

# BANK NOTES

A publication of the Greater Baton Rouge Food Bank – Volume 3 – No. 5



It has been a challenging summer for your Food Bank. This is probably the most challenging summer that we have faced in the last 5 years. Increased demand and decreased access to food donations locally and from national donors created challenges to find the food to feed so many. Hopefully, with your help, we can begin to rebuild our inventory to have food available for those most in need in our area.

September is Hunger Action Month, a time when we attempt to raise awareness about the issue of hunger and the many faces of hunger in an effort to broaden people's understanding of the issues of hunger and food insecurity. Also, a group of community leaders have come together in an effort to honor the memory and wishes of the late Trevor Sims who desired to feed the hungry. These individuals were touched by Trevor and his compelling story of wanting to feed the hungry despite facing incurable cancer. Trevor especially touched those of us that had the pleasure to meet and spend time with him, and we truly appreciate the efforts of these community leaders to try to honor him by doing more to feed the hungry.

I also would like to apologize about some problems we had with our mail donation appeals. Some of you may have received nothing from us for six months and then received two appeals in less than a week. We identified some problems with the company that we use to mail those donation requests, and, in their efforts to correct the problem, you may have received multiple mailings from them on our behalf within a few days of each other. Again, please allow me to apologize for any discomfort and inconvenience that this may have created for you. We try to maximize every dollar donated to our mission of feeding the hungry. Please know that these extra mailings were at the expense of the company that handles this for us and not at the expense of your Food Bank.

As with every success that we may have and every child, senior or working family that we are able to help, we can accomplish none of this without you and your continued support. Thank you for all your efforts to help us in our mission to feed the hungry!

Sincerely,  
Michael G. Manning  
President & CEO

## NUMBERS OF NOTE



Collected more than  
**44,000**  
pounds of food



On pace to raise over  
**\$10,000**



DIG Magazine to donate  
**\$5,000**

## WHAT'S INSIDE

- ▶ Trevor's Wish to Kick Off Hunger Action Month
- ▶ Companies Step Up with Critical Gifts & Resources
- ▶ Construction 2014 Planned for August 28th Downtown
- ▶ Special Thanks to Our Volunteers

**WE HAVE MOVED.  
PLEASE MAKE NOTE OF OUR NEW ADDRESS.**

**10600 S. Choctaw Drive • Baton Rouge, LA 70815-1826  
P.O. Box 45830 • Baton Rouge, LA 70895-4830**

# COMPANIES ANSWER THE CALL TO FIGHT HUNGER WITH LARGE DONATIONS



## MOSAIC DONATES TRACTOR-TRAILER AT ST. JAMES DISTRIBUTION

The Greater Baton Rouge Food Bank fleet of trucks recently grew by one with the addition of its largest and most versatile tractor-trailer to date, all part of a donation made by The Mosaic Company. The new 53-foot tractor-trailer was unveiled as part of a special food distribution day held at Lutcher Park in St. James Parish.

The food distribution day, also funded by Mosaic, was part of a special community health outreach effort in St. James Parish. Four hundred Mosaic bags of pre-packaged food were packed by Mosaic employees at the Food Bank and then passed out to those in need on distribution day. Each bag contained a 5-7 pound hen, rice, gravy mix, green beans, mushroom soup, yams, peaches, macaroni & cheese, corn muffin mix, instant potatoes, brown sugar and brownie mix.

The donated tractor-trailer will play an integral role in food collection and distribution for the Greater Baton Rouge Food Bank. It has the ability to be divided into refrigerated and non-refrigerated sections to maximize efficiency of product transportation.

“Mosaic has been tremendously generous in support of our mission to fight hunger, and this donation will greatly improve our ability to do that across 11 parishes and especially in St. James Parish,” said Mike Manning, CEO and President of the Greater Baton Rouge Food Bank. “This new tractor-trailer will allow us to pick up and distribute more product, both through regular distribution and Mobile Pantries, ultimately allowing us to get more food out into the community and into the hands of those in need.”

“The Greater Baton Rouge Food Bank is working to alleviate hunger in 11 Louisiana parishes through innovative programs such as mobile food pantries, which provide fresh fruits and vegetables to those in need,” said Steve Susick, Mosaic’s Louisiana Operations Plant Manager. “Our partnership embodies the heart of Mosaic’s mission to help the world grow the food it needs. Locally, we are committed to closing the hunger gap in our communities and ensuring access to fresh, healthy food.”



## CB&I DONATES OVER \$157,000 TO FOOD BANK FOR CAUW KICK OFF WEEK

Your Greater Baton Rouge Food Bank was certainly excited to be selected by CB&I as their focus agency for the Capital Area United Way kick off week. What we did not expect though was the level of participation, commitment and impact that would come from CB&I employees and their efforts in raising over \$157,000 to fight hunger right here at home - the largest non-capital campaign donation in Food Bank history.

As part of the annual Capital Area Unite Way #CAUWSOLUTION campaign, CB&I encourages employees to give back through pledging to United Way and designated agencies and the company matches those funds at 50%, 100% and 150% depending on the level of pledge. While the pledge campaign is underway, CB&I also

holds a kick-off week filled with fund raising competitions between eight teams of employees and donates all funds raised from activities that week to a chosen focus agency. Activities this year ranged from silent auctions, cook-offs, talent shows, game shows, bake sales, and this year even included a golf tournament.

“It’s easy to take for granted that we all have great jobs and work for a great company here at CB&I and so this is an opportunity for us to give back to those who don’t and those who are in need,” said Kevin Murray, VP of CB&I Environmental and Infrastructure. “You don’t have to look far beyond our daily lives to see that there are people that are really hurting, that are hungry, and having to make the difficult choices of clothing, food, and the basic necessities. Hopefully this will help add a lot of food to the shelves at the Food Bank so that we can help them in their mission to feed those families going through difficult times.”



For the 2014 #CAUWSOLUTION campaign, CB&I was able to raise over \$410,000 in total when you add the \$157,000 Food Bank donation for kick-off week activities to the totals pledged by employees and matched by the company for this year – this in just its second year here in Baton Rouge.

# TREVOR'S WISH TO KICK OFF HUNGER ACTION MONTH

*We remember and honor his wish in 2014 — #TREVORSWISH*

## BACKGROUND & MISSION

On October 16, 2013, the Baton Rouge community lost an inspiring young man in Trevor Sims, but his legacy lives on and continues to inspire us all. Trevor was first diagnosed with cancer when he was five years old. At age 10, Trevor and his family were informed that his cancer was terminal. Understanding he would have limited time, Trevor made a wish that he shared with the Baton Rouge community - *to feed the hungry.*

The Baton Rouge community came together to host the Trevor's Wish City-Wide Food Drive during the first week of September 2013. The response was overwhelming and leading the effort was Trevor Sims, committed and focused on the cause despite his declining physical condition. The combined efforts of so many resulted in the collection of over 40,000 pounds of nonperishable food items and over \$80,000 in monetary donations. The total was equivalent to 433,333 meals for those in need. A host of community leaders are coming together once again to host the 2014 Trevor's Wish Community Wide Food Drive to benefit the Greater Baton Rouge Food Bank. Join us in September as we keep his wish alive to fight hunger.



## HOW YOUR EFFORTS WILL HELP THOSE IN NEED

All proceeds and food collected from Trevor's Wish will directly fight hunger through your Greater Baton Rouge Food Bank. We distribute food to over 130 agencies across 11 parishes to meet the needs of those who are food insecure. Through drives and fundraisers we are able to collect, package, and purchase food to support these efforts. Donating just a dollar can provide food for 5 meals so every little bit helps.

## HOW YOU CAN PARTICIPATE

Participating in Trevor's Wish is as easy as donating food or funds to the Greater Baton Rouge Food Bank. Host a food or fund drive with your friends, co-workers, sports team or church groups. You get a chance to be creative in how you do it and at the same time you help keep

Trevor's Wish alive. Trevor believed that it starts with one person and he often liked to say, *"everyone can do something."*

September is Hunger Action Month and so the time is just right to put your plan into action. Trevor's Wish runs from September 1-30. Learn more about how to get started by visiting [brfoodbank.org](http://brfoodbank.org).



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# WALMART \$81,500 DONATION TO FUEL FOOD BANK BACK PROGRAM AND FACILITY NEEDS

The Greater Baton Rouge Food Bank's BackPack Program has received a very nice boost in resources thanks to The Walmart Foundation. The \$81,500 grant, a two part grant from the Walmart Foundation's State Giving Program, dedicates critical resources to the Greater Baton Rouge Food Bank. The first part of the grant dedicates \$50,000 to sustain the Food Bank's BackPack Program, while the second part of the grant dedicates \$31,500 toward the purchase of a new forklift which will allow for more efficient operations in the warehouse. Through the BackPack Program, funds will help provide impoverished children with backpacks of food to take home on weekends and holiday breaks – times when many students do not have access to daily meals.

“Walmart continues to be a great community partner who is dedicated to providing nutritional food options for children in need,” said Mike Manning, CEO of the Greater Baton Rouge Food Bank. “Good nutrition and healthy meals are essential to the overall physical health and mental growth of children. We appreciate all Walmart is doing to help us sustain the BackPack Program and facility needs, allowing us to provide food to children in need in our 11 parish service area.”

The funds from the awarded grant were presented to Food Bank Board Chairman Brad Lambert during a check presentation ceremony that took place during a BackPack Program packing session in the warehouse of the Greater Baton Rouge Food Bank. Walmart employees staffed the packing session alongside members of the Food Bank staff.



## SPECIAL THANKS TO ALL OF OUR VOLUNTEERS

- |                            |                                     |
|----------------------------|-------------------------------------|
| ExxonMobil Excite          | Four Hope Alabama Choir             |
| Alpha Phi Alpha            | Whole Foods Market                  |
| Untouchable Diamond Divas  | Southern University Sophomore Class |
| Liberty Mutual             | Diamond Ice Divas                   |
| The Mosaic Company         | Bini Progressive League             |
| Forum 35                   | South Baton Rouge Church of Christ  |
| New Hope Baptist Church    | Citizens in Community               |
| CAUW Youth Volunteer Corps | Ardent Mills                        |
| Youth Challenge            | St. Joseph's Academy                |
| Carville Job Corps         | Catholic High School                |
| University Baptist Church  |                                     |



▲ Special thanks to the team at Capital One Bank for spending the day with us sorting food and repackaging it for distribution to those in need.



## CANSTRUCTION TO UNVEIL NEW DESIGNS UNDER COMICAN THEME

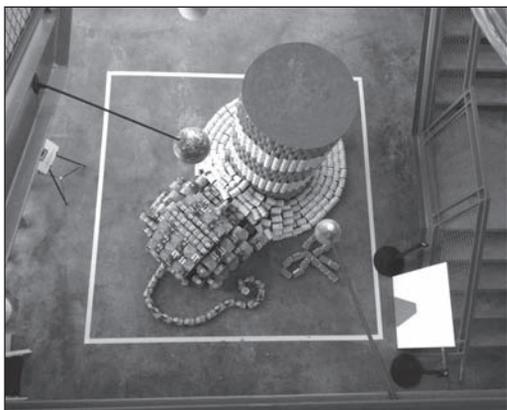


CANstruction® is back and better than ever! Louisiana Arts & Science Museum, the American Institute of Architects, Baton Rouge Chapter and the Greater Baton Rouge Food Bank are excited to present the ComiCAN edition of CANstruction® this August. CANstruction® is a competition between local architecture and design firms whereby teams from different companies build themed structures using nothing but cans of food. All designs for 2014 will follow the ComiCAN theme and so structures will feature some of your favorite comic book characters and super heroes.

With 10 teams competing this year, the food-sculpture event has expanded to include the Shaw Center for the Arts as an additional site location. All teams will begin building their ComiCan structures on Wednesday, August 27 and the official opening ceremony will take place on Thursday, August 28. You can purchase tickets to attend the opening ceremony and will be able to participate in a ComiCAN-themed scavenger hunt while also getting a chance

to view the sculptures and to hear the winning architects announced live.

All of the designed sculptures will be on display for all to see until September 11 with de-CANstruction® to begin on September 12. It's a great event for the entire family to attend and all food used to create the sculptures will be donated to the Greater Baton Rouge Food Bank.



# Feed A Family

## WBRZ FEED A FAMILY CAMPAIGN TO RUN OCTOBER 1 – 31

In response to the increasing need to feed the hungry in our area, WBRZ is once again giving back to help feed families by launching the 30th Annual Feed A Family campaign. With the support of the Greater Baton Rouge Food Bank and the Baton Rouge Clinic, WBRZ will place special Feed A Family food collection barrels in area grocery stores. Food collected in those barrels will be collected and distributed through the Food Bank to agencies across 11 parishes. Area residents are urged to place non-perishable food items such as canned goods, flour, rice, pasta, etc. in the "Feed A Family" barrels from October 1 – 31. You can also help by hosting a food drive at your business, church or organization.

In addition to the full campaign window, WBRZ will host Feed A Family Friday on October 24. Live broadcasts during 2une In will be part of the promotion that day. All residents and corporate donors are urged to bring perishable items such as turkeys, hams, fruits or vegetables on Feed A Family Friday and those items will be delivered to those in need in time for Thanksgiving. Locations will be announced closer to the event date.

If you can't make it out to the stores, you can also participate by purchasing a beanie animal – Pierre Pig or Thibodeaux Turkey – for \$25.00 to have a ham or turkey donated to families in need. You can keep the beanie or request that it be donated to a child.





GREATER BATON ROUGE  
**FOOD BANK**

10600 S. Choctaw Drive  
Baton Rouge, LA 70815-1826  
225.359.9940 : [www.brfoodbank.org](http://www.brfoodbank.org)

P.O. Box 45830  
Baton Rouge, LA 70895-4830



United Way Member Agency



Member of Feeding America

*In an effort to go green and reduce costs, the Greater Baton Rouge Food Bank encourages you to sign up for our e-newsletter and newflashes. Visit [www.brfoodbank.org](http://www.brfoodbank.org) to sign up and start receiving news in your inbox.*

## MARK YOUR CALENDARS AND SAVE THE DATES FOR THESE GREAT EVENTS

### SEPTEMBER 28 – Hunters for the Hungry Clean Out Your Freezer Day

Join area hunters in cleaning out your freezer by donating food and game to the Greater Baton Rouge Food Bank. For complete details visit [hunters4hungrylouisiana.org](http://hunters4hungrylouisiana.org)

### OCTOBER 13 – Slice of Life Golf Classic

Join the Greater Baton Rouge Food Bank for the 23rd annual Slice of Life Golf Classic on October 13, 2014. Returning to Copper Mill in Zachary, La., for the second year in a row, the Food Bank is excited to host the 23rd Annual Slice of Life Golf Classic. For more information or to register your team, contact Emily Zering at [Emily@brfoodbank.org](mailto:Emily@brfoodbank.org).

### NOVEMBER 1 – 10/31 Consortium Presents The Baton Rouge Halloween Parade

On Saturday, November 1, 2014, downtown Baton Rouge will be taken over by the annual 10/31 Consortium Halloween Parade. This year, the theme is Dia de los Muertos, or “Day of the Dead.” In Mexico, this holiday is the day when the spirits of loved ones who have passed away can return to visit family members. Typically, this holiday is celebrated by decorating altars with photos of loved ones, fruit, nuts, flowers (marigolds), sugar skulls and other types of food and trinkets. The sugar skulls can be very detailed and have become a popular Halloween costume in recent years.

### NOVEMBER 2 – 2014 Hunger Walk

The Greater Baton Rouge Food Bank, Interfaith Federation and Catholic Charities are hosting the 2014 Hunger Walk at Catholic Charities at 2:30pm on Sunday, November 2, 2014. Walk this 5K to raise awareness about the issue of hunger in our community. Registration will be \$10.00. Please contact Emily ([emily@brfoodbank.org](mailto:emily@brfoodbank.org)) to pre-register. Participants under the age of 18 must bring a waiver signed by a parent or guardian in order to participate.