Times-Call "Hunger Hurts the Whole Community" Food Drive April 2 - 14

Our 22nd annual "Hunger Hurts the Whole Community" food drive is coming up soon. This food drive is co-sponsored by the Times-Call and involves grocery stores in Longmont, Niwot, Louisville and Lafayette.

Please support Community Food Share by generously donating food, and also please consider donating 2 hours of your time as a greeter at a local grocery store, reminding shoppers to donate. Two hours as a volunteer greeter will yield enough food to feed a family of 4 for 2 weeks.

Please contact Sue Ericson, Volunteer Manager: 303.652.3663 or sericson@communityfoodshare.org.



From the CEO

The Challenges and Opportunities of a New Year

To begin with, our sincerest thanks to all of you who helped to make 2009 a successful year of meeting the growing need for food assistance in our community. *A little giving certainly does go a long way.*

As a nation and as a community, I believe we face 2010 with both excitement and uncertainty: the excitement of tackling the difficult issues before us and the uncertainty about the struggling economy. A new year always presents challenges, but with these also come opportunities. At Community Food Share we will focus on every opportunity to fulfill our mission of providing increased food assistance.

Of course, the uncertainty of economic recovery and unemployment are beyond our control. But we do know that more people, especially families with children, will start another year struggling just to get by. A fact we face every day is that *50,000 people live in poverty in Boulder and Broomfield Counties — that's enough people to fill Folsom Field.* So, we commit to you, our community, to increase our food procurement and distribution once again and to continue to work with our over 50 Member Agencies to form a "food safety net" partnership.

Our goal for 2010 is to procure enough food to distribute 7,000,000 million meals (1 meal = 1 pound). This is 400,000 meals more than our 2009 distribution of 6.6 million meals, and we will keep you updated on our progress. *From all of us here, we wish you the best of New Years.*

Jim Baldwin, CEO



Volunteers of the Month — Thanks!



October — Dewey Long

Wow! Dewey has volunteered over 300 hours since June of 2009. That's because he currently volunteers at least 2 times a week as a driver's assistant. Dewey is a man with a variety of skills. His professional background is in "I.T." He also enjoys country western dancing, but the best is his welding knowledge when it came to fixing the lifting gate on one of our trucks! He is also on the board of directors for his local Meals on Wheels agency and even had the notoriety of representing Community Food Share during a recent Public TV fundraising campaign. Dewey is a substitute for our staff drivers and has been known to do that without prior notice when one of our staff drivers called in sick. *As you can see, Dewey is definitely a GO TO guy and we are very lucky to have him!*



November — Donnie Novak

Might be easier to list the volunteer jobs that Donnie has not done! She is currently an Elder Share driver (past 16 years +), a crew leader for volunteer sorting groups during food drives (past 18 years +) and she helps with our golf tournaments (past 16 years +). She often fills in as a substitute Elder Share driver and a substitute driver during food drives. She's helped us re-certify Elder Share members by making individual home visits. In fact Donnie rarely says "no" to most of our volunteer requests, unless it interrupts her tap dance lessons! Donnie is retired from the Department of Commerce health unit where she worked for 31 years. *Thanks, Donnie, for your loyalty to Community Food Share and the people that we serve!*



December — Mark Biggers

Mark has been on the scene for the past 2 months. He arrived one day at the same time as a school group and was mistaken as one of their adult helpers. He fit right in and not until after the group session was over, did we figure out that he had potential to volunteer on a weekly basis all by himself! Since then, he's been here regularly each Monday morning to help us pull agency orders. He is also a driver for Elder Share, two times a month. Mark is on our "on call" list for miscellaneous errands and has "answered the call" quite a few times. He's a civil engineer and is retired from a global hydro-engineering company in Broomfield. *Sure glad that Mark found us and actually glad that he was not part of that school group!*



January — Alice Greenberg

Alice has been volunteering for the past year and a half. After graduation from CU, Alice said she had "too much free time" (music to our ears!) and she picked us as her "hobby"! She's now employed 40 hours a week, so helping with the Feeding Families program on Saturdays was a good fit. She averages one Saturday a month, helping us stock the shelves and shopping areas. Her goal is to get food displayed faster than shoppers take it out the door! Alice has also volunteered during a food drive and even talked her significant other, a very strong young gentleman, into helping us with Feeding Families. *"It's a lot of fun to get out of the typical cubicle atmosphere and physically work" was Alice's rationale for volunteering! Thanks, Alice for all your help and thanks for bringing in big, strong Matt, too!*

Challenges Met in a More Than Challenging Year For Us All

With more than a year behind us in this recession, the need for food assistance in our community continued to grow in 2009. Many people laid off in 2008 found themselves still out of work, with unemployment benefits exhausted. Along with our over 50 Member Agencies, Community Food Share helped provide a safety net for those struggling to put food on their table.

2009 DISTRIBUTION

INCREASED NEED

Both our 58 Member Agencies and Direct Service programs continued to experience a 20% increase in need in 2009.

2009 DISTRIBUTION

6.6 million meals, *consistent with the Food Guide Pyramid — 1.3 million meals more than in 2008.*

VALUE OF FOOD: \$9,900,000

DONOR DOLLARS: \$1 Donated = 4 Meals

2009 TOTAL DISTRIBUTION BY CITY

55% Longmont 26% Boulder 11% Lafayette 5% Broomfield
1% Louisville 1% Mountains 1% Other

FOOD PROCUREMENT OPPORTUNITIES

FEEDING AMERICA NATIONAL STORE DONATION / PICK UP PROGRAMS

Community Food Share began participation in a national Feeding America—Walmart national store donation program which provided over 700,000 additional pounds of nutritious food (meat, fresh produce, frozen meals) through six stores. Two additional stores will open in 2010. This program is in addition to the store donation program through the current Feeding America—Kroger/King Soopers national store donation program, which includes all King Soopers (11) in Boulder and Broomfield Counties. One driver and refrigerated truck is dedicated to these weekly store pick ups.

WHITEWAVE FOODS HORIZON ORGANIC MILK DONATION INCREASE

In the last quarter of 2009, WhiteWave Foods generously increased their weekly donation of front-line Horizon Organic milk from 1,500 gallons a week to 3,000 gallons.

Without the strong support of our community — donating time, talent, dollars, and food — we would never have been able to meet the challenges of the continuing recession head on, and with such impact.

Member Agency Profile — The Lyons Community Church

The Lyons Community Church became a Member Agency of Community Food Share in May of 2009. In less than a year the church has distributed almost 20,000 pounds of food from Community Food Share. The Lyons Community Church distributes food once a week to an average of 60 different families in the local community.



"The food pantry brought me a new awareness of how much need there is in a small town like Lyons that otherwise goes unnoticed!"

Clients have expressed immense thanks for this new Member Agency, which is the first food pantry of its kind to exist in the Lyons area. One client said *"Thanks so much for the weekly blessing."* Another client said, *"It's so wonderful to have you here. It makes life a little less of a stress mess!"* Volunteers at the Lyons Community Church are extremely enthusiastic about being able to directly help those in need in their own community. One volunteer said,

Check Out Community Food Share On Facebook!



Community Food Share now has its own Facebook page! Become a "fan" of our organization and read about what's going on, here at the food bank, as it happens! In addition, check out photos of our programs and read about upcoming events in the community that support Community Food Share: www.facebook.com/communityfoodshare.



CFS Board of Directors

Mike Walters, *Chair*
Jim Carroll, *Chair-Elect*
Nancy Driscoll, *Secretary*

Board Members

Suzanne Barrett
David Bengston
Denise Curd
Meg Heller
Michael Hranicka
Mike Keown
Tom Metzger
Cammie Muller
Doug Radi
Lisa Reeves
Ted Schmidt
Yancey Spruill
Rick Werner

Staff

Jim Baldwin, *Chief Executive Officer*
Valerie Brierley, *Food Distribution Assistant*
Gerry Bristow, *Finance & Human Resource Director*
Inocencia Chaparro, *Food Distribution Assistant*
Daniel Cross, *Driver/Warehouseperson*
Sue Ericson, *Volunteer Manager*
Michele Harvey, *Agency & Programs Manager*
John Kaufman, *Warehouse/Distribution Manager*
Jacob Kuhns, *Agency & Programs Coordinator*
Tammy Palombo, *Development Assistant*
Warren Paetow, *Driver/Warehouseperson*
Abe Ramirez, *Driver/Warehouseperson*
Tom Reed, *Food Procurement Manager*
Dave Richey, *Warehouse Coordinator*
Ishan Sinha, *Assistant Development Director*
Mike StaffordCrane, *Operations Director*
Stephen Stroh, *Janitor*
Terry Tedeschi, *Development & Marketing Director*

Food For Thought Credits

Editor: Ishan Sinha
Editorial Board: Gerry Bristow, Sue Ericson, Michele Harvey, and Tammy Palombo

Design: Mason Design
Printing: Silver Star Printing
Mailing:

CONTRINO
DIRECT MARKETING, INC.



6363 Horizon Lane
Longmont, CO 80503

CHANGE SERVICE REQUESTED



If you receive two news-
letters, please share one
with a friend and notify us
at 303.652.3663 or email:
cfs@communityfoodshare.org

NON-PROFIT ORG
U.S. POSTAGE
PAID
Boulder, CO
Permit No. 610

CU @ Turley's Turkey Trot 5K — A Record Breaking Success

The annual "CU @ Turley's Turkey Trot" 5K, held on Thanksgiving Day 2009, was a remarkable and record breaking success! The event raised over \$12,000 and collected 3,400 pounds of food, which will help us distribute over 51,400 meals. The total dollars raised was double the amount raised in 2008 and the most ever raised in the long history of the Turkey Trot! Thank you to Rich Castro, The Boulder Road Runners, Turley's Restaurant, Boulder Running Company, Solepepper Sports, Rally Sport, and Flatiron Athletic Club for their support of this fun event and of Community Food Share and the people we serve!

Staff Profile: Warren Paetow Our "Elder" Statesman!

Warren Paetow has been a driver with Community Food Share for 20 years out of our 29 years of serving the community. Warren is #1 in staff member seniority and has seen plenty of change and growth! Over the years, Warren has watched us go from well under 1 million pounds to over 6 million pounds of food distributed annually, from two trucks (with a lot of needed repairs) to 4 new trucks, and from 1 driver to 3 full time drivers!



Warren definitely puts a face to Community Food Share throughout Boulder and Broomfield counties in his travels picking up food from a wide variety of local donors and delivering food that has been ordered by our Member Agencies. "Meeting the donors, personally thanking them, and knowing the agencies that receive the food — now that's fun." says Warren. If you want to get a feel for Warren's job, figure that he has

brought in and delivered an average of 2 million pounds of food a year for the last 20 years! Our thanks to Warren for such commitment and dedication to the work of Community Food Share.

Charity Navigator Highest Rating Once Again!



For the sixth consecutive year, Community Food Share received Charity Navigator's highest rating for efficiency and effectiveness — only 3% of charities rated received this level. Charity Navigator is the nation's leading evaluator of charities. This recognition indicates that Community Food Share continues to be excellent stewards of our donors' dollars.