



# FOOD FOR THOUGHT

QUARTERLY NEWSLETTER •

Fall 2010

## **Hunger Free Families**

November is a month for family, festivity and thanksgiving. During this season of celebration, it is difficult to imagine any family going hungry - yet millions of families are struggling with hunger, even during this holiday time. For this reason, all Americans are asked to join Channel One and the Feeding America network of food banks across the nation, to help provide those in need with a reason to be truly thankful this Thanksgiving.

Seventeen million American families struggle with hunger; almost two thirds of clients served by Feeding America's network of food banks have families at home. Their plight is too often quietly ignored. Hunger's impact is felt by many more than the millions living with food insecurity; hunger impacts child development, health and wellness, education, workforce development - our general welfare as a nation. It is not "someone else's problem." It is our problem.



For this year's Hunger-Free Families campaign, we are asking everyone to TELL 10 people about domestic hunger by sharing the story of a real American family facing the reality of hunger. Telling ten people will spread not only an important message about the hunger faced by American families, but also the very real hope that comes from taking action, particularly during this holiday season of family, festivity and thanksgiving.

Steve and his family live in a Minnesota city where the median household income is more than \$80,000. It is hard to believe that in such an affluent community, Steve and his neighbors live in a working class island. At their best, the former shipping and receiving associate and his wife both worked two jobs-a combined income of \$50,000-to support their two daughters. But that was five years ago. After losing their jobs, the couple now relies on unemployment benefits to feed 15-year-old Katie and 10-year-old Olivia. "We tried to make sure the kids don't really feel it," says Steve of the extent he and his wife Treva have gone to protect their daughters from any sort of stigma associated with their lack of income. "It's hard to have the kids not have a normal life and do just everyday things, knowing that the \$20 you hand them is the last \$20 you may have for a few weeks."

You can help us help Steve's family and thousands of others just like them right here in our area. Showing support and "telling ten" is easy: just visit [www.HungerFreeFamilies.org](http://www.HungerFreeFamilies.org). Raising awareness is the first step towards creating real change. Hunger is a solvable problem, if we all reach out to help one another; at this time of thanksgiving, we can give more than thanks; we can give hope to families in need.

**To learn more about Hunger-Free Families, and the work that Channel One and Feeding America do all year long, please visit the national website at [www.HungerFreeFamilies.org](http://www.HungerFreeFamilies.org), or for information about what Channel One is doing to end hunger in Southeast Minnesota and La Crosse County, Wisconsin visit [www.helpingfeedpeople.org](http://www.helpingfeedpeople.org).**

### **Channel One**

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## Cynthia's Corner

**Cynthia Shaffer**  
**Executive Director**

At Channel One, we continue to see increases in food donations and increases in need. During our past fiscal year that ended June 30, 2010, we were able to distribute an additional 25 semi loads of food over the previous year. Close your eyes for a minute and picture 25 semi trucks full of food for Channel One parked end to end. What an awesome picture that is! Unfortunately, I am unable to picture the trucks without also seeing the long line of people we have yet to reach.

Recently our staff had an interesting discussion concerning our mobile pantries. We are implementing mobile pantries as a means of increasing access for rural and working poor individuals and families. These are the folks that cannot make it to a food shelf due to lack of transportation or who work during the hours their local food shelf is open. But while we are increasing the amount of food going into our region and reaching more people, how do we ensure that we are making food accessible to EVERYONE who needs it? This is what keeps me up at night.

Last month I had the privilege to speak to a group during their United Way campaign. I relayed a story about a child struggling in school as a consequence of hunger. This child was bright and wanted to learn but due to hunger was unable to sleep at night. Once he had eaten lunch at school, he fell asleep at his desk. The child's mother was encouraged to go beyond her pride and accept food from our food shelf for her child. Once she set aside her pride and accepted help, her child was able to sleep at night and stay awake during school in the daytime. He is now thriving and earning good grades in school. How do we ensure that each child is being reached?

I always lean towards being positive and believing goals can be reached, even the big audacious goals. By setting up the expectations of success the goal is clear. What does success look like? A long line of semis loaded with food and no one in line.

But until then, I will continue to lose sleep worrying about those yet to be reached.

Thank you for all your support of Channel One.

In gratitude,

## Empty Bowls 2010

Presented by Eastwood Bank



Growing your way

This year's Empty Bowls event was a tremendous success, raising over \$40,000 to help feed people in need. The event, which was held at the Rochester Art Center on Thursday, October 21st, was attended by more than 1,000 people who enjoyed a simple meal of soup and bread. Guests took home a handpainted empty bowl as a reminder of all the people in our community who struggle with hunger each day. Thank you to Eastwood Bank and all of the sponsors who made Empty Bowls possible.



### Diamond Sponsors



*Thank you to the following who created beautiful bowls for the event:*

Lisa Schneider, Miranda Porter and the wonderful staff at Color Me Mine in Rochester

Robert Banker, Kate Bauman and Crist Dahl from Rochester Community and Technical College and their wonderful students

Travis Mueller and the Federal Medical Center

**Gold Sponsors** Davies Printing Company, Fairway Outdoor, KROC AM and FM Radio, KWWK Quick Country Radio, Rochester Athletic Club, Rochester Magazine, Y-105 Radio

**Silver Sponsors** Action Graphic Design, Custom Alarm, Data Smart Computers, Dunlap & Seeger, P.A., Attorneys at Law, Minnesota Energy Resources, Olmsted Medical Center, US Bank

**Table Sponsors** Minnesota School of Business, RSM McGladrey

**Food Donors** 331 Bar & Grill, Bilotti's, Bread Baker, Canadian Honker, Catering by Design, Daube's, Doubletree Hotel, Gingerbread House Bakery, Great Harvest Bread Co., Hy-Vee, The Kahler Grand Hotel, Marriott, Michaels, Noodles & Co., Panera Bread, Pescara, Rochester Golf & Country Club, Rochester International Event Center, Somerby Golf Club, Sontes, Victoria's, Whiskey Creek Wood Fire Grill

Huge thanks to Finola O'Sullivan for all her hard work securing food donations for the event! Your efforts and enthusiasm helped make Empty Bowls a success. Thank you!

### **Automobile Donation Needed**

Channel One is in need of a car to drive as we work to end hunger in our region. If you have a used car in good condition that you were planning on selling or trading in, please consider donating the vehicle to Channel One instead. Your donation may be tax deductible, and will help us further our mission of feeding people in need throughout Southeast Minnesota and La Crosse County in Wisconsin. If you have a vehicle that you might be interested in donating, please contact Jen Woodford at 507-424-1721 or [jenniferwoodford@channel-one.org](mailto:jenniferwoodford@channel-one.org). Thank you!

## ***Save the Date - Annual CANS Film Festival Event***

Join Channel One, The Salvation Army and Wehrenberg Theaters on Saturday, December 4th for the CANS Film Festival. Bring in five canned food items and see a movie before 5:00 p.m. that day for free. If you bring an additional ten canned food items, you will receive an additional pass to see a free movie on another day. Check out the Give Food section on the Channel One website, [www.helpingfeedpeople.org](http://www.helpingfeedpeople.org), to find out the items that are most needed in the food shelf. Hope to see you at the movies!

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## ***Holiday Gift Giving Made Easy***

It's the age old question we all face - what do you give the person who has everything? This year Channel One has the answer for you! Consider giving an honorary or memorial gift to Channel One. When you make an honorary or memorial gift during the holiday season, Channel One will send out a card containing your holiday greetings to those important people on your gift giving list. Donations will be used to further the Channel One mission to help feed people in need.

For more information or to make a holiday gift please contact Jen Woodford at 507-424-1721 or [jenniferwoodford@channel-one.org](mailto:jenniferwoodford@channel-one.org).

## ***Important Updates - Venison Donation Program***

The Minnesota Department of Natural Resources, in cooperation with the Minnesota Department of Agriculture, currently has structured the venison donation program that allows Minnesota deer hunters to donate deer to food shelves and feeding programs, including Channel One. The changes from the past few years have focused on how the venison is processed. In the past, most of the meat from donated deer would be ground. Now, the meat is only allowed to be processed in whole muscle cuts, including roasts, chops, steaks, and stew meat.



In order to donate a deer, hunters must have their deer processed at a Minnesota Department of Agriculture-registered meat processing plant that has agreed to participate in the program. Registered processors in the Channel One service area are Buck Ridge Meats in Millville, Oak Meadow Meats in Harmony, R Four Meats in Chatfield and Litschers Meat Processing in Rushford. All hunters looking to donate a deer are strongly advised to contact the processor before bringing in a deer. Again, it is important to note that hunters are not allowed to donate venison directly to Channel One or any other charity - they must work with an approved processing plant. If you have any questions please contact Vince McCoy, Food Resource Coordinator at 507-424-1722.

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## ***Movies for Food***

Movies for Food is a program created by Charter to help stock empty food pantry shelves in our community. Customers donating four non-perishable food items will receive an On Demand movie coupon, (cable channel 1 with a Charter digital receiver). Customers donating 8 or more non-perishable food items will receive two On Demand movie coupons. Residents and Charter customers may visit any one of Charter's offices throughout Rochester to drop off the non-perishable food items. Donations will be accepted through Friday, December 31. More information is available at [charter.com/moviesforfood](http://charter.com/moviesforfood).

## **Second Annual Student Food Drive A Huge Success**

The second annual Channel One Student Food Drive was a huge success! Students from the participating schools worked very hard throughout the six week drive, and collected **77,354** pounds of food to support the Channel One member food shelves in their communities. Twenty high schools from throughout the Channel One service area participated in the project this year. We are thankful to the students, advisors and community members for all they did to fight hunger in their communities through the Channel One Student Food Drive.



### **2010 Participating Schools**

Austin High School, Austin MN  
Century High School, Rochester MN  
Chatfield High School, Chatfield MN  
Goodhue High School, Goodhue MN  
Hayfield High School, Hayfield MN  
Holmen High School, Holmen WI  
John Marshall High School, Rochester MN  
Kasson-Mantorville High School, Kasson MN  
Kingsland High School, Spring Valley MN  
LeRoy-Ostrander High School, LeRoy MN  
Mabel-Canton High School, Mabel, MN  
Mayo High School, Rochester MN  
Plainview-Elgin-Millville, Plainview MN  
Saint Charles High School, St. Charles MN  
Southland High School, Adams, MN  
Spring Grove High School, Spring Grove MN  
Stewartville High School, Stewartville MN  
Studio Academy, Rochester MN  
Triton High School, Dodge Center MN  
Wabasha-Kellogg High School, Wabasha MN

### **Award Winners - based on pounds collected per student**

First Place: Spring Grove High School  
Second Place: Chatfield High School  
Third Place: LeRoy-Ostrander High School  
Creative Event Award Winner: Triton High School  
Most Spirit - First Place: Kasson-Mantorville High School  
Most Spirit - Second Place: Austin High School  
CANstruction Award: Spring Grove High School  
Logo Contest Winner: Stewartville High School  
Talent Contest Winners: Kasson-Mantorville High School and Holmen High School

The Channel One Student Food Drive is proudly sponsored by:



**MINNESOTA SCHOOL OF BUSINESS**



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