Innovating to End Hunger
Helping people do the most with what they have
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Everyone Wins When Hunger is Solved
pg. 4

Sue Pherson of Redford Interfaith Relief is helping lead the way in improving health outcomes for our communities.
Women's Power Happy Hour & Women's Power Breakfast
THURSDAY, APRIL 7 & THURSDAY, APRIL 21
Join us for two powerful events to raise one million meals for hungry children this spring.
www.WomensPowerBreakfast.org

WHAT'S INSIDE?
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WHAT WE DO

Collect 34.5 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 nearly 79,000 meals each day to 535 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 more than 84,700 children a year
Through programs such as School Food Mobiles, 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 2014-15 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.
Gleaners is an amazing organization and one that I’m proud to be part of. I’d like to share with you three things that I’m excited to see happening.

The first is how we are adding value to every pound of food we distribute. It’s great to keep millions of pounds of donated food from going to waste and then getting that food to people who need it. It’s even better to teach people how to prepare that food so they can make tasty and nutritious meals at home. And it’s even better when the people we serve can use what they’ve learned to save money shopping, eat better, and improve their quality of life. Our impact is much greater than just the food we have! And growing our programs that help people do as much as they can for themselves is an exciting strategy.

The second is making sure that anyone who wins when hunger is ended is included in the solution. There are so many winners when hunger is solved—health care systems, schools, employers, families, children, other nonprofit organizations, local, state, and federal government—and the list goes on. Gleaners is actively engaging all these and more to imagine and then create a hunger-free community. We are convinced that food security for all will happen when the winners get involved. I bet you can think of a few winners too!

The third is to benchmark, baseline, and measure our progress so we know the impact we’re having and can make adjustments to do even more. We have four key areas to look at: the consumers we serve, our operating model, our financial health, and our culture. Our three-year plan makes improvements in all of these which we think can lead to a 20% improvement in food security in as little as three years.

Want to know more? Great! You’ll see more in this newsletter and in all of our communications to come in this next year. I’m proud of the work we do and know you share my joy when the people in our community are better served and less hungry.

Onward and upward!

Gerald F. Brisson, President
2015 HIGHLIGHTS

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

- 43,828 volunteer shifts completed, resulting in 131,484 hours of volunteer work toward Gleaners’ mission.
- 6,513 Fresh Food Share boxes of affordable, local produce accessed by families.
- 48 BackPack Program sites feeding 3,675 children year round.
- 2,272 community food drives collecting 2.6 million pounds of food.
- 34,536,269 pounds of food distributed throughout the year to neighbors in need.
- 10,586,982 pounds of fresh produce provided to hungry families.
- 6,268 Cooking Matters™ graduates including 1,428 kids and teens, learned how to shop for & prepare healthy, affordable meals.
- 860 School Food Mobile Pantry events provided a monthly source of food for children and their families.
- 28,687 children received healthy SmartBite snacks at school and through after-school programs.

GLEANERS HARVEST WINTER/Spring 2016
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WWW.GCFB.ORG
Food is the fuel that drives us, providing the nourishment we need to live. For Gleaners, nourishing our communities goes beyond the daily distribution of nearly 79,000 meals to hungry neighbors throughout southeast Michigan.

It also involves giving people the tools and resources they need to feed and sustain themselves and their families. The Cooking Matters™ program, for example, connects families with food by teaching them how to prepare healthy, tasty meals on a limited budget. Fresh Food Share reaches families in Detroit and Pontiac with affordable, fresh produce every month. And the newly established Michigan Food Bank Access to Nutrition (MIFBAN) program combines fresh produce delivery to seniors and families with nutrition and recipe demonstrations, so they can easily incorporate more fruits and vegetables into their diets.

And it’s working. Cooking Matters™ graduates tell us they buy and prepare more healthy foods at home as the result of their experience. They take time to read nutrition labels. And, because they can do more at home, they are less worried about running out of food at the end of the month. Some participants even report health improvements as a result of changing their diet.

Whether it’s Cooking Matters™, Fresh Food Share, MIFBAN or collaborating on a new program or service, Gleaners will continue to evolve, searching for ways to help its clients in the fight against hunger. After all, we all win when the problem of hunger is solved.
The link between food and health is well-known. People who aren’t adequately nourished are at risk of developing chronic illness. In fact, the number of people in Michigan living with diabetes has grown from six percent in 1996 to ten percent today, according to the Michigan Department of Health and Human Services, due in part to the food we eat.

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Because food is so critical to health outcomes, Gleaners is committed to understanding the impact of our work on the tens of thousands of hungry individuals and families we serve. Our Household Impact Model, with its focus on nutrition and health, is helping us fine-tune our current programs and develop new ones that reach our hungry neighbors with wholesome, healthful food choices.

One exciting opportunity to learn about the impact of our work on health is the Feeding America Intervention Trial for Health Diabetes Mellitus or FAITH-DM national study. Gleaners was one of three food banks in the country chosen to participate in this two-year research project, funded by the Laura and John Arnold Foundation in collaboration with Feeding America, the Urban Institute and the University of California (San Francisco).

The study will follow 240 participants whose A1C level is 7.5 or higher, to see if increasing the consumption of vegetables, whole-grain foods and fruit causes an improvement in blood glucose levels. The national results, based on a survey of 720 clients across the country, will be announced in early 2018.

Sue Pherson, executive director of Redford Interfaith Relief (RIR), a Gleaners partner agency, is helping to recruit subjects for the study. Throughout her 17 years at RIR, Sue has witnessed the painful effects of hunger, including poor health.

“It’s critical that we identify people that are diabetic and find those who might not even know it.”

Interested participants are screened by volunteers at Gleaners’ partner agencies.
are diabetic. “What Gleaners is doing [through the FAITH-DM study] is cutting edge. Gleaners is meeting people where the problem is,” she added.

Being part of the FAITH-DM study is an added spoke in Gleaners’ wheel of resources that already includes programs like Cooking Matters™ as well as other nutrition education classes that can help increase access to fresh fruits and vegetables. It is also a unique opportunity to work with community partners who have a vested interest in health outcomes—such as the health care industry—to include food and nutrition as a priority.

“I am proud to say we are only one of three food banks across the country to be selected for the FAITH-DM study,” said Gleaners president Gerry Brisson. “We will continue to find opportunities to help our clients, not only with the food we distribute, but by educating them so they can be empowered to act on their own behalf and possibly on behalf of others.”

For information from the Michigan Department of Health and Human Services on the prevention and management of diabetes, please visit: www.gcfb.org/DiabetesInfo.

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INNOVATING TO END HUNGER
HELPING PEOPLE DO THE MOST WITH WHAT THEY HAVE
Imagine not eating anything for one full day, every week, and wondering whether or not your kids will have enough to eat today. Even worse, when you have money to buy food, there isn’t a grocery store in your neighborhood, and you don’t have transportation. You make good choices and buy what you can, but there’s not enough to make it through an entire month. Your family is hungry, and your household food budget has been exhausted.

Helping people who face this dilemma is what Gleaners and our network of pantries, soup kitchens, shelters, and other community organizations do. We do this not only by giving away food, but also by helping people do the most with what they have.

This year, thanks to an innovative partnership with PepsiCo, we’re adding another program that will help food insecure families do more with their resources. The program, “My Neighborhood Mobile Grocery” will launch in the spring of 2016 with a pilot location in southwest Detroit.

HOW DID THIS HAPPEN?
My Neighborhood Mobile Grocery resulted from the work of four PepsiCo professionals who were loaned to Gleaners for four weeks last spring. This team’s unique expertise in marketing and consumer research helped us understand the needs of consumers who rely on food assistance. The team was also able to identify opportunities for those consumers to get more nutritional value with the resources they have.

Community service agency Southwest Solutions also helped to assess the needs. Bob O’Brien, Senior Vice President for Development and Public Affairs, says it was important to look at maps of southwest Detroit to determine where excellent neighborhood groceries already exist. They also looked at where families live and their transportation barriers. “Southwest Solutions has partnered with Gleaners in the past to help people get fed,” says O’Brien. “There are families we know who go hungry. The Mobile Grocery program will help families plan ahead rather than finding themselves in a crisis at the end of the month.”

Set to launch soon, My Neighborhood Mobile Grocery will:
• Provide valuable access to nutritious food, education and hands-on cooking demonstrations that can help people eat better for less;
• Eliminate transportation barriers by being available community-by-community; and
• Close the food security gap by offering staple pantry items and fresh foods at lower cost to food insecure households.

When brought to scale, this program can help tens of thousands of individuals—families, children, seniors, and others—and bring our community that much closer to full food security.

Gleaners estimates that for every $50 in government assistance dollars spent at the My Neighborhood Mobile Grocery, a household will get up to $70 in value. Carmen Mattia is Managing Director of the Ford Resource and Engagement Center in the Mexicantown Mercado, which will host the first Mobile Grocery. “This will be a wonderful program for our community, and they’ll be able to take advantage of the low prices,” says Mattia.

Despite the improving economy, there is still a significant hunger gap. In southeast Michigan, it’s estimated that 705,000 people are food insecure, meaning that there are times throughout the year that they do not know where their next meal will come from. Gleaners currently reaches 426,500 of these people with two thirds of their food needs.
Helping people become food secure is an investment, not charity. Gleaner’s president Gerry Brisson explains. “We need to find new ways to provide value at the household level—not just direct food assistance but how people can do more with the resources they have. I’m grateful to PepsiCo for their leadership and support for this important effort.”

Indra Nooyi, PepsiCo CEO said the benefits go both ways. “You educated our workforce community too. We gave you some PepsiCo employees, you gave us back a more educated, socially aware workforce. Thank you.”

The dedication and generosity of volunteers and donors has made this program possible. To learn how you can get involved, visit www.gcfb.org/MobileGrocery.

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SNAP recipients often find that they run out of funds (SNAP benefits & employment income) by the third week of the month. The My Neighborhood Mobile Grocery program helps stretch the SNAP benefits further, reducing the gap at the end of the month.

**WEEK 1**

**WEEK 2**

**WEEK 3**

**WEEK 4**

$50 when shopping at a general grocery

When shopping at a “My Neighborhood Mobile Grocery ($70 value) $50 40% MORE PRODUCT
At Gleaners, our volunteers play an essential part in preparing food for distribution to people in need. Karen Rogensues knows just how significant our volunteers are. We took a walk in her shoes to learn more about a day in the life of a Volunteer Coordinator.

**TELL US ABOUT A TYPICAL DAY...**
I’m the fortunate person that gets to guide our volunteers and give them an inside glimpse of what goes on at Gleaners. I schedule individuals or groups to come to our Detroit, Taylor and Warren facilities and once they’re there, I provide a short orientation, safety review, and take volunteers to the projects we have for them. We do anything from produce sorting to packing food donations. At the end of their project, I’ll guide volunteers through the clean-up process. We always let them know the impact they made by being here and the pounds of food they packed before we say goodbye. We want them to know they’ve made a big difference!

**WHY DO YOU DO WHAT YOU DO?**
I absolutely love what I do! I love to see our staff of brilliant and hardworking people working hand-in-hand with such a supportive community to deal with food insecurity on a daily basis. The transition we are making from food supplier to community advocate means we’re impacting families in an even more significant way. It is a very exciting time to be a Gleaner!

**WHAT INSPIRES YOU ABOUT YOUR JOB?**
People sometimes ask, “What’s so special about being a Gleaner?” The unique thing about Gleaners is that they have a system that takes a person’s time and talents and can make the most of them. It’s an honor to work with the talented Gleaners staff and our enthusiastic, dedicated volunteers. They inspire me every day. It’s incredible to watch the amount of work each group can achieve in just a few hours. By the end of a project, volunteers know they made a difference in the lives of people struggling with food insecurity. Many people leave with a renewed perspective and they return again and again to help families in southeast Michigan to become healthy and self-sufficient.
innovation and new ideas are important if we're going to get to the next threshold of food security in our community.

One of our new ideas is to change the way we measure success—from “pounds distributed” to “household impact.” And that one little change has us bursting at the seams with ideas about how we can better serve our hungry neighbors.

For example, we get a lot of food directly from farms including butternut squash. It is fresh and wonderful! But what if people don't know how to cook a butternut squash? If we only measure pounds, we only see that we've sent out some squash. But if we measure impact, we learn that we can improve people's lives more by giving them recipes and letting them sample a cooked squash when we deliver it. The cost to add this value is low—but the impact is high.

Another way “household impact” is a better measure than “pounds distributed” is made clear through our Cooking Matters™ program. Cooking Matters™ nutrition and cooking education classes transform people's lives by helping them eat smarter and healthier while stretching their food dollars. The graduates of Cooking Matters™ saved nearly $1.5 million dollars at the grocery store last year alone!! And they'll have those skills for the rest of their lives. Though there are no “pounds distributed” from Cooking Matters™, the impact is truly remarkable.

Though these are only two examples, both give insight into how a new idea about what we measure can have a huge impact on how we get our work done. I'm grateful to be part of this important work, and proud of the Gleaners team for delivering such value to the community.

Katy Locker, Board Chair
UPCOMING EVENTS

FEBRUARY 26 – MARCH 4
Power Up with Protein Detroit
2799 W. Grand Blvd., Detroit, MI 48202
Join the Henry Ford Hospital and the Henry Ford Health System nurses at their downtown campus to help collect foods with the highly sought essential nutrient of protein. www.gcfb.org/protein_detroit

THURSDAY, APRIL 7 & THURSDAY, APRIL 21
Women’s Power Happy Hour & Women’s Power Breakfast
MGM Grand Detroit & Eastern Market, Shed 3
Join with metro Detroit’s powerful women leaders as we come together to solve child hunger in southeast Michigan at the 3rd annual happy hour event and 23rd annual breakfast event to raise 1 million meals for hungry children. www.WomensPowerBreakfast.org

SATURDAY, MAY 14
National Association of Letter Carrier’s Stamp Out Hunger
Participate right from your mailbox
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 14 for your letter carrier to collect. www.gcfb.org/StampOutHunger

MONDAY, JULY 25
Andiamo Hunger Free Summer Golf Classic
Detroit Golf Club, Detroit
Join host Bernie Smilovitz for the 13th annual Golf Classic! Take part in a day of great golf, food, and fun. Your support will help us provide 2 million meals for hungry children this summer! www.BerniesGolf.org

JULY 2016
Hunger Free Summer Food Fight
Hosted by your organization or workplace
Join this year’s Food Fight: an annual food and fund collection in which organizations throughout the tri-county area compete against teams within their division to raise the most meals for hungry neighbors. www.gcfb.org/HFS_Food_Fight

THURSDAY, AUGUST 4
12th Annual Iron Chef Competition
Bordine’s Nursery of Brighton
Join us at this year’s Iron Chef event and enjoy an evening of delicious food, great company, and some healthy competition. Interested in participating? Email shohendorf@gcfb.org for more information. www.IronChefEvent.org

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

**11TH ANNUAL Detroit Uncorked**

Gleaners is thrilled to have been chosen as the charitable partner and host of the 11th annual Detroit Uncorked. Thank you to the Detroit Wine Organization and to our generous supporters for creating a fantastic evening in support of Gleaners. Over 700 participants attended the event on September 25, raising more than 290,000 meals!

**Canstruction**

Architecture and engineering teams from the metro-Detroit area filled Wayne State University’s Welcome Center with impressive sculptures made entirely out of cans to help feed hungry neighbors through the Canstruction® competition. This event would not have been possible without the support of AIA Detroit, Tower Construction, Kroger, and Wayne Cares.

**Scouting for Food**

In their first official partnership, the Boy Scouts and Girl Scouts of Southeastern Michigan participated in Scouting for Food, a food drive that helps address the problem of hunger in the community. The Scouts collected more than 200,000 pounds of food from the doorsteps of generous community members!

**Birdie Day**

Thanks to our supporters and golfers, more than 200 frozen turkeys and $3,500 were collected to help ensure families in southeast Michigan had a happy Thanksgiving. Special thanks to Whispering Pines Golf Club, the Majestic at Walden Lake, and Heather Highlands Golf Club for helping to provide a hunger-free Thanksgiving for our neighbors.
Faurecia FUELS Community Food Drive

Through their annual Community Food Drive, Faurecia collected enough food and funds to provide over 330,000 meals. Each plant collected food and funds through donations, dunk tanks, raffles, ice cream sundae bars, and other fun activities. Since the food drive began in 2010, Faurecia and its employees have provided more than 3.5 million meals to hungry neighbors in Canada, Mexico and the United States!

3rd Annual Turkey Bowl

Held at the Detroit Athletic Club, the 3rd Annual Turkey Bowl event raised 126,000 meals to help feed hungry kids this holiday season.

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

6th Annual 104.3 WOMC Radiothon

A huge thank you to our generous donors, 104.3 WOMC, and to Kroger for matching every dollar raised! Thanks to southeast Michigan’s hunger heroes, Gleaners once again met the goal to help feed hungry neighbors.

Gerry Brisson, Gleaners President and Alan Whitman, Baker Tilly Chief Executive Officer-Elect
You can make a difference!

- Each $1 you donate helps Gleaners feed one hungry person for one day.
- 93¢ 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: Dianne Warren, 313-571-0411

3 DONATE ONLINE: www.gcfb.org

4 TRANSFER STOCK: Erica Peresman, 313-571-0383 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 313-571-0392 or dleduc(gcfb.org with questions.

6 PROVIDE A MEMORIAL OR TRIBUTE GIFT FOR A SPECIAL OCCASION: Dianne Warren, 313-571-0411 or dwarren(gcfb.org

7 LEAVE A LEGACY: Anne Schenk, 313-571-0202 or aschenk(gcfb.org

8 CONSIDER A CORPORATE CONTRIBUTION: Tracey Cholish, 313-571-0327 or tcholish(gcfb.org

9 HOLD A FOOD DRIVE: Stephanie Melnick, 313-571-0362 or smelnick(gcfb.org

10 SUPPORT AN EVENT: Suzette Hohendorf, 313-571-0241 or shohendorf(gcfb.org

11 VOLUNTEER: You can help Gleaners in a variety of ways: packing food for distribution, mailing letters, or even 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, 313-308-0589 or detvol(gcfb.org

   Pontiac: Margarita Ovalle, 248-409-1159 or oakvol(gcfb.org

   Howell: Delores Watters, 313-308-0593 or livvol(gcfb.org

   Special Events: Julie Ptasznik, 313-571-0381 or eventvol(gcfb.org

   Cooking Matters: Rebecca Blauw, 313-308-0584 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.
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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Gleaners Joan & Wayne Webber Distribution Center
24162 Mound Rd., Warren

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Community Leader
Every year, Kroger helps Gleaners provide hundreds of thousands of meals to our hungry neighbors in southeast Michigan through initiatives and events like:

- Bringing Hope to the Table
- 104.3 WOMC Radiothon
- Kroger Surplus Food Program
- Women’s Power Breakfast
- Canstruction Competition
- WDVD-FM’s Canned Film Festival
- National Association of Letter Carriers Stamp Out Hunger Food Drive

THANK YOU