



PROJECT BREAD.ORG

NEWS *feeding people, nourishing hope* Spring 2012

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“The kids really enjoyed the kale after they tried it,” said Chef Speros, one of Project Bread’s three chefs working to improve the quality of school food. “They are definitely becoming more open to trying new things.”



Photo © David Leifer

With Chef Nick Speros, shown here at the Bruce School in Lawrence, Project Bread employs three chefs to improve school food for low-income kids.

That was then. Now, Project Bread, with a four-year \$1,000,000 grant from the Arbella Insurance Group Charitable Foundation, which is also a leading Walk for Hunger sponsor, has expanded its reach to schools in Lawrence, as well as schools in Salem, East Boston, and Chelsea. And, in addition to Chef Kirk, we’ve hired two additional chefs, Guy Koppe and Nick Speros.

All three chefs are building on what has been learned and making the rounds of target schools to prove that kids will eat healthy foods when cooked properly and presented in an appealing way. They are training cafeteria staff on culinary skills, presentation, and marketing skills to help them prepare nutritious food.

Cooking food in a district as large as Lawrence, for example, which has nearly 13,000 students, is a tall order, but together the chefs and cafeteria staff are figuring it out. While the chefs are training the staff in knife skills, the use of herbs and spices, and recipes with whole grains and green leafy vegetables, the cafeteria staffs are educating the chefs about the real challenges they face in preparing school meals from scratch with limited equipment, funds, and time. For Lawrence High School alone, which supplies 2,000 meals in two hours, think torrential volume, voracious appetites.

Of the collaboration with the staff, Chef Koppe explains, “the staff are absolutely vital partners in making this program a success.”

And Then There Were Three!

Ten years ago, Project Bread was the first antihunger organization to recognize school meals as the best way to feed low-income schoolchildren.

Our first accomplishment was to make universal breakfast a regular part of the day for elementary students. Then we tackled the issue of quality. Six years ago, we introduced Chef Kirk Conrad, our Chef in Residence, to eight Boston schools to figure out what it would take to feed children healthy meals that they like to eat — within the school reimbursement system.

That’s how our Chefs in Schools Initiative was born and the first two things that Chef Kirk learned was that “no way” would kids eat hummus — and that the way to transform a cafeteria’s food was to engage and energize its kitchen staff.

Mark your calendar for Sunday, May 6!
Register online at
www.projectbread.org/walk.



Photo © David Leifer

Project Bread's
Walk
for Hunger
May 6, 2012

Find us on Facebook and Twitter!

facebook

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Project Bread – The Walk for Hunger | 145 Border Street, East Boston, MA 02128-1903
Tel 617-723-5000 | Fax 617-248-8877 | www.projectbread.org



Photo © David Leifer

Quality school food, like that shown

here at Lawrence High School, can improve the nutritional lives of more than 340,000 low-income children in Massachusetts.

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The Chefs in Schools Initiative is coming to these schools at the perfect time: starting in school year 2012-13, Project Bread is delighted to tell you that all schools will be required to meet the new nutritional standards for school meals released by the United States Department of Agriculture in January of this year. With a focus on low sodium, whole grains, fruits, and a wide variety of vegetables, the standards are comprehensive but achievable. These nutrition changes are especially important in Lawrence, which has one of the state's highest overweight/obesity rates for school-age children.

According to the cafeteria manager for the South Lawrence East School, Yanira Rivera, "The chefs have inspired us to work on recipe development. We are taking products that we normally stock and using them in a new way that makes a more nutritious meal, and the kids are excited about the changes!"

The nutrition changes are both obvious and hidden. Kids will notice the bright red peppers in the new black bean and corn salad, but they might not realize that their Sloppy Joes are now packed with zucchini, onions, and peppers. Healthy can be delicious!

"Considering that many students consume up to 50 percent of their daily calories at school, the Chefs in Schools Initiative gives us an opportunity to positively impact the lifelong dietary habits of children at a young age," explains Project Bread's Executive Director, Ellen Parker.

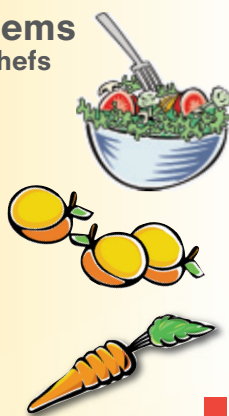
The program's four year goal is to create a healthy school cookbook, a train-the-trainer model, and much more to set the stage for bringing healthy food to all children throughout the Commonwealth.

In January, the chefs introduced kale (KALE!) to Lawrence High School students by preparing kale chips as well as sautéing kale with ginger, garlic, and soy sauce. "The kids really enjoyed the kale once they tried it," said Chef Speros. "They are definitely becoming more open to trying new things."

After working with the chefs for only a few short months, the change among the staff is also clear. School nutrition director for Lawrence Public Schools, Anne Marie Stronach, explains, "As a result of the Chefs in Schools Initiative, we are seeing improved skills, flexibility, and a renewed sense of confidence in the staff's ability to prepare the most nutritious meals possible in a way that's appealing to students."

Some New Food Items Introduced through the Chefs in Schools Initiative

Sweet potatoes with orange and honey dressing
Black bean and corn salad
Pollo guisado (chicken stew)
Tortilla soup
Brown rice and beans
Turkey in whole wheat wrap
Kale chips and kale sautee
And yes, pizza, but with grilled veggies on whole wheat crust!



Happenings!

Ellen Parker Speaks at Museum of Science



On January 29th, Executive Director Ellen Parker was a featured speaker at the Museum of Science as part of their ongoing series "Let's Talk About Food." In sync with the event's focus on the 2012 Farm Bill and its impact on New England, Parker highlighted how the Farm Bill affects what's on a student's lunch plate. To watch the discussion, visit www.projectbread.org/freshideas.

Partnering with AARP

Project Bread has been partnering with AARP to educate seniors about SNAP (food stamps) and how it can boost their food budgets. The joint campaign, which includes an up-coming ad in their publications, will direct seniors to Project Bread's FoodSource Hotline (1-800-645-8333), which provides comprehensive counseling to over 46,000 callers each year and assists individuals in signing up for SNAP and other emergency food resources.

Fundraise on Facebook

The 2012 Walk for Hunger Facebook app allows you to keep track of your progress and donations. Watch your thermometer rise as you get closer to your goal, and keep your friends updated on your progress. This year, you can also upload a Walk video straight from the app! For more information, visit www.projectbread.org/socialmedia.



Serving Compassion

Project Bread's Walk for Hunger Campaign Associates recently participated in a day of outreach at the Pine Street Inn, where they helped in the kitchen, chopping onions for soup and making sandwiches. The Pine

Street Inn is a Boston-based homeless shelter and one of 450 community organizations The Walk for Hunger funds. "Volunteering at our funded agencies at the beginning of the Walk Campaign has helped me see that the work I am doing promoting fundraising is important to so many people," said Morgan Bleimeyer, far right, a Heart & Sole Campaign Associate.

Witnesses to Hunger - Boston

Project Bread was a lead sponsor for the Boston premiere of Witnesses to Hunger, a remarkable photo and video exhibit by mothers who experience the issues of hunger, housing, health, and education and its impact on their children. The purpose of the exhibit, which was held at the State House mid March and welcomed by Congressman McGovern, Lt. Gov. Murray, Senate President Murray, Speaker of the House DeLeo, and Ellen Parker, among others, was to allow the eight Boston Witnesses to speak truth to power. The result was intimate, moving, and disturbing. To see their images and read their testimonies, visit www.witnessestohunger.org.



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

heart&sole Spotlight!



"I can't imagine being hungry," Monica Matthews says. This has prompted her to raise nearly \$50,000 in hunger relief funds for Project Bread.

When Monica Matthews first heard from a work colleague about The Walk for Hunger, she started to tear up, "At the time, I had two children, ages six and eight, and I just couldn't imagine them ever being really hungry." That year she walked her first twenty miles for Project Bread. Since that day, Monica has logged 440 miles for her favorite organization and, in the process, gotten a lot of other people to join her.

She smiles as she recalls that first Walk. It seemed easy; she was favored with great weather and good companionship. Unfortunately, as longtime Project Bread supporters know, not all the Walks are like that. One far less salubrious Walk stands out in her memory when she almost gave up.

However, the phrase "give up" isn't in Monica's vocabulary. The words "give back" are . . . big time. "I enjoy giving because that's the way I grew up . . . my mother always said, 'You have to give back.'" As a top Heart & Sole Walker, Monica has raised a total of \$49,590 since her first Walk in 1988.

She is happy to offer these tips for new Walkers. "Don't carry too much, but be sure to bring snacks even though there are some on the way." But more important, "be prepared for the weather. Pack extra socks, pants, and sunglasses." She saves her best advice for those considering the spring Walk: "JUST DO IT!" To help Monica reach her 2012 goal, visit www.projectbread.org/goto/monica.

Jamie Lyons first became a Heart & Sole Walker with the John Pierce Middle School in Brookline in 2006. Since then, Jamie has personally raised \$8,089 and her 307 students have raised over \$82,000 — a truly inspiring amount of money!

Jamie began bringing middle school students to the Walk in 2000 when she taught in Arlington. She continued her work with students and the issue of hunger while teaching in Lexington, but it wasn't until she landed at the Pierce School in Brookline that her efforts really took off. She formed teams, started fundraising, and spread the word about The Walk for Hunger.

Working at a school where the curriculum is based on ideas of civic obligation, Jamie has the opportunity to educate her students about hunger year-round — daily hunger facts, talking about how the students feel before lunch, and the basic idea of fairness all play a part in her classroom.

Armed with Jamie's lessons on hunger, her students take the discussion out into the community and enlist the support of family and friends as they work toward their fundraising goals. Between soliciting pledges, bake sales, and a range of other crafty fundraisers, Jamie's students raise as much as some corporations. Although this is the first time many of these students have done fundraising, their goals are becoming progressively more ambitious. With over \$10,000 already, Jamie and her students are well on their way to this year's impressive goal of \$50,000! To help, visit www.projectbread.org/goto/pierceschool.

Monica Matthews and Jamie Lyons are part of our Walk Steering Committee, a group of Team Leaders, Heart & Sole Walkers, and Volunteers who help make the Walk a success each year. When you raise \$500, you automatically join the Heart & Sole Circle.

"The most important part of it all is to just start doing it," says Jamie. "Start a team. Start fundraising."



For fundraising and team building tips from our top participants, please visit www.projectbread.org/fundraisingtips.



"We have Pierce pride!"

Join Us!

Over the past 43 years, The Walk for Hunger has become a local tradition, welcoming spring to Boston on the first Sunday of May and calling forth more than 42,000 Walkers and Volunteers who roar out in the sunshine and stand up against hunger.

Our efforts at rousing the Walk community start in January, but they ultimately rely on the good will of all who participate. We make sure you are safe, comfortable (as you can be on a 20-mile walk!), nourished, and hydrated. You and your sponsors raise \$3.6 million in privately donated funds, which we then give back to community organizations that fight hunger. Some you know; some might surprise you!

For example, in addition to funding 450 emergency food programs, we also fund schools trying to improve the quality of the food they serve; we fund community health centers who screen for pediatric hunger; we fund the expansion of summer food programs at neighborhood parks and swimming pools; we fund farmers who need small transportation grants to bring fresh produce to low-income schools and summer programs, and much more.

Project Bread is always trying new ways of solving what others think of as an intractable problem – hunger. That's why we have amassed such an impressive number of "firsts" like our recent launch of the www.gettingsnap.org website and our Text 4 Food Campaign to reach inner-city kids through their cell phones. Now, with our three chefs, we're finding ways to bring parents into the healthy food revolution via community dinners.

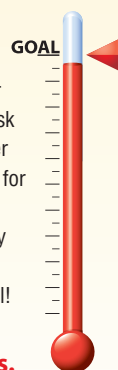
The old definitions are blurring: where there used to be a clear distinction between emergency and prevention services, we now find many of these community organizations provide both, depending upon the need. What do the definitions matter, when what we're doing is feeding people and raising the bar for quality nutrition?

Join our marvelous community. It will make you feel like nothing else. You will become part of something bigger than yourself that has withstood the test of time and that continues to nourish individuals and the communities in which they live.

On May 6th, your efforts will go a lot further than 20 miles!



Power up your fundraising! Ask about employer matching gifts for you and your sponsors. They can double or triple your total!



To learn more, go to www.projectbread.org/matchinggifts.

Donate

www.projectbread.org

Building Community

There are more than 700,000 hungry people in Massachusetts. Project Bread provides funds for 450 emergency programs, as well as schools, community health centers, farmers' markets, community suppers, home care organizations, and other programs across the state that protect the individual and strengthen our community food security.



Photo © David Leifer

Photo © Matt West

Project Bread's
Walk for Hunger
May 6, 2012



Photo © Joshua Touster



Photo © Michael Dwyer



Photo © Chris Lyons



Photo © David Leifer



Photo © David Leifer

School Meals

School meals are a vital way for low-income children to receive up to 50 percent of their daily nutrition. Project Bread has recognized for years that providing school children with access to healthy, free, and reduced-price breakfasts and lunches is the single most effective way to protect them from hunger.



Photo © Michael Dwyer

Local Farmers

Project Bread is also promoting the local agriculture that provides these fresh meals, by supporting programs like the Massachusetts Farm to School Project, which connects fresh, local produce to low-income children through school meals. Farmers provide the fresh produce to these programs while Project Bread contributes seed money.



Staff Photo



Emergency Food Programs

Project Bread provides funding to over 450 emergency food programs including food pantries, soup kitchens, food banks, and food salvage programs. These programs are a lifeline for thousands of families facing extremely hard times and, through the FoodSource Hotline, Project Bread connects over 46,000 Massachusetts callers to emergency programs such as these as well as to SNAP (food stamps) and a host of other resources.

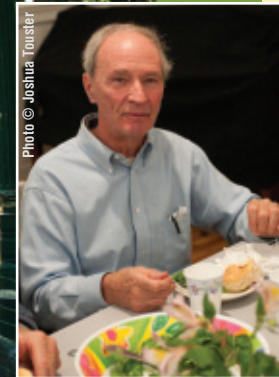


Photo © Joshua Touster



Photo © Joshua Touster

Community Health Centers

Project Bread partners with 25 community health centers that screen families for hunger and provides them with emergency food vouchers as well as support for SNAP (food stamp) application. Since 2007, nearly 31,000 individuals from 7,200 households have received vouchers through this program.



Staff Photo

SNAP online

To help individuals enroll in SNAP, Project Bread's bi-lingual website, gettingsnap.org, provides numerous resources, including a calculator to estimate potential SNAP benefits and an option to do a live "chat" with a FoodSource Hotline counselor. Available in both English and Spanish, the website is a tool for SNAP applicants and for advocates who assist people with enrollment.



Welcome, New Walk Sponsor!

Project Bread welcomes Kettle Cuisine, an independent artisan soup maker based in Chelsea, as our newest corporate sponsor. In addition to focusing on making high quality gluten-free and all-natural soups, Kettle Cuisine believes it's important to make a lasting positive impact on our local community, and the fight against hunger is a mission they are taking to heart. As a new corporate sponsor currently starting their third Walk team and previously fundraising in our last Bowlathon, they are unstoppable!

KETTLE CUISINE™



"We always look forward to The Walk for Hunger and have a lot of fun throughout the year with various fundraising events to reach our goal."

— Levon Kurkjian, Vice President of Marketing,
Kettle Cuisine

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Be Prepared for Fun

Visit www.projectbread.org/shop to see all sizes or call 617-723-2558 for more details on imprinted T-shirt orders.

www.projectbread.org



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 2012 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  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.mbta.com.
- First-aid supplies are available at all checkpoints.

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Get Your Walk Gear!



www.projectbread.org/shop

Look and feel your best on Walk Day with the official 2012 Walk for Hunger commemorative T-shirt. This year's T-shirts are 100-percent preshrunk cotton, and feature the distinctive 2012 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 30 and get a 5 percent discount. Corporate sponsors receive a 10 percent discount. The deadline for all team T-shirt orders is April 13.