



# FOOD FOR THOUGHT

QUARTERLY NEWSLETTER • Winter/Spring 2007

## **FoodShare 2007**

As March approaches, Channel One Food Bank and Food Shelf is preparing for the 25th Annual Minnesota FoodShare campaign. A program of the Greater Minneapolis Council of Churches, Minnesota FoodShare coordinates the annual statewide food and fund drive to benefit food shelves throughout Minnesota.

Each March, residents of Minnesota pull together to raise food and funds to support over 300 food shelves in the state. All of the money raised in each community supports the local food distribution program. In Olmsted County, Channel One is once again working with churches, businesses, schools, and clubs to make the 2007 FoodShare campaign a great success.



## **A goal of \$100,000 and 50,000 pounds has been set for the local campaign.**

"It is amazing to think that FoodShare is in it's 25th year," said Carla Johnson, Executive Director. "The 2007 campaign is more important than ever since our food shelf service in Olmsted County is maintaining at record levels, and we've been able to meet that demand through the investment of our generous supporters."

March is a special month for food shelves that participate in FoodShare. Each year, contributions that are made at the state level are divided among Minnesota's food shelves based on how successful their local campaigns are. The greater the participation on the local level, the greater the allocation from Minnesota FoodShare's overall fundraising. Also unique to March is the "Feinstein Challenge". Each year, Rhode Island philanthropist, Shawn Allen Feinstein pledges \$1 million to hunger relief organizations across the country. The Feinstein Challenge divides \$1 million proportionally based on the amount raised by organizations during the months of March and April. With the incentives offered by Feinstein and FoodShare, cash contributions go even further during this time of year.

To participate in FoodShare, visit the Channel One website at [www.channel-one.org](http://www.channel-one.org) for more information. The site has a food drive kit, links to the Minnesota FoodShare website, and other resources for individuals interested in participating.

For information about involving your business in FoodShare *Denim Day* see page 5.

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### **HIGHLIGHTS IN THIS ISSUE**

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**Carla Johnson, Executive Director**

*Carla Johnson*

## ***Construction Update***

Construction on the Channel One *Setting the Table for the Future* expansion and remodeling project is moving along smoothly. At this point the project is two-thirds complete, with an anticipated final completion in April.

To date \$881,000 has been raised to toward the overall project cost of \_\_\_\_\_, including a recent grant of \$150,000 from the Bush Foundation.

After the project is complete, Channel One will be hosting a community open house, and a Blue Jean Ball capital fundraising event. More details on both of these events will be following in the coming months.

## ***Renovating for Impact***

The Setting the Table for the Future project has three impact areas:

1. Food Shelf Expansion - design incorporates circular "traffic flow" including new entry/exit doors, expanded floor space (824 to 2,200 square feet), upgrade to commercial coolers/freezers. Will accommodate at least three times as many shoppers at a time (from 10 to >30 households plus volunteer support).
2. Warehouse Expansion - design adds 3,600 square feet full length building "annex" to the east. Enables us to reclaim 3 dock doors on south side, enables true segregation of salvage / food drive product, separates MAC/NAPS packing area, and moves battery charging operations from receiving dock.
3. Office Expansion - Second floor addition over new food shelf expansion and over first floor remodel. Incorporates ADA-appropriate elevator. Second floor will house 17 open-office cubicle workstations, three walled offices, meeting rooms, and multi-purpose conference / break room. Increase from 1,800 to 5,100 square feet.

## ***Program Updates***

With the overall project nearing completion, Channel One is pleased to announce that the remodeled food shelf area is scheduled to re-open in it's new space in March. During the construction, the food shelf program has been delivered out of a temporary space on the agency shipping dock in the warehouse.

Can I announce changes to hours or other items here?

## ***Holiday Fundraising Wrap Up***

Although hunger persists throughout the year, the winter holiday season is a very busy time at Channel One as community support through gifts of food, funds, and volunteerism reach their peak during November and December. The 2006 holidays were marked by generous support from the community in the form of cash and food contributions.

A special thank you is in order for the local stores that participated in the holiday food drives through selling food donation bags and vouchers. Stores that participated include Hy Vee North, Hy Vee South, Hy Vee Barlow Plaza, Cub Foods, Silver Lake Foods, and Wal-Mart North.

Cash contributions were also strong throughout the holiday months but fell short of our fundraising goals. Channel One is hopeful that we will meet and exceed our fundraising goals for the Minnesota FoodShare --our last large campaign before the fiscal year ends on June 30, 2007.

I'm having a tough time on how to end this....help!

### ***Volunteer Stocking Groups***

### ***Volunteer Banquet***

## ***Plant-a-Row***

Spring is just around the corner and eager gardeners and farmers are already thinking about spring planting and what they will grow. Over the years many gardeners have donated their surplus produce to Channel One Food Bank and Food Shelf for distribution to the families we serve. In addition, we have had the opportunity to glean farmers' fields for more produce that then goes to feed people in need.

"Plant a Row" is a concept which encourages gardeners to plant one extra row of vegetables and donate their surplus to local food banks and food shelves. Donations of fresh produce frees up agency funds that then can be redirected to other needed items while providing fresh, nutritious food to those who struggle with food security.

Won't you please consider planting a row for Channel One this summer? For more information on how Channel One can help move your surplus garden produce into the hands of the people who need it most, call Vince McCoy at 507-424-1722.

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## ***FoodShare Denim Day***

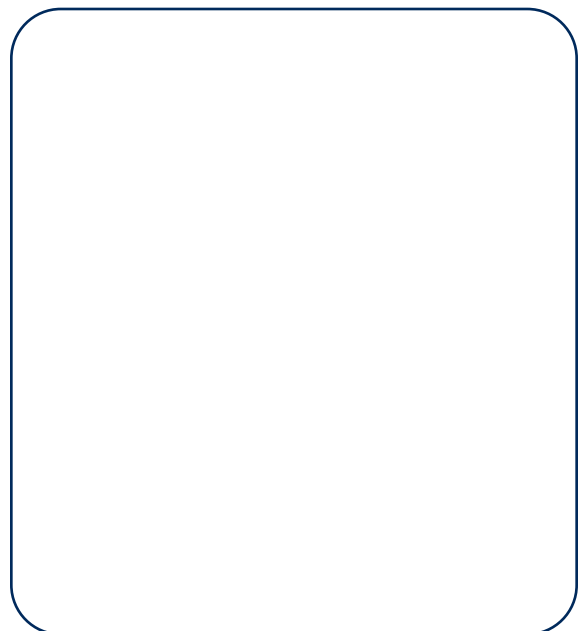
For the second year, Channel One is offering a fun and easy way for businesses and other groups to get involved in Minnesota FoodShare. *Denim Day* which was a great success last year, will be available for businesses, schools, and other groups that are interested in raising money to support Channel One during Minnesota FoodShare month.

If you choose to participate, you will receive stickers (shown above) to give to employees who "purchase" a casual dress day for a minimum of \$5. All proceeds will count towards the \$100,000 fundraising goal for FoodShare. To participate, contact Charla Irwin-Buncher at 507-424-1721.



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## ***RMS Ladies Night***





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**Channel One Food Bank and Food Shelf is a proud member of the following organizations:**

