

# word

our region's stand against hunger begins here.



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**E-NEWS**

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## How will you take action during Hunger Action Month?

September is Hunger Action Month — a time when The Food Bank of Western Massachusetts, together with the Feeding America nationwide network of food banks, mobilizes across all 50 states in a unified effort to bring attention to hunger in our midst. The month-long campaign is a perfect opportunity for you to take action and raise awareness of the fact that 41 million Americans, including nearly 13 million children, are food insecure, according to the USDA.

Hunger is a solvable problem, and we need your help. During Hunger Action Month, there are a number of ways for you to take action, including raising awareness of hunger issues, advocating for change, donating food and funds, or volunteering your time and skills. As individuals, charities, businesses and government, we all have a role to play in getting food to our neighbors in need, changing society's consciousness about hunger and advancing public policy to level the playing field so that no one goes hungry.

*continued on page 3*

*Pictured above: Students from the Young Pakistani Student Leaders program at The Donahue Institute, University of Massachusetts Amherst, recently volunteered at The Food Bank, helping to sort and pack food for distribution.*

## Shortening the Line



Executive Director  
Andrew Morehouse

Dear Friends,

Recently, I spoke to a group of elders at Loomis Village (a retirement community in South Hadley) about hunger in western Massachusetts. Toward the end of the presentation, I asked the residents to share any

stories of people in their lives who struggled with feeding themselves. A couple of people talked about their experience volunteering at food pantries. After the event had ended, one elder approached me quite unsettled. With tears in her eyes, she confessed that she was a child during the Great Depression of the 1930s and remembered going hungry because her parents couldn't afford to buy enough food for the family. She recalled feeling very ashamed. She went on to say that it's not right that people go hungry in this country due to no fault of their own.

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*“She recalled feeling very ashamed ... it's not right that people go hungry in this country due to no fault of their own”*

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This is a perfect example of the widespread stigma associated with hunger that is so rampant in our society. To debunk the stereotypes and misconceptions about hunger that are often perpetuated in the media, The Food Bank is facilitating the kick off of the Coalition to End Hunger's region-wide media awareness campaign this September during national Hunger Action Month.

Led by a collaborative network of local leaders and organizations, the Coalition is focused on addressing the underlying causes of hunger to reduce the number of people who seek food assistance; in other words, to “shorten the line,” rather than simply “feed the line.” We believe both are essential strategies to confront hunger and food insecurity — not knowing where your next meal will come from. You can learn more about the Coalition by visiting its temporary website: [coalitiontoendhunger.org](http://coalitiontoendhunger.org). (A new website will be launching on September 10.)

During September's Hunger Action Month, not only can you get involved with the Coalition, but you can also participate in The Food Bank's many other initiatives. I encourage you also to visit our website: [foodbankwma.org/HAM](http://foodbankwma.org/HAM). We're calling on everyone to get involved to make dramatic change possible. Thank you for your continued support of our cause. ●

The mission of The Food Bank of Western Massachusetts is to feed our neighbors in need and lead the community to end hunger.  
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The Food Bank is committed to promoting cultural diversity through its board, staff, volunteers, and member agencies. This Institution is an equal opportunity provider. To file a complaint of discrimination write USDA, Director, Office of Civil Rights, Washington, DC 20250-9410.



## Four routes. One destination. A community without Hunger.

Sunday, September 30, 2018 | Lion's Club Pavilion in Hatfield, MA

**Register now at [willbike4food.org](http://willbike4food.org)**

For the eighth year, Will Bike 4 Food is providing a special opportunity for riders of all ages to enjoy a fun-filled day with other cyclists, while helping to feed our neighbors in need. With four different routes through the Pioneer Valley to choose from (10, 25, 50, or 100 miles), there's sure to be a ride that's perfect for all ages and riding abilities. You can choose to ride as an individual or recruit at least four family members, friends or co-workers to form a team.

Last year, more than 325 riders raised \$130,000 to prevent hunger in our region. We're counting on your support to exceed last year's success and help even more children, seniors, veterans and hard-working families put healthy food on their tables. When you ride in Will Bike 4 Food, you're also raising awareness of hunger and food insecurity in our area.

When you're done riding, you'll want to make sure you stay for the After-Party. We'll have a cookout with food from Smithsonian Caterers, including BBQ chicken, burgers, hot dogs and salads. Berkshire Brewing Company will be back to serve their selection of craft beer. There will also be music, games and more. Non-riders can join the fun, as tickets will be sold separately for the After-Party on our website. ●

### Volunteers needed

Volunteering is a great way to support Will Bike 4 Food. Last year, approximately 100 volunteers helped to make the event run smoothly.

We have many opportunities available, including route patrol, water stop support, registration, food and beverage service, and many more.

If you would like to make a difference to families in need and have the time and enthusiasm to share, visit [willbike4food.org](http://willbike4food.org).

### Hunger Action Month *continued from page 1*

To get started on these actions and learn about others, visit our website at [foodbankwma.org/HAM](http://foodbankwma.org/HAM):

**SEPT. 4 Breakfast at The Bank:** Join us for a light breakfast, a tour of our facility, a conversation about our work in strengthening the community, and opportunities for you to take action to support our efforts.

**SEPT. 8 Family Volunteer Day:** Family members of all ages are welcome to The Food Bank to sort and pack food for distribution throughout western Massachusetts. Just a couple hours of your time can help provide thousands of meals.

**SEPT. 13 Hunger Action Day:** Go Orange on Hunger Action Day by wearing orange-colored clothing and accessories to raise awareness. Be sure to share your Go Orange photos on social media using the hashtag #HungerAction.

**SEPT. 1–30 Fork It Over For Food:** All month long, we're partnering with local restaurants for a variety of fundraising promotions, including percent of sales and asking diners to make a donation at the end of their meal, all of which will support The Food Bank. Visit our website for a list of participating establishments. ●

## It takes a village to serve the community

As a volunteer in our Agency Relations department, Elaine Whitlock has an important role. For nearly two years, the retired academic journal editor has spent her Friday mornings at our office gathering content and organizing the layout for *NewsBites*, our weekly agency relations newsletter.

“I started ... in the sorting room,” she recalls. “I took two shifts a week for about a half a year, but then the cement floors were taking a toll. I was lucky enough to get a regular position in the Agency Relations department.”

Serving as an information lifeline connecting The Food Bank to its member agencies of pantries, meal sites and social services organizations, *NewsBites* provides essential information on ordering, training workshops, hunger advocacy, and more. Having dependable volunteers like Elaine performing high-quality work is vital for keeping communications with member agencies running smoothly.

“I feel that The Food Bank provides a direct response to the hunger problem,” Elaine adds. “It feels like a great fit. It’s an atmosphere in which employees know they are doing good work and that it takes a village to serve the community.”

Our volunteers play a critical role in the collective effort to end hunger in western Massachusetts. We have a variety of positions available for people looking to help strengthen our community. There’s no better time to get started than during Hunger Action Month this September. Contact our volunteer coordinator at (413) 247-9738. ●



*Food Bank volunteer, Elaine Whitlock.*

## Mobile Food Bank expands into Franklin County with support from Stop & Shop Family Foundation



On June 13, The Food Bank announced the launch of our newest Mobile Food Bank site, in partnership with Greenfield Housing Authority, at Oak Courts in Greenfield. This is the first Mobile Food Bank in Franklin County, where nearly 14,500 people already seek food assistance at our partner meal sites and food pantries. The continued expansion of the successful Mobile Food Bank is funded by a \$125,000 grant from Stop & Shop Family Foundation. The grant award comes as part of the grocery chain’s Fighting Child Hunger initiative to increase access to nutritious food for children in need of healthier diets.

## Celebrating 20 years of partnership

Since 1997, Berkshire Brewing Company has held a special partnership with The Food Bank. The regional brewery has donated 10% of gross sales from their 'Shabadoo' Black & Tan Ale to support our mission. After twenty years of partnership, their contributions have provided more than 600,000 meals to our neighbors in need.

'Shabadoo' was originally created in 1997 to honor the brewery's friend, Joe Rizzuti, who was killed in a tragic accident. He was given the nickname "Shabadoo" by friends and employees of the brewery, and had a post-work ritual of having a special black & tan beer, blending Berkshire Brewing Company's Hoosac Tunnel Amber and Drayman's Porter. To honor his memory, they began bottling "Shabadoo Black & Tan" and donating a portion of the proceeds to The Food Bank. It seemed a fitting tribute to a man who was passionate about food.

"Because of Joe, there have been a lot of meals passed out to a lot of people in need around the valley," explains Gary Bogoff, owner of Berkshire Brewing Company. "So, we keep Joe alive through his beer."

To honor this special partnership, The Food Bank threw a National Donut Day Beer Pairing Party on June 1. Eight local donut shops, bakeries and restaurants created a special donut to pair with a selected Berkshire Brewing Company beer. Guests tried all of the pairings and voted for their favorite: Glazed Doughnut Shop's caramel-glazed apple fritter with spiced pecans, paired with Shabadoo Black & Tan. The event raised more than \$25,000. We thank everyone who came out to support this fun and important event. ●



*Gary Bogoff, owner of Berkshire Brewing Company.*



## 25th Annual WAMDA 5K Run/Walk raises \$8,000 for The Food Bank

This past spring, registered dietitians and nutritionists from the Western Area Massachusetts Dietetic Association (WAMDA) presented The Food Bank with a gift of \$8,000. The funds were raised at the annual WAMDA Fitness 5K Run/Walk and Health Fair, held in March. We are

incredibly grateful for the strong partnership we share with WAMDA and thank everyone who continues to support this great community event. This year's run/walk provided the equivalent of 24,000 meals for or food insecure households.



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The Food Bank  
of Western Massachusetts

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# to our supporters thank you

The following businesses, organizations,  
and foundations made a gift of \$1,000 or  
more between April 1, and June 30, 2018

Arbella Charitable Foundation, Inc.  
Bank of America Charitable Foundation, Inc.  
Berkshire Brewing Company Inc  
Boston Foundation  
Charles H. Farnsworth Charitable Trust  
Costco Wholesale  
Deerfield Academy  
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Veritas Technologies LLC  
Wakefern Food Corporation  
Walmart Foundation  
West Springfield High School  
Western Area Mass. Dietetic Association

## Food Donations

The top food donors between April 1 and June 30, 2018 were:

- |                                 |                              |                           |
|---------------------------------|------------------------------|---------------------------|
| 1) Big Y*                       | 5) Walmart*                  | 9) Target*                |
| 2) Szawlowski Potato Farms Inc. | 6) Coca-Cola/Minute-Maid Co. | 10) Storage Solutions     |
| 3) Stop & Shop*                 | 7) Goya Foods Inc.           |                           |
| 4) BJ's Wholesale Club*         | 8) Costco                    | *multiple stores combined |