

Gleaners Harvest

WINTER/SPRING 2015

More Choices, More Dignity

Gleaners programs give clients more options

pg. 2

A founding member of
FEEDING AMERICA



Envisioning Our Future

Measuring Gleaners programs
by household impact
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Moving Our Mission

Gleaners drivers
deliver goodness
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 [Facebook.com/gleanersfan](https://www.facebook.com/gleanersfan)

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Cost per issue: 29¢



Women's Power Breakfast & Women's Power Happy Hour

Join us this spring for two powerful events that will raise one million meals for hungry children.

See page 15 for more detail.

WHAT WE DO

Collect 34 million pounds of food a year, either donated from farmers, food manufacturers, retailers and volunteer food drives or purchased at deep discounts to meet the dietary requirements of those served.

Distribute food for more than 77,000 meals each day to 510 partner agencies in five southeastern Michigan counties. Partner agencies include schools, food pantries, shelters, soup kitchens and senior centers that provide prepared meals or pantry supplies directly to hungry people to help them stabilize and secure a brighter future.

Nourish and educate nearly 144,871 children a year through programs such as School-Based Mobile Pantries, SmartBites, BackPack Program, Cooking Matters™, Summer Food Service Program, and Kids Helping Kids®. These programs provide healthy food to children through school- and community-based programs and provide volunteer and educational opportunities for young people to learn about hunger and philanthropy.

Inform the community and raise awareness about the solutions to end hunger, the importance of nutrition to community health, and the people making a difference in the lives of our hungry neighbors.

Note: Figures based on 2013-14 fiscal year.

OUR MISSION

Our Purpose

Feeding Hungry People and Nourishing Our Communities

Our Vision

End Hunger in Southeast Michigan

Our 2023 Envisioned Future

We have significantly reduced hunger among families in southeast Michigan. We promote self-sufficiency through education, advocacy, benefits access, and community engagement.

We engage in strong, collaborative relationships with like-minded partners to create and deliver measurable, relevant, sustainable, and integrated programs. We receive significant charitable gifts reflecting the community support of our meaningful work and positive results.

We are recognized for innovation and productivity, setting best practices in the areas of food safety and nutrition, program integration, logistics, and efficiency. We have the resources we need and are financially strong with diverse revenue sources.

Dedicated and committed staff, board, and volunteers work passionately and cooperatively to achieve the organization's vision. The professional environment is dynamic, energizing, and spirited. People realize they are making a difference in the lives of individuals, families, and our communities.

Letter from OUR PRESIDENT



I believe that we can leverage the value of our food by making sure that education and other opportunities for personal improvement are available.

In this edition of the Gleaners Harvest I'm happy to show you how our work is evolving to meet today's challenges. One of our biggest efforts this year is understanding how effectively our food distribution and education programs specifically impact the households we serve. Some of our questions are: Are we getting

families enough food and the right variety? Are we giving them the foods they want and need? Are they able to help themselves more if they learn how to budget and shop better for more nutritious meals they can prepare at home? How do our efforts improve

health outcomes or have other benefits beyond immediate relief from hunger?

I believe that we can leverage the value of our food by making sure that education and other opportunities for personal improvement are available when and where our food is delivered. Many of the soup kitchens, shelters, pantries, and schools that we work with already have these services, others are willing to do more. We want to give

food recipients the highest chance of success in turning around their lives. To know the best way to accomplish this, we need to track and measure the impact of the work being done and evaluate what works best — then repeat what rises to the top.

We'll be looking at the household impact of each of our programs financially and otherwise. We'll use this information to prioritize efforts and lead conversations about how to have an even greater impact. We'll shrink the number of people needing help while we provide immediate relief for those who do.

And we'll be doing this with our terrific network of partners, donors, champions, and advocates like you.

Thanks for your support and commitment to our hungry neighbors. I'll keep you up to date as the year goes on and as we learn more that can help us deliver the best services at the right cost.

Gratefully,

A handwritten signature in black ink, appearing to read "Gerry". The signature is fluid and cursive, written in a professional but personal style.

Gerald F. Brisson, President

MORE CHOICES, MORE DIGNITY

For many who struggle with hunger in our community, limited access to food can also mean limited choices when it comes to diet and nutrition. For Gleaners, addressing hunger also means making sure people have food that truly meets their needs. Gleaners has several programs that help individuals choose, prepare, and eat more healthful food than they might normally consume.



Senior Days at Detroit's Eastern Market

One way is through client choice. Gleaners works with 33 client choice pantries, like Shared Harvest in Livingston County, as well as many more that offer some level of choice to their clients. The client choice model, set up like a grocery store to emulate a traditional shopping experience, provides a sense of dignity for clients and their families, and allows clients to choose from a variety of foods to meet their own personal dietary needs.

“The selection at Shared Harvest Pantry is great. The staff is extremely helpful. I like the variety of fresh fruits and vegetables that are available, and the shelves are always well-stocked,” says Larry, a Livingston County resident.

Another way is through better information. One of Gleaners' newest initiatives is the use of the NuVal Nutritional Scoring System. This system, used at grocery stores like Meijer, helps shoppers see at a glance the nutritional value of the food they buy. Food is scored on a scale of 1-100; the more nutritious a food, the higher the score.



NuVal helps consumers easily compare types of food:



and can help determine which brand provides the most nutritional value:



Gleaners will include educational information and materials about NuVal in its nutrition education programs and in its food ordering system. “With NuVal’s partnership support, we have another important tool that clients can use to make more informed food decisions,” says Gerry Brisson, President of Gleaners Community Food Bank.

Gleaners also looks for innovative ways to improve access to healthy, affordable food options. That’s why Gleaners sponsors programs like Senior Days at Detroit’s Eastern Market, held on Tuesdays, Wednesdays, and Thursdays during the summer. Free bus transportation is provided, and seniors are given \$10 in Market Bucks each week to spend on fresh produce.

“The Senior Days program introduced me to vegetables I’ve never heard of, and now I not only know about them, I’m able to prepare them and start eating healthier,” said Lizz Scott, a program participant.

In addition to shopping, seniors were provided the opportunity to participate in cooking classes and “Senior Stretch,” which teaches physical activities easily done at home to stay healthy and active.

More choices, more dignity; here's to healthier eating for all of us in the months ahead.



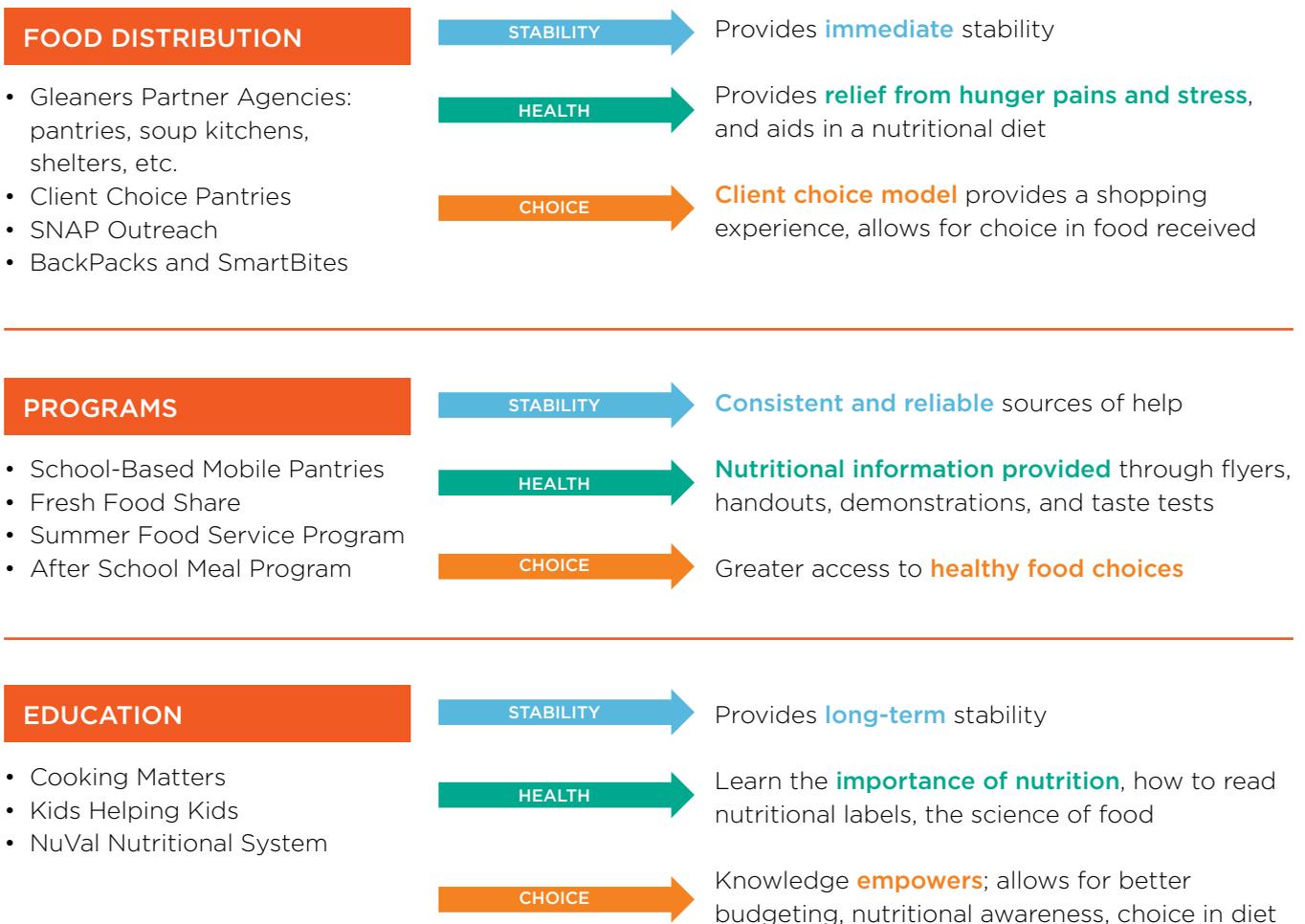
Gleaners’ Shared Harvest Pantry in Livingston County

ENVISIONING OUR FUTURE

As food banks have evolved, so has our need to deepen our understanding of the impact our work has on the individuals and families we serve, as well as our role in community health.

To do this, Gleaners staff developed a tool called the Household Impact Model to answer these basic questions:

- How do our programs improve the **stability** of households we serve?
- How does our work influence the **health and well being** of people we reach?
- Are people making different **choices** about food or nutrition as a result of **education** and outreach?



Below are examples of the household impact of two key Gleaners programs.



Client Choice Pantries

Client choice pantries are arranged like grocery stores, allowing clients the ability to choose from a wide variety of foods, better enabling clients to meet their personal dietary needs.

STABILITY through:

- Improved Food Quality & Distribution
- SNAP Outreach: Accessing Food & Medical Assistance

HEALTH & WELLNESS through:

- Summer Food Service Program Participation
- Culturally Appropriate Food Choices

CHOICE & EDUCATION through:

- Cooking Matters™ Classes
- Nutrition Education: Demos & Recipes Provided



Summer Food Service Program

Children at more than 80 community sites receive nutritious lunches five days a week to an average of 50 kids per site. Last year, several sites also provided breakfast.

STABILITY through:

- Providing nutritious meals to kids every weekday

HEALTH & WELLNESS through:

- A consistent source of a balanced meal
- Activities & games provided at many sites

CHOICE & EDUCATION through:

- SNAP assistance and After School Meal Program information provided

We look forward to further evaluation of the household impact of our programs and will continue to provide updates on our findings in future Harvest editions.

2014 HIGHLIGHTS

Thanks to your support, we have achieved great things in the past year!

118

BackPack Program sites feeding 30,525 children year round.

3,222

Fresh Food Share boxes of affordable, local produce accessed by families.

2,200

community food drives collecting 2.8 million pounds of food.

48,913

volunteer shifts completed, resulting in 146,739 hours of work toward Gleaners' mission.





3,170

Cooking Matters graduates including 423 kids and teens, learned how to shop for & prepare healthy, affordable meals.



35,000

children received healthy SmartBite snacks at school and through after-school programs.

34,033,692

pounds of food distributed throughout the year to neighbors in need.



GLEANERS



510

partner agencies engaged to reach hungry neighbors with emergency food.

9,754,967

pounds of fresh produce provided to hungry families.

593

School-Based Mobile Pantry events provided a monthly source of food for children and their families.



GIVING KIDS A HAPPY, HUNGER-FREE SUMMER

“School’s out for summer!”

For many children, these words are a declaration of freedom from class time, homework, essays and tests for the next 11 weeks. For more than 300,000 students in southeast Michigan, however, they signal 11 weeks of missed meals and hunger pangs.

For the fourth consecutive year, the Charter One Foundation stepped up to help Gleaners reach kids at risk of summer hunger. They, and other generous donors, helped us exceed our goal of providing more than 2 million free meals to children in need.

continue reading >



Latasha Johnson manages a Gleaners School-Based Mobile Pantry in the River Rouge school district. “Over the summer, I see an even greater need for the food help because the kids are home more often. The families receive fresh vegetables, fruits, hamburger or chicken, and rice or spaghetti. They’re very appreciative of what they receive, and we are honored to be able to give it to them.”

Maurice Morton is the CEO of Detroit Academy of Arts and Sciences (DAAS). “During the school year we do such an effective job providing meals to our students, that parents grow to rely on that as a part of their budget. So when summertime rolls around, a lot of families struggle to feed their children.”

DAAS runs a summer school program for students, where Gleaners provides breakfast and lunch five days a week.

“Over the summer, kids tend to lose some of the knowledge that they’ve gained from the prior school year, so it is important to make sure that even over the summer, our kids are learning. If they’re hungry and not getting healthy meals during this time, it definitely impacts them.”

Gleaners’ Hunger Free Summer campaign helps to bridge this hunger gap, providing food to schools, neighborhood community centers, nonprofit social



service agencies, and municipal and church-based summer programs. Mobile lunch routes reach families with limited access to the community sites. These trucks delivered 42,630 nutritious meals directly to children in their neighborhoods and provided fun games and activities such as hula-hoops and jump ropes, too.

Many Michigan families are still struggling to rebound from periods of unemployment. Tarence Wheeler, the Director of Community Outreach and Parent Engagement for the River Rouge School District, says that out of 1,500 kids



Mobile Pantries

1,034,793 meals

69 sites

150 families served at each distribution, receiving 30 pounds of food including produce and protein



Summer Food Service Program

155,866 meals

90 sites

Nutritious, prepared meals distributed to children every weekday during summer break



BackPack Program

34,500 meals

16 sites

BackPacks distributed to children each contain 6 healthy meals



Foster Homes, Summer Camps & Day Cares

19,405 meals

14 sites

Food support provided by community partners whose focus is specifically to help children



Pantries, Shelters & Soup Kitchens

1,033,432 meals

277 sites

Emergency food staples provided to children and their families through our network of community partners

in the River Rouge Schools, 92% qualify for free or reduced meals. “That tells you the social economic landscape we’re dealing with. That’s why it’s important for us to have a relationship with Gleaners because we, together, can eradicate hunger.”

“When it’s a tough economic time, it’s imperative that you have collaborations — when you have community organizations that come together and wrap their arms around the community to help feed our families,” Tarence says.

Families are less stressed when they’re not worrying about meeting basic needs. Kids get the nutritious food they need to grow and develop, and they’re better prepared to be back in school, healthy and ready to learn. Thank you for helping to ensure a hunger-free childhood for all southeast Michigan kids.

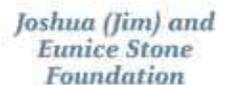


Thanks to our generous partners, all Hunger Free Summer donations were matched dollar-for-dollar.

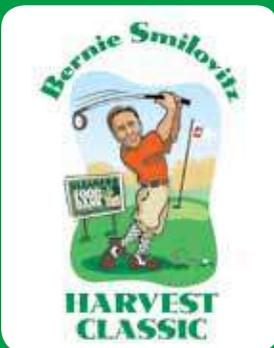
UNDERWRITING PARTNER AND MATCH DONOR



ADDITIONAL MATCH PARTNERS



The Grainger Foundation



Last year, the **Bernie Smilovitz Harvest Classic** merged with the **Andiamo Restaurant Group Golf Outing** to form one spectacular day of golf, celebrities, food and fun in support of the Hunger Free Summer campaign. The outing, which helped raise **more than 2 million meals for children**, continued Andiamo Group’s long-standing support of efforts to end hunger in southeast Michigan.

Join us at this year’s outing: www.gcfb.org/berniesgolf

PRESENTING SPONSOR



DINNER SPONSOR



DELIVERING GOODNESS

At Gleaners, our drivers play an important role in getting nutritious food to those in need, when they need it. We recently hitched a ride with driver Dale Hard, to learn about a day in the life behind a Gleaners 10-wheeler.

Tell us about a typical day...

I normally load up the truck and drop off food to agencies like soup kitchens and pantries, and set up mobile pantries at schools. If I do three mobile pantries, that feeds 450 families. A lot of people don't have vehicles, so the mobile pantries make it easier for them to get the nutrition they need.

Why do you do what you do?

We do it for the people. A lot of people would say, "Come on, it's a job." But there's something very rewarding about feeding the community. Sometimes

you see people's reactions to the food, and it means something. We might take the same food for granted, but to them it's a big deal. To see them so happy, that's gratifying.

What inspires you about your job?

Well, for one thing, I know we are making a difference in the lives of children. It's hard for children in need to get a quality education if they're hungry and thinking about food all day. We help to fill the little ones' stomachs so they can concentrate on learning. We're helping to create a better future for them.



Dale believes that great relationships are a big part of what makes his job rewarding. Dale with Kevin Pringle, an employee of the Capuchin Service Center, where Dale makes regular deliveries.



Letter from

OUR BOARD CHAIR



In my role as program director for the John S. and James L. Knight Foundation in Detroit, I've seen many creative and innovative initiatives designed to grow our region to a new level of prosperity. It's an exciting time to work and live in the city.

Despite signs of improvement, however, many southeast Michigan residents continue to struggle to meet their basic needs. Gleaners still plays a vital role in ensuring thousands of women, men, children and seniors can get the food they need to sustain themselves and their families every day.

When I joined the board of directors in 2011, I was aware that Gleaners collected food through food drives and other efforts, and distributed it to pantries, shelters and soup kitchens that served people in need. What I've learned since then is that collecting, sorting and distributing millions of pounds of free and low-cost food in an efficient and cost-effective way is challenging work. It requires managing complex logistics, engaging thousands of volunteers and raising significant funds each year. Gleaners has many, many moving parts that work together seamlessly to ensure that 94 cents of every dollar raised fuels the mission, not the operation.

I also learned that Gleaners is about much more than emergency food distribution. Increasingly, Gleaners is implementing strategies designed to address other facets of food insecurity, such as access to affordable fresh produce through the Fresh Food Share program, or building skills in meal planning, budgeting and cooking through Share Our Strength's Cooking Matters™ program. This comprehensive approach to solving hunger is more challenging, but has the potential for much greater long-term, sustainable impact.

Last July, I was honored to be elected chair of the Gleaners board of directors. I'm thankful to my fellow board members for the opportunity to oversee one of southeast Michigan's largest and most vital charities. I'm grateful to the staff of Gleaners, who do their jobs every day with a sense of urgency for the mission and compassion for the people who benefit from their labor. And I am especially grateful to you for making it all happen. Without your support, none of this is possible. Thank you for taking a stand against hunger, and giving thousands of men, women and children in southeast Michigan hope for a better future.

A handwritten signature in black ink that reads "Katy Locker".

Katy Locker, Board Chair

*Without your support,
none of this is possible.*



Scouting for Food

Metro Detroit Scouts and Venturers demonstrated great character and citizenship during their annual Scouting for Food Drive, collecting more than **160,000 pounds of food** from the doorsteps of generous community members! Read more at www.gcfb.org/scouts.

Weingartz Mow Down Hunger

For the fifth consecutive year, the Weingartz family helped Gleaners fight childhood hunger during the annual Mow Down Hunger match campaign from September 10 - October 6, raising over **1 million meals** for hungry, southeast Michigan children.



10th Annual Gleaners Iron Chef Event

The 10th Anniversary of the Iron Chef event featured four past champion chefs, two secret ingredients, and a new mixology competition! Learn more about the winners and find information about the 11th Annual Gleaners' Iron Chef by visiting: www.ironcheffevent.com.



Canstruction

Metro Detroit architects and designers filled Wayne State University's Welcome Center with impressive sculptures made entirely out of cans to help feed hungry neighbors through the Canstruction® competition. View photos and winners online at www.gcfb.org/canstruction. This event would not have been possible without the support of Kroger, Wayne Cares, and AIA Detroit.

Art Van Together We Can

Art Van Furniture and WXYZ-TV teamed up again, helping to provide 17,231 meals to hungry neighbors.

Generous community members made nonperishable food donations from November 1 – 24 at Art Van Furniture locations in the metro Detroit area.



Birdie Day

The snow kept most golfers from teeing off on November 16th, but it didn't stop them from **donating frozen turkeys to ensure families in southeast Michigan had a happy Thanksgiving**. Special thanks to the Hartland Glen Golf Course, The Majestic at Lake Walden, and Whispering Pines Golf Club for helping provide hearty meals for hungry neighbors.



Kevin Prather, Baker Tilly • Partner, CPA

2nd Annual Turkey Bowl sponsored by Baker Tilly

Held at the Detroit Athletic Club, the 2nd Annual Turkey Bowl event **raised more than 40,000 meals** to help feed hungry kids this holiday season.

Special thanks to Baker Tilly and the Detroit Athletic Club for coordinating and hosting this second year effort.



Accountants and Advisors

Upcoming Events

► **FIND MORE DETAILS**
on these and other upcoming
events at www.gcfb.org/events.



TUESDAY, MARCH 31 Women's Power Happy Hour

The Zenith at The Fisher, Detroit

Join with metro Detroit's powerful women leaders as we come together to solve child hunger in southeast Michigan.

www.WomensPowerBreakfast.org

WEDNESDAY, APRIL 22 Women's Power Breakfast

Gleaners Headquarters, Detroit

Be part of our 22nd annual breakfast event to raise 1 million meals for hungry children.

www.WomensPowerBreakfast.org



SATURDAY, MAY 9 National Association of Letter Carrier's Stamp Out Hunger

Take part in the nation's largest one-day food drive! Leave a nonperishable food donation at your mailbox by 9 a.m. on Saturday, May 9 for your letter carrier to collect.
www.gcfb.org/stamp



MAY 29 – JUNE 5 Children's Hospital Cereal Drive

Help Children's Hospital of Michigan curb child hunger this summer. Drop off cereal donations at any participating location or make a secure online donation through our virtual cereal drive. www.gcfb.org/cereal



MONDAY, JULY 27 Bernie Smilovitz Celebrity Golf Classic presented by Andiamo Restaurant Group

Detroit Golf Club, Detroit

Join us for one of southeast Michigan's premier charitable golf outings for a day of great golf, celebrities, food, and fun. Your support will help provide 2 million meals for hungry children this summer! www.BerniesGolf.org





You!

can make a difference

- **Each \$1** you donate helps Gleaners feed one hungry person for one day.
- **94¢** of every dollar you give goes directly toward feeding hungry people.

1 SEND A CHECK:

Gleaners Community Food Bank of Southeastern Michigan
2131 Beaufait St., Detroit, MI 48207-3410

2 CALL IN A CREDIT CARD OR INSTALLMENT GIFT:

Alyce Sclafani, 1-866-GLEANER, ext. 306

3 DONATE ONLINE: www.gcfb.org

4 TRANSFER STOCK:

Erica Peresman, 1-866-GLEANER, ext. 310, or eperesman@gcfb.org

5 ASK YOUR EMPLOYER FOR A MATCHING GIFT:

Tell your employer you donated to Gleaners and request a matching gift. If your company does not have a matching gift program, ask about starting one. Contact Denise Leduc at 1-866-GLEANER, ext. 404, or dleduc@gcfb.org with questions.

6 PROVIDE A MEMORIAL OR TRIBUTE GIFT FOR A SPECIAL OCCASION:

Alyce Sclafani, 1-866-GLEANER, ext. 306, or asclafani@gcfb.org

7 LEAVE A LEGACY:

Anne Schenk, 1-866-GLEANER, ext. 242, or aschenk@gcfb.org

8 CONSIDER A CORPORATE CONTRIBUTION:

Tracey Cholish, 1-866-GLEANER, ext. 321, or tcholish@gcfb.org

9 HOLD A FOOD DRIVE:

Stephanie Melnick, 1-866-GLEANER, ext. 270, or smelnick@gcfb.org

10 SUPPORT A FOOD DRIVE OR EVENT:

Visit www.gcfb.org/eventfood or sign up to stay updated at www.gcfb.org/info.

11 VOLUNTEER:

You can help with food packing, mailing or at one of our special events. Individuals, families and groups are welcome. To help, contact a Gleaners' volunteer coordinator:

Detroit, Warren and Taylor: Karen Rogensues, 1-866-GLEANER, ext. 239, or detvol@gcfb.org

Pontiac: Jenna Yuhase, 1-866-GLEANER, ext. 403, or oakvol@gcfb.org

Howell: Delores Watters, 1-866-GLEANER, ext. 331, or livvol@gcfb.org

Special Events: Julie Ptasznik, 1-866-GLEANER, ext. 245, or eventvol@gcfb.org

Cooking Matters: Rebecca Blauw, 1-866-GLEANER, ext. 202, or cookingmatters@gcfb.org

Gleaners Community Food Bank of Southeastern Michigan is a 501(c)(3) organization. Your donation is 100% tax deductible to the extent allowed by law.

**NOURISHING
COMMUNITIES
BY FEEDING
HUNGRY
PEOPLE**

**Gleaners Community Food Bank
of Southeastern Michigan**
2131 Beaufait St.
Detroit, MI 48207-3410
313-923-3535 or 1-866-GLEANER
313-923-2247 Fax
www.gcfb.org

Gleaners Distribution Centers:

Gleaners Detroit Headquarters & Distribution Center
2131 Beaufait St., Detroit

Gleaners Livingston County Distribution Center
5924 Sterling Dr., Howell

Gleaners Oakland County Distribution Center
120 E. Columbia Ave., Pontiac

Gleaners Taylor Distribution Center
25678 Northline Rd., Taylor

Gleaners Joan & Wayne Webber Distribution Center
24162 Mound Rd., Warren

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Hunger-Free Holidays

FINE FOOD & GOODS BAZAAR

Thank you to all those that supported Gleaners' inaugural **Hunger-Free Holidays Bazaar**, featuring more than 60 Michigan artisan merchants.

With your help, more than 258,000 meals were raised to help feed hungry families over the holidays!

Special thanks to all of our event sponsors:



Presented at



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