



FOODBANK OF IOWA

SPRING 2020

A FOOD BANK OF IOWA NEWSLETTER

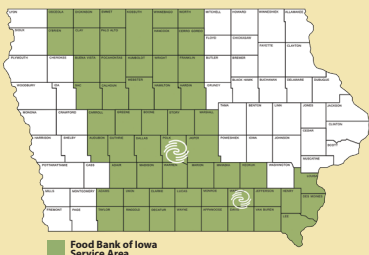
Mission

We provide food for Iowa children, families, and seniors to lead full and active lives, strengthening the communities where they live.

Vision

A hunger-free Iowa.

Our service area



Food Bank of Iowa distributes to approximately 175,000 Iowans via more than 625 partners in 55 counties.

Got Milk?

Every Monday we pick up fresh milk from local dairy farm, Picket Fence Creamery. Last year alone we received 9,500 gallons of milk!



VIRTUAL FOOD DRIVE

Organizations are “ditching the cans,” and hosting virtual food drives in lieu of traditional canned food donation events. Forget the heavy lifting. Food Bank of Iowa makes it easy and accessible for your organization to add to our food inventory without a trip to the food bank and it’s just a click away.

A virtual food drive is a web-based tool allowing individuals and organizations to host a drive which generates the cash equivalent of food items. Participants shop online, selecting items from a specifically designed shopping list. Rather than purchase the actual product, they donate the cash equivalent to Food Bank of Iowa.

Money raised from virtual food drives is used to purchase a variety of much-needed inventory items at wholesale prices.

Let’s do the math. Food Bank of Iowa recently purchased 40,000 — 14.5 oz cans of Del Monte green beans. Including freight, we paid \$0.35 per can. Currently, one local grocery store offers the same product for \$0.98 per can. **By donating cash and allowing the Food Bank to make the purchase, you nearly triple your impact. TRIPLE.**

Your virtual food drive will ensure we have more of our most needed food items on hand. You can do this anywhere in the state and by hosting a virtual food drive, you avoid the effort typically devoted to a physical food drive. Nobody has to box, load, and deliver the items to Food Bank of Iowa.



“Virtual food drives are a useful community tool,” said Michaela Devaney, volunteer training and development manager at Food Bank of Iowa. **“Our supporters have the opportunity to leverage our huge buying power when they donate. With so much grocery shopping already happening online, we wanted to be sure we offered the same experience at Food Bank of Iowa.”**

Would you please consider hosting a virtual food drive at work, school, or through your church? If you have any questions about virtual food drives, contact Michaela Devaney at 515-867-2886 or mdevaney@foodbankiowa.org.

A Note From Our CEO

Dear Friends,

As I type this, I am also celebrating my birthday. I love birthdays. Every year of life is a gift and worthy of a slice of cake and a few candles. But cake and candles don't come free of charge. At least not mine. With each year there are more wrinkles, an additional ache or pain, and a few more truths revealed.

So, what has been revealed to me this past 365 days? There is a growing chasm between those of us who live well and the 11% of Iowa's population who don't. **Many people fail to see poverty, while others refuse to believe it. This lack of understanding leads to unfair prejudices and stereotypes about people who live in poverty.**

Poverty is not a one size fits all malady. There are several types of poverty, all of which lead to food insecurity.

Situational Poverty occurs when someone loses their income due to a life event, such as a job layoff or catastrophic illness. They probably grew up in a stable environment, are surrounded by people who are educated and able to earn a living wage, attended school, have health care, and will be able to recover from this set back. They see poverty as bad luck rather than internalizing it as their own fault.

Working Class Poverty occurs when someone makes a steady income but one which covers just the basics. In our daily life, we count on many of these workers. Commonly, they live paycheck to paycheck, do not own property, lack health care insurance, and have nothing saved for retirement. They can't afford to educate their children and view poverty as a personal deficiency.

Generational Poverty is when working class poverty extends into future generations. Usually, the family has never owned a home or land, family members do not know anyone who benefited from education, they do not know anyone who moved up or

was respected in a job, the household moves around a lot and high family illiteracy is likely. For this group, poverty is viewed as shameful and despair becomes a way of life.

Having just one person who cares, encourages, or acts as a mentor in the life of a young person can disrupt the poverty cycle. Often that comes in the form of an educator. Today, Food Bank of Iowa supports 100 school pantries. School administrators provide the space and manpower, Food Bank of Iowa delivers nutritious food to the school free of charge. And a compassionate educator hands the food to students and parents, along with a good dose of encouragement.

I recently visited the elementary school pantry in Wapello, Iowa. A committed team of educators, led by a passionate principal, agreed to host a new pantry this year. Wapello doesn't have a grocery store and for many residents who can't afford to own a car, hunger would otherwise be a reality. **40 families are served each month. These families and their kids know someone cares.**

Thank you for helping us (and hundreds of caring schoolteachers) help others.

Sincerely,



Michelle Book
Chief Executive Officer
Food Bank of Iowa

www.foodbankiowa.org



JOHN DEERE SPONSORS MEAL KIT PACK

Both John Deere and Food Bank of Iowa embrace commitment as a core value. John Deere consistently shows up with volunteers and financial support to make a difference where they have customers and employees. Their service to our community is no exception. **Helping lowans who are struggling to make ends meet is a priority cause for John Deere.**



John Deere has been a great partner of Food Bank of Iowa in the fight to end hunger in Iowa. Most recently, John Deere sponsored a meal kit pack that brought together 220 of their employees for volunteer shifts at Food Bank of Iowa and John Deere Des Moines Works in Ankeny. The result?

7,500 tuna noodle casserole kits available for lowans struggling to make ends meet.

John Deere donated funds to cover the cost of the items included in the meal kit — noodles, canned tuna, peas, cream soup — and mustered enthusiastic employees to complete the assembly. Knowing that not all interested John Deere employees could leave their desk for an extended period of time, one shift happened on site at John Deere Des Moines Works in Ankeny.

“John Deere values our relationship with Food Bank of Iowa and we’re always looking for new ways to expand our philanthropic work, engage John Deere volunteers, and provide meaningful impact to those most vulnerable across the state,” said Callie Kramer, citizenship project manager at John Deere. “By collaborating with the Food Bank this year, we’re able to provide a variety of volunteer opportunities — onsite

and offsite — that fit our employees’ interests. **We look forward to seeing the impact of over 250 committed volunteers and 380 volunteer hours.”**

A recipe card was included in the pack, along with the enduring John Deere logo and a note — **This meal was provided by John Deere.** With equipment on every continent, John Deere helps to feed people around the world. This was an extraordinary opportunity to help feed our most vulnerable folks right here in our own backyard. One in nine lowans and one in seven of our kids struggle with food insecurity.

The most requested item from our pantry partners and their clients is a quick, complete, easy to prepare meal. The tuna noodle casserole meal kits will be distributed throughout our 55-county service area. We rely on companies like John Deere to help fill the needs of hungry lowans.

To learn more about sponsoring a meal kit pack, contact Michaela Devaney at mdevaney@foodbankiowa.org.



Another type of seed:

PLANNED GIVING



Plan today for a perennial harvest — learn how you can ensure a continued legacy by including Food Bank of Iowa in your will. Get more info at www.foodbankiowa.org/legacy or contact Bergetta Beardsley at bbeardsley@foodbankiowa.org or 515-867-2892.



Pictured (L to R): Mark & Doreen Johnson, John & Barb Charley, Dean Kohlmeyer, Jeanne & Ralph Wilson, Scott & Joan Fredrickson, Sara & Paul Martin, Sandy & Mark Weber | **Not pictured:** Cal Halstead (photographer)

VOLUNTEER PROFILE: SCOTT FREDRICKSON

Scott has worked at Landus Cooperative, a farmer-owned agricultural cooperative, for thirty years, volunteering to create awareness for food insecurity for the last five. **In 2015, he partnered with Food Bank of Iowa to add a Backpack Program to Panora Elementary School.**

Two years ago, Scott convinced Landus Cooperative and NutraBlend Cooperation to provide support to enable the school to add meat sticks and shelf stable milk to the backpack sacks. With their support, the Backpack program was also extended to other schools across Guthrie County.

"We know that there are hungry people all around us and food insecurity is a real problem," Scott said. **"With just a little time and help from others, we can make a huge difference in the lives of some of the hungriest people and children. Well-nourished kids will learn better, be happier, and have fewer social problems."**

Just two years ago, he partnered again with Food Bank of Iowa to start a food pantry in Panora Middle/High School. About 25 families visit this pantry every two weeks.

Four years ago, Scott started the "Ride to Feed Kids" campaign with help from Cal Halstead of Feed Energy Company and John Charley of NutraBlend Corporation. **This campaign is a motorcycle ride which raises money for**

the Backpack program while also raising awareness of hunger issues in Iowa and across the United States.

"We typically ride to a destination for an overnight trip filled with entertainment and educational awareness about food insecurity before returning home the following day," Scott said. "Not sure where we will go this year, but another ride through the Loess Hills sounds fun."

Last year, 15 bikes and 25 people biked to Okoboji. They have corporate sponsors that generally cover the evening meal and some form of evening entertainment. Last year, the group enjoyed a pontoon ride around Okoboji. Why not have a little fun while helping others! Thank you, Scott and fellow bikers!

To learn more about volunteering
at Food Bank of Iowa, visit
www.foodbankiowa.org/volunteer.



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PO Box 1517
Des Moines, IA 50305
515-564-0330

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