

Fresh News



Capital Area Food Bank | October 2015



The Capital Area Food Bank is Taking Hunger Off the Map

Solving a problem begins with understanding it. So two years ago, the food bank set about creating a digital Hunger Heat Map to help us better understand regional hunger. Specifically, we wanted to know – to be able to see, and to show others – where the hunger safety net in the Washington metro area is functioning best, where its holes are, and, most importantly, how our work is helping to fill those holes in.

To build the map, we began by looking first at the current hunger needs throughout our region, using census data about food insecurity in each census tract to create a base layer.

Next, we added in data about our work, allowing us to see the nearly 45 million pounds of food we served to men, women, and children in the community via 444 community partners in the 2015 fiscal year. We distributed those pounds on the map based on where food insecure individuals live, taking into account their access to a car or public transportation.

The map's third layer overlays the first two pieces, showing how each area's need and the food distributed there line up.

It is the map's final layer that is setting a course for the food bank's future work. It highlights areas where the food that the CAFB is distributing is significantly less than the estimated amount of food needed to bridge the gap between what a family can obtain on its own and what it actually requires.

These "hunger hot spots" – which show up bright red on a map consisting largely of blues and pinks – create the guideposts for a

new path forward, indicating where more food or different resources are needed.

In suburban Prince William County, for instance, the Hunger Heat Map made it clear that there is significant hunger but not enough partners to help us meet the need. As a result, the food bank has joined with Shoppers Food to turn a former school bus into a mobile feeding vehicle. "The Bus", as it is simply known at the food bank, travels to several sites each day throughout the summer months, providing lunch to children who may often not receive a meal at home when school is out.

"A balanced, healthy diet is the foundation for being successful and productive on a daily basis."

— Bill Conway, Jr., Co-Founder, Co-CEO and Managing of The Carlyle Group, on why he supports the CAFB.

The map has also been an important tool in targeting resources for existing programs, such as the food bank's school-based markets in DC's Wards 7 and 8. A partnership with the organization Martha's Table, the

program enables parents and children to choose food together at an in-school, market-style pantry. The map was used to help the food bank determine which schools to roll the program out at first.

Seeing the powerful ability of this map to guide our own work in such a short amount of time, the food bank quickly realized that the map could inform the work of other organizations and individuals in the broader community as well. So just after Labor Day of this year, we released the map publicly, making this informative and visually compelling tool a free good for all to use. In its early days of release, the map had already been viewed by tens of thousands of people. Check it out by following the link from our home page at www.capitalareafoodbank.org.



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We clearly see and feel the block by block progress that has only been possible through your amazing generosity.



Dear Friends,

The pope's admonition to serve those in need, made during his September DC visit, is still ringing in my ears: "Now is the time for courageous actions and strategies, aimed at implementing a culture of care and an integrated approach to combating poverty (and) restoring dignity to the excluded . . .".

That is our job at the Capital Area Food Bank, and I am so glad to be able to let you know that you have made great progress!

Technology is helping us capture that progress. You may have seen the Washington Post story this summer that referred to our Hunger Heat Map as a "pioneering technology that could one day revolutionize the war on hunger." Well it is already beginning to do just that. By allowing us to visualize hunger needs, and to measure and track the work we are doing to meet those needs, the Map has made two things possible. First, we clearly see and feel the block by block progress that has only been possible through your amazing generosity – the groceries brought to seniors; the vegetable markets in schools; the 18 million pounds of produce literally pushing hunger off the map. Second, and powerfully, we see our continuing and emerging challenges with new clarity:

- **Hunger in the suburbs** – home to many new immigrants and the working poor who have been forced from the city by the high cost of housing.
- **Hunger among senior citizens** – who often lack the means to reach healthy foods close to home.
- **Hunger among Hispanics**– the fastest growing segment of our population.

We are working on all three of these challenges with great enthusiasm. In the suburbs, we are piloting produce hubs that allow our partners like Haymarket Regional Food Pantry; St. Thomas United Methodist Church; and House of Mercy to pick up vegetables for distribution closer to home. With seniors, we are expanding our Brown Bag program to give an increased number of older adults access to a monthly bag of groceries. And for our Hispanic clients, we are focusing on sourcing and distributing culturally appropriate foods like maseca flour and black beans.

And we have now established a Facebook page and a Twitter handle in Spanish, and are reaching out with these new tools to both our Spanish speaking neighbors who support us and those we serve. Please help us spread the word.

As the pope noted during his address to Congress, "Each son or daughter of a given country has a mission, a personal and social responsibility". I so deeply appreciate the way in which your ideas, your energy, and your continued support contribute towards our mission here at the food bank. Thank you.

Most Warmly,

Nancy E. Roman

A commitment to serving the community that the pope would be proud of.

When Pope Francis was set to perform a mass at the national shrine during his September visit to the nation's capital, travel restrictions in the area (which is directly next to the food bank's DC location) could have kept the food bank from reaching men, women, and children in our region with the 75,000 meals that we deliver on an average day. But with some creativity and flexibility, CAFB overcame the obstacles to serving those in need. Working closely with partner Shabach! Resource and Empowerment Center, we staged our delivery trucks in nearby Prince George's county. Our dedicated drivers arrived extra-early to get on the road, and the staff at our DC location kept things running for our partners who come directly to the food bank.

The pope's commitment to encouraging service for those who are in need is an inspiration to many. At the food bank, that same commitment is at the core of all we do, and inspires us, always, to think about how we can continue to take hunger off the map – even when the map requires some detours.



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New Menu Offerings for Our Hispanic Neighbors

by Kirsten Bourne

Many households served by the Capital Area Food Bank count tortillas, beans and masa as key pantry staples and routinely feature them in home-cooked meals. To ensure access to such healthy ingredients, the CAFB recently added to its menu a regular selection of foods commonly requested by the Hispanic neighbors we serve – who largely reside in the Northern Virginia suburbs of Prince William and Fairfax counties – through our *Core Foods Menu*.

Our *Core Foods Menu* means that food assistance partners who serve children, families and seniors of Central and South American backgrounds can provide Maseca corn flour, dried beans, and corn tortillas received from the CAFB. All of these foods fit the CAFB's standards for wellness – high fiber, low sugar, and low salt. We will offer more Hispanic foods as they become available, including for example, plantains which will be offered free of charge, as are all fruits and veggies.


Spanish speakers are a large and growing segment of our community, there are over 1.25 million Spanish speakers in the Washington metro area. Thirty-eight percent of households served by the CAFB identify as Hispanic, and approximately 27 percent of households served use Spanish as the primary language. In addition to the *Core Foods Menu*, the CAFB provides recipe cards and fresh produce guides in Spanish, which are available at no cost to partners.



The CAFB's *Core Foods Menu* ensures access to healthy, core ingredients requested by our Hispanic partners.

Follow our new Spanish social media accounts:

 @cafb_es

 /CapitalAreaFoodBankEnEspanol

Bringing Wellness Close to Home

by Hilary Salmon

The road to fresh produce just got a lot shorter for some of the food bank's partners. In August of this year, the Capital Area Food Bank launched its first "produce hub", which is getting more fruits and vegetables into the hands – and onto the plates – of those we serve. The hub is allowing our Virginia partners to pick up produce at a central location closer to them than the food bank's Lorton facility. The result: we're taking hunger off the map one person at a time with more healthy food for families and children in hard to reach places.

The produce hub concept was born, as many ideas at the food bank are, from a conversation with our partners. While discussing some of their ideas and challenges with us, our partners in Prince William county told us that the people they serve were eager for more produce. The limitation to getting it to them, however, was that the distance to the food bank's facility was too long to drive on a regular basis, particularly when fighting rush hour traffic.

Following the meeting, the food bank team brainstormed ways to meet the challenge of getting more fresh fruits and vegetables to partners. Rather than having partners come to the produce, the team thought, let's bring the produce to the partners, to a single location – a hub – that multiple organizations can pick up from.

With the idea in motion, the next step was to determine where to put a pilot produce hub. Here, the food bank's Hunger Heat Map (see story, page 1) became instrumental. The team looked at the map for the telltale bright red areas that signal high hunger needs but low available resources to meet those needs, knowing that a hub in one of these locations would have the most impact. SERVE, a partner in Manassas, was ultimately selected to serve as the pilot distribution site based on its location and its proximity to several partners who were looking for more produce.

Now, on the third Wednesday of every month, a food bank truck rolls up to SERVE carrying peaches, tomatoes, onions, corn, carrots, potatoes, and other nutritious fruits and vegetables, along with guides for both storing and cooking each item. And after some time spent loading up their cars and trucks, representatives from partners Haymarket Regional Food Pantry; St. Thomas United Methodist Church; Yeshua Church of God in Christ; and House of Mercy drive away with produce that will soon go into nourishing meals for the men, women, and children who need them.

The early success of the produce hub pilot has the food bank thinking about other locations, like Triangle, VA and southern Prince George's county, that would allow partners to more easily access fruits, vegetables, and, over time, additional nutritious food items.



Produce Hubs get more fruits and vegetables into the hands-and onto the plates-of the children, seniors and families we serve.

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What We Do



The Capital Area Food Bank feeds 12 percent of the Washington metro area population - that's 540,000 of our region's mothers, fathers, sons, daughters, sisters, brothers, and grandparents. We work with our network of 444 food assistance partners, including soup kitchens, food pantries, youth programs, emergency shelters, senior programs, faith-based organizations, and others to provide food and nutrition education to our neighbors in need. The food bank distributed 45 million pounds of food last year – the equivalent of 37.5 million meals – a third of which was fresh produce.

From the Editor



Fresh News is published once a year by the Community Engagement Department. Comments or suggestions? Contact Shamia Holloway via email at sholloway@capitalareafoodbank.org.

#FilltheBowl Challenge

Companies Take Hunger Off the Map

by Ashley Hieb



The following companies helped provide thousands of meals to families, children and seniors struggling with hunger:

- Keller Williams Capital Properties
- Safelite
- Protiviti
- CustomLink
- Nest DC
- Kenrich Group
- FHI 360
- Summit Group
- DC Hotel Collection
- Hanover Research

One bowl = 62 meals

"Hunger relief is important because it helps people in need throughout the Washington Metropolitan area to put food on their tables. It is also very important because it provides life-saving aid to the most vulnerable people in our communities."

Johnny Yataco, Washington Hispanic President and CAFB Board Member, joins the challenge to solve hunger in our area.

The Capital Area Food Bank engaged local companies online by offering customized, farmhouse-style bowls and challenging employees to *Fill the Bowl*.

Harris Teeter, **Cardinal Bank** and **Car2Go** sponsored the inaugural #FilltheBowl challenge benefiting the Capital Area Food Bank, which began on September 1 and runs through October 16. The goal of the challenge was to raise funds for the food bank, awareness about hunger in our community, and to continue conversations about hunger that began at the food bank's regional Empty Bowls events.

From the Farmer, **Misfit Juicery**, **Zenful Bites**, **Gordy's Pickle Jar** and other retailers provided the prizes for the winning companies. Organizations across the region also helped start a conversation using #fillthebowl on social media. To see the full results and learn more, visit give.capitalareafoodbank.org/campaigns/fillthebowl-challenge.

Throughout September and October the food bank posted photos of Hunger Heroes on Social media. To check out more stories, go to: [capitalareafoodbank](https://www.instagram.com/capitalareafoodbank)

"I do this because it's helping to make a difference in the community, but also because hunger has no limits."



William Euille,
Mayor of the City of Alexandria

"Food and the environment are intrinsically linked, and I think many people like to focus on one without thinking much about the other."



Michael Heller,
Farm Manager at Chesapeake Bay Foundation's
Claggett Farm

"Healthy food is important for a strong society because it's the foundation of so many things. Without food, you can't function... We have to be able to let people aspire to dreams that are much bigger than just having to figure out where their next meal is coming from."



Andy Shallal,
Bus Boys & Poets Founder

If your company missed this year's campaign, make sure to get involved next year!



Washington, D.C.

Location

FHI 360 Conference Center
1825 Connecticut Avenue, NW, 8th Floor
Washington, D.C. 20009

Date and Time

Wednesday
October 21, 2015
11:30 AM – 2:00 PM

Springfield, VA

Location

Hilton Hotel – Springfield
6550 Loisdale Road
Springfield, VA 22150

Date and Time

Thursday
October 29, 2015
11:30 AM – 2:00 PM

Bethesda, MD

Location

Bethesda Blues & Jazz Supper Club
7719 Wisconsin Avenue
Bethesda, MD 20814

Date and Time

Wednesday
November 4, 2015
11:30 AM – 2:00 PM

capitalareafoodbank.org/empty-bowls

Community Partners Make it Happen



Ober/Kaler

Based in Baltimore, Maryland, **Ober/Kaler** is a law firm with a commitment to the communities in which its employees live and work. This past year, Ober/Kaler not only supported the food bank's Weekend Bag program with a grant of \$15,000, but 20 Ober/Kaler staffers spent Saturday, June 6 packing Weekend Bags at the food bank's Washington distribution center. With CAFB staff on hand, O/K packed 1,010 bags for children in need.

Protiviti

Protiviti hosted a service day at CAFB in February to sort and pack 25,000 meals. Thanks to Protiviti's volunteer time-match opportunity, employee volunteer hours added up to another \$2,800 in support for CAFB's mission and work. The company has also generously sponsored the Blue Jeans Ball since 2014.

Target Foundation

Target is helping to feed thousands of children and their parents. Target's Meals-for-Minds program helped to launch the CAFB's Family Markets program, which allows parents and children to select food together at 31 school sites around the region. The food bank has received \$425,276 from Target. From five schools in the District of Columbia three years ago, we are on track to serve 39 Family Market sites each month by the end of our present fiscal year in June 2016.

9th Annual Legal Food Frenzy

Attorneys from 22 firms across Northern Virginia area competed in the 9th annual Legal Food Frenzy and raised over \$45,000, a 27 percent increase over last year's campaign.

In the Community with the CAFB



Why is CAFB President Nancy Roman juggling apples? Maybe because of the 10,000 delicious apples from **Giant Food/Landover** for our clients. Giant Food has been an ardent champion for the food bank and the children and families served for most of the food bank's 35 year history. In the last three years alone, Giant has supported the food bank's child hunger programs with \$900,000 from their Our Family Foundation; special food donations; the annual Check Out Hunger Giving Campaign; and the yearly Stuff-A-Truck Food Drive.



This past May, 47 legal organizations, firms and law schools rallied together to raise more than \$260,000 for the CAFB as part of the **2015 Food From the Bar** campaign. Since its inception, the Washington legal community has provided more than 2 million meals for residents struggling with hunger.



Rent-A-Center Senior Vice President and Assistant General Counsel Dwight Dumler presented \$15,000 to the CAFB, which will help provide 37,500 meals to children, seniors and families suffering from hunger in our community. Rent-A-Center also donated 10 refrigerators that will help food bank partners increase their food storage capacity.



PricewaterhouseCoopers donated \$35,000 to underwrite the cost of a colossal volunteer project during which 250 employees packed 10,000 weekend bags to support food insecure children.



The U.S. Green Building Council awarded the CAFB, HKS Architects, and Clark Construction with the **2015 Greenbuild Legacy Award** and a \$10,000 grant toward construction of a state-of-the-art Urban Food Studio within the CAFB Urban Demonstration Garden.



The **Howe Family**, stars from the hit reality show *Suddenly Royal*, helped **Give a Little TLC** when they sorted 12,000 pounds of food during a recent visit to the CAFB's Northeast DC location. In partnership with Feeding America, TLC coordinates volunteer events with food banks to raise awareness about domestic hunger.



Through a generous \$150,000 grant from **Shoppers Food and Pharmacy**, the CAFB introduced its mobile feeding program this past summer in Prince William County where 12 percent of children struggle with hunger. Beginning June 22 through August 28, a customized, converted school bus delivered approximately 15,000 healthy lunches to 300 children in Manassas, Dumfries and Woodbridge.



For the second year in a row, **Cabot Creamery's Gratitude Grille** made a welcomed stop at the CAFB on September 17 to thank staff and volunteers for their work in hunger relief. The Gratitude Grille is a full service traveling kitchen where Cabot chefs prepare healthy, delicious meals to feed volunteers.

SAIC

SAIC raised over \$37,000 for the CAFB by hosted a campaign in partnership with Feeding America. This year, SAIC Executive Tom Wofford extended his leadership by serving on our annual Blue Jeans Ball Committee and SAIC came on as a first time, \$10,000 sponsor.

Safelite Auto Glass

Last December, **Safelite Auto Glass** responded to our call with their matching gift of \$6,000 to help the CAFB raise over \$34,000 online in 24-hours during Giving Tuesday. Safelite employees are consistently one of the CAFB's top volunteer groups and will participate in the CAFB's new Fill the Bowl Challenge from September 1 to October 16.

WAMU

During **WAMU 88.5's** winter membership campaign, supporters of the station had an opportunity to support public radio and help fight hunger. Thanks to the outpouring of support, WAMU exceeded its fundraising goals and provided CAFB with the equivalent of 120,000 meals. Of those who opted for a thank you gift, 85 percent chose to give meals to support hunger relief in the Washington metro area.

Morgan Stanley

Over the past four years alone, **Morgan Stanley** has provided \$187,500 to support Family Markets and Weekend Bag, food bank programs that address child hunger. Most recently, 40 employees volunteered at our Northeast distribution center in May and June of 2015, and sorted a total of 46,000 pounds of food – the equivalent of 38,333 meals.

Hunger Through the Eyes of the Driver

by Michael Joseph as told to Shamia Holloway



Joseph calls the Shoppers Bus a brilliant idea that “helped get lunch to children and families who clearly lacked resources.”

When I pulled up, the children swarmed the bus like birds and wanted to know my name. Was I “the new bus driver” and “did I have candy?” One boy, who everyone called Buddy, took a particular interest in the bus and wanted me to show him how all the buttons worked and where the lunches were stored. I let Buddy push the buttons on the bus and showed him the refrigeration. Over the course of the week, Buddy greeted me every day and he got me out of my shell. Instead of just delivering the lunches, I played some soccer and football with the kids, talked with a few of them, and even participated in a water balloon fight. I met Buddy’s mom and some of the other families as well.

The Shoppers Bus is a great idea and helped get lunch to children and families who clearly lacked resources. I enjoyed my time driving the bus and met some great people, especially “Buddy.” I would love to drive the bus again if I’m needed. But I probably wouldn’t participate in any more water balloon fights.

Driving for the Capital Area Food Bank for the past five years has opened my eyes to the tremendous need in our area. My daily routes take me throughout D.C., Maryland and Virginia – picking up donations from major retailers and dropping off fresh produce to our partners. When I drop off my deliveries, I see long lines of people waiting for food – people with jobs and people who don’t look like they’re in need, all lined up. The struggle can be seen everywhere.

I get the chance to see a lot of new things driving the CAFB truck, so when my supervisor asked me to fill in for a vacationing staff member and drive the CAFB’s newly converted Shoppers bus for a week, I jumped at the opportunity. It was my first time ever driving a bus and I was kind of nervous. Nonetheless, I was looking forward to a new challenge.

This past summer, the Shoppers Bus delivered lunches to hungry children living in Prince William County and made four daily stops. On my first day, I made it through the first two stops feeling pretty confident about my bus driving capabilities. At each of the two stops, the kids were waiting for the bus when I arrived and I served them lunch, talked with them for a bit and proceeded to the next stop. But when I got to the third stop, a trailer park, I lingered. There was a make-shift playground with kids playing barefoot because they didn’t have shoes. The trailers were very small and old. This was my first experience seeing real poverty.



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Reflects only monetary donations made between July 1 2014 - June 30 2015

Individual Donors are listed first in each level, Organizational Donors follow

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