



FOOD FOR THOUGHT

QUARTERLY NEWSLETTER • Summer 2010

September is Hunger Action Month

September is Hunger Action Month. Channel One, a member of the Feeding America food bank network, is joining with our partner hunger relief agencies to ask all Americans to pledge to fight domestic hunger.



We are excited to announce this year's theme for Hunger Action Month: 30 Ways in 30 Days. We encourage everyone to take action against hunger each day during the month of September. When you visit the Hunger Action Month website (www.hungeractionmonth.org), you will find new daily ways to fight hunger. Each daily 'way' is easy, doable, and impactful. You can also download a calendar for the month of September, with thirty days of activities for Hunger Action Month, ranging from changing your Facebook status to participating in an event.

On the same site, you can take a My Way Pledge, choosing "your way" to continue the fight against hunger all month long. Everyone has their own strengths; take stock of yours, take the pledge, and then take a few minutes to peruse some of the many suggestions on how to enact your pledge.

Our nation is in the beginning stages of recovery from a massive recession. Even though the recovery has begun, tens of millions of Americans are still faced with hunger- and we are working hard every day to assist individuals and their families right here in our area in these tough economic times. It is a daily challenge, and we are always looking for new ways to meet it head on. Hunger Action Month is a crucial time to raise awareness, and get people involved in fighting hunger, throughout September and beyond.

To learn more about Hunger Action Month, please visit the national website at www.hungeractionmonth.org. For local information on Hunger Action Month and the work that Channel One does all year long, visit www.helpingfeedpeople.org. Be sure to add Channel One to the organizations you Like on Facebook for the latest Hunger Action month news and activities.

Thank you for your support of Channel One, in September and all year long, so we can make a difference for the thousands of people struggling with hunger!

***Channel One....Advocate. Volunteer. Donate.
Join us in the fight against hunger.***

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HIGHLIGHTS IN THIS ISSUE

Message from Cynthia	Page 2	Letter Carriers Food Drive	Page 5
Minnesota FoodShare Results	Page 3	Movie on the Barn	Page 5
Channel One Donor of the Year	Page 4	Eastwood Bank Grilling to Give	Page 5



Cynthia's Corner

Cynthia Shaffer
Executive Director

Remember the warm lazy days of summer, having time to relax and take a nap in the hammock? They are a thing of the past. Our summers have become packed with family obligations, activities for children and generally just trying to accomplish too much in a day. It's no different at Channel One. As you look through this newsletter you'll see that Channel One also has a full summer...including the great fireworks we all enjoyed on the 5th of July and the upcoming Movie on the Barn. Hopefully you will come out and support us at these great community events.

We are involved in another exciting project that I want to tell you about. It's the Campaign for a Hunger Free Minnesota and is a statewide collaboration. New research conducted in Minnesota shows that statewide, Minnesotans are going without 125 million meals a year. That equates to low income people missing 10 meals a month. Research also shows that children without enough to eat are twice as likely to repeat a grade and adults are three times more likely to be hospitalized. The researchers are still tabulating the cost of hunger in Minnesota in terms of dollars, but early estimates are \$1 billion in health related costs. Another study shows that SNAP (food stamps) are under utilized by 368,000 low income people due to a variety of reasons.

What does the research show us? First, we have a lot of Minnesotans still going without food. Second, it shows us that hunger is costing us much more than just the cost of providing food. And third, that current programs are being underutilized. This is where the Campaign for a Hunger Free Minnesota comes in.

In partnership with the other Feeding America affiliated food banks, Channel One is working to bring communities and state leaders together to end hunger. The campaign begins by engaging communities and bring public awareness to the issue of hunger in Minnesota. The next phase will be to raise enough food and funds to end hunger. Overall, the goal is to provide an additional 125 million meals each year. This will be accomplished by increasing the amount of food available through emergency food organizations like Channel One, increasing participation in SNAP (food stamps) and increasing use of public nutrition programs. We have already begun having community meetings and will continue to have meetings on this topic throughout the summer.

While I miss spending time on my deck, I can't think of a better way to spend my summer than to end hunger in Minnesota.

Thank you for your support of Channel One and have a great summer!

In gratitude,

Channel One Receives Minnesota FoodShare Awards

Channel One was honored with the award for the top Minnesota FoodShare Campaign at the FoodShare celebration held in April! This is the first time that the Channel One Food Shelf has received this award, given to the food shelf that brings in the most food and funds during the March FoodShare Campaign. Thank you to everyone who contributed during our March Campaign, we could not have done it without your support.



Three Channel One volunteers were recognized at the celebration for their contributions to the campaign. ABC 6 News was honored with an award for Most Creative Food Drive - Corporation for their Drive By Food Drive. Olmsted County employees were honored for their campaign during FoodShare with the Most Creative Food Drive - Community award. And Channel One volunteer extraordinaire Larry Stacy was honored with a Good Neighbor Award from WCCO Radio and the Minnesota FoodShare organization. Congratulations to each of these wonderful volunteers - we are so thankful for all you do for Channel One!

SAVE THE DATE!

**Fifth Annual Empty Bowls
Thursday, October 21st, 11 a.m. - 8 p.m.
Rochester Art Center**

Presented by Eastwood Bank

**Platinum Sponsors
Charter Communications
Color Me Mine**



Visit www.helpingfeedpeople.org later this summer for more information!

Gleaning Opportunities

Channel One is lucky to have good relationships with local orchards and farms that allow volunteers to glean after harvest. Gleaning is a wonderful source of fresh produce for our food shelf. The process of gleaning involves going out to a farm, field or orchard and physically picking the produce for donation to Channel One. Many times Channel One does not receive much advance notice of gleaning opportunities. For this reason, we are building a list of individual and group volunteers who might be interested in gleaning in the upcoming months. Help Channel One reap the benefits of gleaning by adding you or your group to our list of gleaning volunteers!

For more information about this or other volunteer opportunities, contact Maggie Parham at maggieparham@channel-one.org or 507-424-1705.



Channel One Executive Director Cynthia Shaffer with Kemps representative Roger Domask

Kemps Named 2009 Donor of the Year

Channel One has honored Kemps as our Donor of the Year for 2009. Each year, Kemps donates thousands of pounds of highly nutritious dairy products from their two facilities in Rochester and their other regional facilities. In addition, Kemps donates packaging materials to Channel One that eliminate some costs for two area-wide programs. "We are very thankful for the tremendous support Kemps provides to Channel One," said Cynthia Shaffer, Executive Director of Channel One. "We are proud to have Kemps as a partner in the fight to end hunger."

FIREWORKS THANK YOU!!

Thank you to everyone who supported Channel One through the Fireworks celebration! Because of the generous support of the community, Channel One collected enough food and funds to provide over 24,000 meals to people struggling with hunger in our community!

Special thanks to:

FIREWORKS SPONSORS

Canadian Honker Restaurant and Catering ♦ Andy's Liquors

MEDIA SPONSORS

ABC 6 News ♦ Clear Channel Broadcasting ♦ Post-Bulletin ♦ Fairway Outdoors

GENERAL SPONSORS

Rochester International Event Center ♦ Hilton Garden Inn ♦ Sleep Inn ♦ Doubletree Hotel

23rd Annual Harvest Classic

Sponsored by Mayo Medical School AMA, the Harvest Classic is a 10K, 5K and kids 1-mile road race or walk along the Zumbro River. The event will be held on Sunday, September 12th and begins at the Silver Lake Park East Pavilion. Race day registration will open at 7:30 a.m. The kids 1-mile race will start at 8:00 a.m. followed by the 5K and 10K races at 8:30 a.m., rain or shine! All proceeds from the event support Channel One. For more information or to register for the race, visit www.harvestclassic.com.



Join us for a Movie on the Barn

Please join Channel One on Friday, August 20th for a Movie on the Barn at the History Center of Olmsted County. The movie that night is the 80's supernatural classic, Ghostbusters. Channel One will be sponsoring pre-movie activities beginning at 6 p.m. We will have hot dogs, chips drinks and ice cream for dinner and an assortment of family friendly games and activities. All of the pre-movie activities and food are free of charge, however we will accept monetary free-will donations and will be collecting food for our food shelf. So grab your blankets and lawn chairs and come on out...we hope to see you at the Movie on the Barn on August 20th!

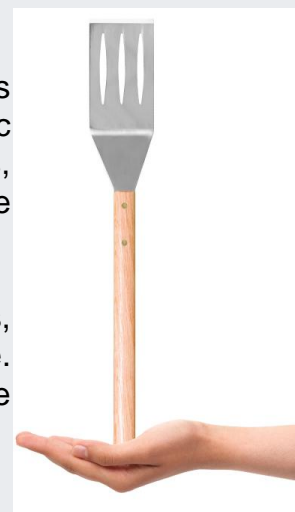


*Who ya gonna call on
August 20th?*

Eastwood Bank Hosts Grilling to Give

Thank you to Eastwood Bank for hosting three terrific Grilling to Give events in July. On three Wednesday afternoons Eastwood Bank invited the public to one of their branches for a great grilled lunch - hot dogs and brats, chips, drinks and delicious ice cream. The events were free, and attendees were encouraged to make a free-will donation to Channel One.

Thanks to the generosity of Eastwood Bank and all who attended the events, almost \$3,000 and over 400 pounds of food were collected for Channel One. Thanks so much to Eastwood Bank for this creative way to help feed people in need!



Record Setting Letter Carriers Food Drive!

On Saturday, May 8th letter carriers throughout Rochester worked hard all day long, not only delivering the mail, but also collecting food for Channel One. After all the food was collected and weighed, a record 56,025 pounds of food were collected to help feed people in need in our area.

Thank you to all the letter carriers who came early and stayed late, collecting thousands of bright blue bags that were filled with food for Channel One. It was wonderful to see postal trucks overflowing with the bags each time they arrived to drop off food.

Thank you also to all of the generous community members who left food by their mailboxes that day. We appreciate your continued support of our important mission!



***Thanks to all the letter carriers
for your hard work!***



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

