



PROJECTBREAD.ORG

NEWS feeding people, nourishing hope Spring 2011

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"I hear stories about seniors who have to decide if they are going to put food on the table or pay their medical bills ... that just shouldn't be a choice!"

— Khara Burns,
FoodSource Hotline Counselor



A native Bostonian, Khara started her career in health care by studying to be a medical administrative assistant. She worked in a variety of health care settings, but kept looking for a way to help people — her passion — in a very direct way. Working on the frontlines of Project Bread fit the bill.

Responding to the calls for help that come to Project Bread's cramped hotline office is a bit like being in the infantry in a battle. The immediacy of the work, the unpredictability of the calls, and the urgency in the voices of the callers are demanding, even dramatic.

Khara's eyes fill with tears when pressed to talk about some of the frightened and traumatized people she directs to sources of help. There are the single mothers, the newly unemployed, the ones whose unemployment benefits just ended, and then the elderly. "I hear stories about seniors who have to decide if they are going to put food on the table or pay their medical bills," she says with emotion. "That just shouldn't be a choice!"

Knowing she has what could be a classic burnout job, Khara builds into her already busy schedule as a mother of two, time to listen to music. "Believe it or not," this hip and very urban young woman says, laughing, "I love country music." When not escaping to the land of lonesome cowboys and women-done-wrong-by, Khara finds pleasure in cooking. A master of Southern cuisine, she has lately set her sights on Asian cooking. "These are hard and complicated recipes," says the woman who spends her days solving hard and complicated issues of hunger.

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There are more than 660,000 hungry people in Massachusetts. Project Bread provides funds for 400 emergency food programs across the state as well as programs that feed children where they live, learn, and play.



Find us on Facebook and Twitter!

Mark your calendar
for Sunday, May 1!
Register online at
www.projectbread.org.

Happenings!

Having grown up in a single-parent home with a hardworking mother who sometimes had to reach out for assistance, Khara Burns understands the needs of her callers as well as their distress, frustration, and impatience. Despite its difficulties, this is the job she wants and this is the job she feels honored to do. "This is the first job I ever had where even if I am sick or tired, I always want to come to work," she says emotionally. "This isn't work I would ever walk away from. I love my job!"

About Project Bread's FoodSource Hotline



If you are hungry or know someone who is, please call Project Bread's FoodSource Hotline for help today: 1-800-645-8333.



When you're in need of food, it's good to have someone to talk to.



There are more than 660,000 hungry people in Massachusetts. Project Bread provides funds for 400 emergency food programs across the state as well as programs that provide food for those who are hungry in schools, after-school programs, summer programs, hospitals, community health centers, and through elder home care organizations.

Project Bread's FoodSource Hotline helps answer the question, "what would you do if you suddenly needed food?" Its counselors answered nearly 47,000 calls in 2010 — a 20 percent increase since 2008. Hotline counselors provide personal and confidential help and can answer calls in 160 languages.

Last year, of the 47,000 callers helped, 52 percent had children, and 10 percent were senior adults. Project Bread's FoodSource Hotline provides a comprehensive counseling — hard to find in these days of automated phone messages. They listen to the caller's situation and then give them information tailored to their needs on how to access food for the family.

More than just a referral service, the FoodSource Hotline Counselor connects callers with as many resources as possible — emergency food, school food, summer food programs, SNAP/food stamps, and other no- or low-cost programs. ■

Traditional School Lunch



Better School Lunch



Project Bread began working on better school food for low-income children five years ago.

Massachusetts Ahead of the Curve in School Nutrition

Project Bread's Healthy School Food Initiative has set the stage for the USDA Secretary of Agriculture Tom Vilsack's new guidelines for school meals. The Secretary's recommendations include more fruits, vegetables, whole grains, and less sodium, among other things. Project Bread sees these proposed federal guidelines as especially important because, for five years, we've advocated that healthy school meals are the most effective way to protect low-income school children from hunger and boost their health and learning.

Teens Talk to Teens

Project Bread and the Massachusetts Department of Elementary and Secondary Education are hosting a School Breakfast Video Contest for high school students. This statewide contest launches this month and encourages teens to create a video PSA on the importance of their School Breakfast Program. The goal is for teens to find a way to persuade their peers to give up doughnuts for a real breakfast that promotes learning by giving healthy food a "cool factor." The winning 30-second video will be featured as part of community programming on WHDH-TV, in addition to other great prizes. Know a budding director? Encourage students to submit their winning video. Go to www.meals4kids.org and click on "What's New" for the details!

Walmart Grant for Texting Campaign

Project Bread received a grant of \$113,894 from the Walmart Foundation to encourage Boston teens and pre-teens to take advantage of free meals programs when school is out. This campaign will capitalize on teens' love of texting by allowing them to text where they are in town and then receive a message about where they can find the closest summer "food and fun" site that day. The campaign will include billboards in targeted Boston neighborhoods and healthy cooking demonstrations from Project Bread's Chef Kirk Conrad. Through this grant, additional funds will be available for Summer Food Service Program sponsors and sites in Boston that offer innovative programming to attract teens. The Summer Food Service Program is a federally-funded program that provides free meals to children, ages 18 and under, when school is not in session. 2 lnr mor, go 2 www.meals4kids.org.



New Fun(draising) on Facebook!

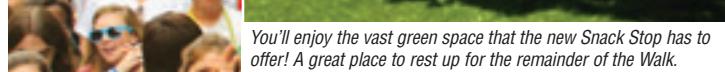
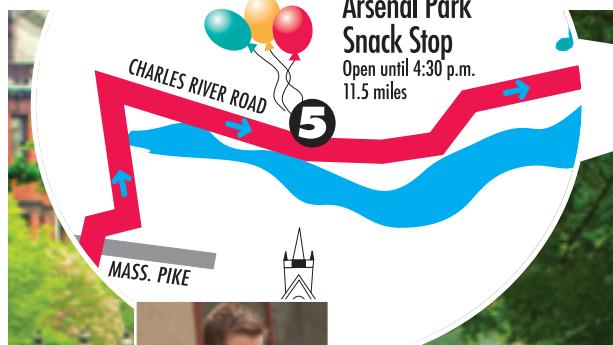


Project Bread has launched a fun, new way to help your Walk for Hunger fundraising! Download the 2011 Walk for Hunger application and you'll see your thermometer rise on your own Facebook page. Your friends will be able to know when you get a new donation and be impressed! For more information, visit www.projectbread.org/socialmedia.

For the latest, go to www.projectbread.org.

New Route and Snack Stop Location!

New Snack Stop Location!



Calling All High School Students!

When you volunteer for or walk for pledges in the 2011 Walk for Hunger, your help can count towards community service hours! For details and an application, visit www.projectbread.org/volunteer.



Rain or Shine!

You can start at any point along the route and register at any checkpoint. Just turn in your pledges at the Boston Common when you finish!

This year, our Snack Stop is new and improved and better than ever! The Walk will now be routed through Watertown. We are grateful to Watertown for providing the Walk with a new Snack Stop at Arsenal Park, a beautiful and historic tree-lined oasis. This picturesque park is perfect for a spring-time picnic or just to rest on the grass before finishing the Walk! Walkers will enjoy an assortment of sandwiches provided by Freihofer's, along with a variety of snacks and juice. Stay for five minutes or 20 before heading back out on the route or jumping on a shuttle bus back to the Boston Common.

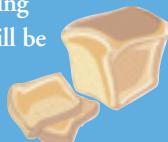


As our new Snack Stop sponsor, Freihofer's, will be handing out a variety of complimentary sandwiches on Walk Day.

**Spare a Dime
for Hunger?
Yes!**



Freihofer's is helping Project Bread fight childhood hunger in Massachusetts. When you purchase Freihofer's Premium Italian Bread at participating Stop & Shop stores between March 25th and April 28th, a dime will be donated to Project Bread! See www.projectbread.org/Freihofers for a list of participating stores.





Report from the frontline of hunger

Each year, with your help, Project Bread's Walk for Hunger funds 448 programs across the state that provide some form of emergency food relief. Last year, that number included 123 soup kitchens, 278 food pantries, 43 community programs, and four food banks.

While many of you walk for reasons of family, fun, and tradition, you also know that the economy has forced more people to ask for help. No one needs to be told that gas and food prices have skyrocketed – least of all our frontline hunger programs that are forced to do more with less.

Here are a sample of voices from those who witness the toll this economy has taken on the people they serve . . .

Acton

"We are registering five to eight new households each week and serving a record number of clients."

— Community Supper, Inc. Pantry and Meals Program

Acushnet

"We find many families are joining together, causing the number of people in the households to rise, as parents are taking in grandparents and grandparents taking in grandchildren to share living space and make ends meet. . . ."

— Shepherd's Pantry, Inc. Food Pantry

Amherst

"We've seen a 13 percent increase overall in the use of our pantry, and welcome many new households who reported that they 'never imagined that they would be in this position.'"

— Survival Centers, Inc. Pantry and Meals Program

Attleboro

"The structure of the family is beginning to change. Adult children with children are moving into their parents' home. These adult children are facing financial ruin due to layoffs and it's increasing the stress not only on this generation but on the grandparents. We need to give each household more food."

— St. Joseph's Food Cellar Food Pantry

Beverly

"Bootstraps has seen a 35 percent increase in people served over the past two years. This is directly related to the economy. This increase requires a greater amount of food at a higher cost to the agency."

— Beverly Bootstraps Community Services, Inc. Food Pantry

Boston

"We experienced over 100 percent increase in our food pantry clients in one year!"

— Jamaica Plain APAC Food Pantry

"We've seen an increase in demand for our services in both of our pantry sites. However, what is shocking is the number of working adults who are underemployed and struggling to feed their families."

— ABCD North End/West End Neighborhood Service Center Pantry and Meals Program

"We've seen an increase in two-parent families. Throughout the year we had former donors become recipients."

— Allston Brighton Food Pantry and Meals Program

"We are experiencing families asking for more food per package or asking if they run out of food, can they come back before the month is out?"

— Refuge and Relief Ministry, Inc. Pantry and Meals Program

"We have noticed an increase in both phone calls and visits from individuals who did not know how to access a food pantry or a soup kitchen."

— Haley House, Inc. Pantry and Meals Program

Cambridge

"The current economic crisis has affected many seniors who would not normally be users of a food pantry."

— City of Cambridge Council on Aging Food Pantry

"We have 400 new children, 300 new elders, and 600 new adults. Our problems include having enough food and transportation."

— Margaret Fuller Neighborhood House Food Pantry

Chelsea

"People are lining up around our building even in the cold hours before the pantry is open."

— Roca, Inc. Food Pantry

Clinton

"Many of the clients coming to us now are here for the first time."

— WHEAT Community Services Pantry and Meals Program

Everett

"We are seeing more people who have lost their jobs."

— Immaculate Conception Food Pantry

Fall River

"We have more clients, requiring us to limit the number of bags of food to one per household."

— Greater Fall River Community Food Pantry

Fitchburg

"Our numbers have nearly tripled in the past two years."

— Cleghorn Neighborhood Center Food Pantry

These photos were taken by Project Bread staff during site visits to funded agencies around the state.



Clinton



Haverhill



Somerville



Weymouth



Cambridge



Plymouth



Salem



Braintree



Amesbury

Holbrook

"We started with six families and two years later, we're serving 95 each time we're open."

— Brookville's Basket Food Pantry

Holyoke

"We sometimes have referrals with an emergency and we don't have enough food in our pantries to provide for them."

— Salvation Army – Holyoke Corps Pantry and Meals Program

Kingston

"We have seen a dramatic, mind-bending increase in need for our services."

— Plymouth Area Coalition for the Homeless Food Pantry

Lanesborough

"Our VFW food pantry generally served older veterans (WWII, Korea, and Vietnam), now we are seeing younger veterans from the Iraqi and Afghanistan campaigns . . ."

— Lanesborough VFW Post 10338 Food Pantry

Lawrence

"The major impact has been the increase in the number of people seeking food from 33,036 to 46,031 in one year."

— Lazarus House, Inc. Pantry and Meals Program

Leominster

"The plastics industries have closed or moved out of the area, leaving people without jobs."

— Spanish American Center, Inc. Food Pantry

Lynn

"Both the number of calls and the number of people showing up has increased, although the amount of food we have available has not."

— East Coast International Church Food Pantry

Malden

"We have not supported many of the Mission's other outreach programs to make sure we can purchase food for the pantry."

— Emmanuel Baptist Church Food Pantry

Mashpee

"Donations are down both from local businesses and our parishioners."

— Society of St. Vincent de Paul Pantry and Meals Program

Natick

"We see many more middle-class families who are 'underemployed' because of the economy."

— A Place to Turn Food Pantry

New Bedford

"We receive fewer donations of canned goods and most of our clients are either on disability . . . but now we are seeing more families who are out of work too."

— St. Lawrence Parish Food Pantry

North Adams

"Several people who used to donate are now clients."

— Salvation Army, North Adams Food Pantry

Northampton

"People who are living near or below the poverty level are the leading indicators of a poor economy and our clients are no different. This year some clients have been unable to use our services because they couldn't afford the necessary car repair."

— Northampton Survival Center Food Pantry

Pepperell

"Donations are down yet the need is greater than ever."

— Pepperell Aid from Community to Home Outreach, Inc. Food Pantry

Raynham

"Many of our new clients have lost their jobs."

— Raynham Food Basket, Inc. Food Pantry

Springfield

"The persistence of chronic hunger is a growing concern for our community."

— Gray House, Inc. Food Pantry

Stow

"We've seen a big increase in single senior men and in large families of five or more."

— Stow Food Pantry

Taunton

"Many families have lost their jobs, homes, and quite often their dignity through this economic recession."

— Coyle & Cassidy High School Food Pantry

Waltham

"This recession and the increase is a significant stress on our staff, space, and food resources."

— Jewish Family and Children's Service Food Pantry

Woburn

"We're seeing a new face of hunger: 34 percent of the households we serve are new to us and many of them worked and thought of themselves as 'middle class.'"

— Woburn Council of Social Concern, Inc. Food Pantry

Worcester

"Last summer food pantries started calling requesting additional milk deliveries because of the increased number of people coming in — many just to get milk."

— Rachel's Table Food Salvage Program

Welcome, New Walk Sponsor!

Smith & Nephew Endoscopy's 800 Massachusetts-based employees have been leading the way in innovative sports medicine for many years. They decided it was time to get the word out and get their employees involved in the community by pledging \$25,000 to sponsor a Checkpoint along the Walk Route. Welcome Smith & Nephew Endoscopy!



Staff Photo

"Smith & Nephew Endoscopy is thrilled to begin a relationship with Project Bread as a Checkpoint Sponsor in 2011. We are committed to helping people regain their lives through minimally invasive surgery and we feel a strong connection with Project Bread's mission to end hunger and promote healthy, active lifestyles."

— Andrea Cline, director of human resources, Smith & Nephew Endoscopy

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THE WALK for HUNGER

145 Border Street, East Boston, MA 02128-1903
Tel 617 723 5000 • walk@projectbread.org

Non-profit Organization
U.S. Postage PAID
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Be Prepared for Fun

www.projectbread.org



Photo © David Leifer

Visit www.projectbread.org/shop to see all sizes or call 617-239-2517 for more details on imprinted T-shirt orders.

Whether you walk one mile or all 20, preparation for the Walk is important. Here are some tips on how to dress right and pack light:

- Dress in layers and wear an official 2011 Walk for Hunger T-shirt!
- Wear comfortable walking shoes.
- Pack extra cotton socks to change halfway through the Walk.
- Remember to bring a hat, sunglasses, your cell phone, and extra sunscreen.
- Bring snacks and money for lunch or the ride home.
- Eat a hearty breakfast.
- Drink plenty of water before, during, and after the Walk.

• Wheelchairs and strollers are welcome. For safety's sake, please leave in-line skates, dogs, and bikes at home.

• Do you have specific access questions? Call us at 617-723-5000.

• The MBTA welcomes Walkers with a free ride to Boston Common on the morning of the Walk, between 6 and 8 A.M. Just show your Walker Registration. For schedules and parking information, call 617-222-3200 or visit www.mtba.com.

• First-aid supplies are available at all checkpoints.

Get Your Walk Gear!



www.projectbread.org/shop

Look and feel your best on Walk Day with the official 2011 Walk for Hunger commemorative T-shirt. This year's T-shirts are 100-percent preshrunk cotton, and feature the distinctive 2011 Walk logo. Ask about our long-sleeved options.

If you're walking with a group, team T-shirts are one of the best ways to build team spirit! Imprint your organization's name or logo on the back of the shirt for a minimal charge. Order team T-shirts by March 25 and get a 5% discount. Corporate sponsors receive a 10% discount. The deadline for all team T-shirt orders is April 8.