

# TAKING ROOT



## A fresh approach to ending hunger

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Mark your calendar for Sunday,  
May 5! Register online at  
[www.projectbread.org/walk](http://www.projectbread.org/walk).

PROJECT BREAD'S  
**WALK  
FOR HUNGER**  
MAY 5, 2013



Glynn Lloyd, founder and CEO,  
in the kitchen of City Fresh Foods

**I**magine that we could work together to end hunger, and support local business, and promote sustainable activity, and connect more families with healthy food. This is a big idea, and, as urban agriculture takes root in Massachusetts, we're watching these principles be put into action.

Urban agriculture is part of the new work of antihunger. It explicitly recognizes that hunger is a problem that calls for answers that build and strengthen community. One of our newest local partners, City Growers, is a good example. They've taken a traditional idea—growing, harvesting, and distributing food within the community—and updated it as an innovation for the 21st century. It's a common sense answer that puts neighborhoods and people first.

Most people drive past a vacant city lot and don't think twice about it. But Glynn Lloyd was different; he'd drive up Harold Street in Roxbury every day and envision thriving urban farms in place of unused lots. Lloyd, a long-time food activist and entrepreneur, had watched urban agriculture grow and flourish in Milwaukee, Cleveland, and Detroit, and he believed there was a place for it in Boston.

That vision took the shape of City Growers, a Boston-based group that farms vacant land and creates productive green space in Boston's inner city. Taken together, City Growers' four urban farms in Dorchester and Roxbury total only an acre. But it's a productive one—growing vegetables that include lettuces, mustard greens, carrots, beets, cucumbers, tomatoes, collards, and kale.

"We grew on about 20,000 square feet, which is half an acre," Margaret Connors, co-founder of City Growers and a public school wellness coordinator, told *The Boston Globe* recently. "We generated \$32,600 of sales on that half acre. All we need to do is get more land and we can scale that up."

A recent report by the Conservation Law Foundation estimated that with only 50 acres—about the size of the Boston Common—urban farming in Boston could create more than 200 jobs and 1.5 million pounds of fresh produce while reducing organic waste by 35 percent. And with conservative estimates placing the amount

**"Project Bread understands our community vision of expanding this kind of farming throughout Boston."**  
— Glynn Lloyd

# Taking Root

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of available vacant land in Boston that could be turned into urban farms at around 600 acres—that is an amount of space that could be easily realized. Even using less than 50 acres of urban farms can make a huge difference.

“Take ten percent of that or even five percent,” said Lloyd, who is also the founder and CEO of City Fresh Foods catering company, which provides meals for schoolchildren, children in daycare programs, and home-bound elders. “A quarter-acre farm produces an immense amount of fresh produce—fresh, organic, local head lettuce, carrots, and beets—that a number of vendors buy. It comes back to our community and into the mouths of our children.”

City Fresh Foods has been incorporating locally grown, fresh food into its packaged meals for years, using a range of sources including City Growers and other urban farms.

In addition to supporting City Growers, Project Bread funds a range of other fresh and local food programs, such as the Massachusetts Farm to School program, which connects local schools with farms to bring fresh vegetables to children across the state.

“Urban agriculture is part of the new work of antihunger—and we are passionate about including local food producers and farmers in our solutions,” said Ellen Parker, executive director of Project Bread. “We can support local business, reduce our environmental impact, and expand access to healthy food as a result of these partnerships.”

Continued Parker: “The extraordinary level of community support for Project Bread—best illuminated by the tireless and committed fundraising by our beloved and loyal Walkers—is the anchor point for us to continually evolve and refine strategies to end hunger in Massachusetts. At the same time, we fund and promote tried and true community-based programs.”

Project Bread has always known there is no one-size-fits-all answer to hunger. This truth is reinforced over and over again by the callers to its FoodSource Hotline, and in conversations with its community partners.

Food insecurity is a complex problem with multiple solutions—and dignity and economic justice turn out to be critical elements for sustainable answers.

There are a wide range of solutions to ending hunger and incorporating local food strategies is a part of a fresh approach to ending hunger.

For the latest, go to [www.projectbread.org](http://www.projectbread.org).

## HAPPENINGS!



### What Blizzard?

Students from the Brookline Pierce School made good use of the big February blizzard by shoveling their neighbor’s snow to raise money for hungry people. The kids, including those shown here, are part of the team called “We Have Pierce Pride” that went door-to-door before the storm asking for donations in return for shoveling. Their neighbors loved the idea. Combined with their other fundraising efforts, the team, led by award-winning teacher Jamie Yadoff, has raised more than \$12,000 for the Walk. Impressed? You can donate to the team at [www.projectbread.org/wehavepiercepride](http://www.projectbread.org/wehavepiercepride).

### International Women’s Day Breakfast

Ellen Parker, Project Bread’s executive director, was invited to speak at the International Women’s Day event, “Women & Hunger: Putting Food on the Table,” hosted by Simmons College in March. The crowd of 200 experts, students, and low-income mothers were eager to hear Ellen’s vision of 21-century solutions that are both healthy and sustainable.

### Serving Compassion

Project Bread’s campaign team helped prepare healthy meals at the Pine Street Inn, a Boston-based homeless shelter and one of 430 community organizations funded by The Walk for Hunger. “Each plate of food is going to someone with a different struggle,” explained Josh Hulseberg, one of the 13 campaign associates who helps to organize the community of Walkers. “The 40,000 people who walk and raise money on May 5th will directly help individuals like those at Pine Street.”



### Fundraise on Facebook

The Facebook app is serious business. Last year, Walkers raised \$90,000 through Facebook. The app allows you to keep track of your donations as you ramp up to the 45th Walk for Hunger on May 5th. Watch your progress bar and keep your friends updated on how you’re doing. For more information, visit [www.projectbread.org/socialmedia](http://www.projectbread.org/socialmedia).

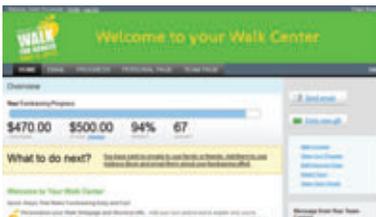
# FUNdraising Tips

Fundraising to end hunger in Massachusetts can be rewarding and fun. But people don't know how to get started, so we have gone to our Heart & Sole Walkers, who raise more than \$500 each Walk (and often through very simple methods), and compiled some of their suggestions.



The Chinmaya Mission Boston Walkers raised more than \$30,000 dollars with their team of more than 300 Walkers, aged 2 to 70 years old.

Nathaniel Woodward recommends wearing a Walk for Hunger pin every day for a month. He got two \$50 donations from this simple method last year!



Project Bread's Walk Center provides you with e-mail templates, thank you notes, and hunger facts to help you fund-raise.

Got a great fundraising tip for our 45th Walk? E-mail us at [walk@projectbread.org](mailto:walk@projectbread.org) or tweet us at @walkforhunger! We'll share the best!

For more information, go to [www.projectbread.org/walk](http://www.projectbread.org/walk).



## Be Inspired by Others



"Each member of our team wants to collect the most donations, so a lot of good natured teasing and support happens in the office during fundraising time," said Holly White, who raised \$8,855 for The Walk for Hunger even though she was out of the country on Walk Day in 2012. "Promises of coffee and gutter cleaning have been made in order to have the bragging rights of most donations. It makes the fundraising fun and competitive."



"What always excites and stays with us are the memories of the children who participate, particularly the younger ones whose determination to walk all 20 miles is a source of inspiration to everyone," says Akshay Vaishnav, who was the highest fundraiser of the Chinmaya Mission Boston Walkers, and who personally raised \$8,640 in 2012. He was inspired by the determination of the many children in his team.

## Use Social Media



"I have received donations from old high school friends I haven't seen in 20 years! Thank you Facebook!" said Nathaniel Woodward, who received \$3,736 in donations last year.



"Fundraising electronically has made it really easy," said Colleen Zammer, who raised \$1,116 in 2012. "Using the statistics supplied by Project Bread tells the story itself. It is hard to argue with facts, and when people are told that a small donation can go a long way, it makes it easy to give."

## Get Your Company Involved



"Make sure you are asking your company if they'll match your donation," said Stephen J. Smith, who raised \$2,770 in donations for the Walk last year.

"I ask my manager to approve our group wearing jeans on a Friday for a cost of \$2.00. By doing this I have been able to raise \$1,500 each year for Project Bread," said Judith Gayle of State Street Corporation.

# There are more reasons than ever to give

Each May, we hold The Walk for Hunger to gather crucial financial support for the work we—and our partners—do all year around. Join us on May 5 and you have the potential to impact our state in three ways: 1) you will support both short- and long-term community solutions; 2) you contribute to the health and future of the Commonwealth's children, and 3) you help spread the word that hunger isn't something to be ashamed of...it's something we can end together.

The Walk for Hunger supports community-based meal programs that meet emergency needs, early childhood and school nutrition initiatives that meet families where they live, and improved access to farm-to-table and local food resources that support our families and farmers at the same time. We take on hunger with a wide range of strategies that make it possible for us to reach many different people in different places—strategies that work together to give us greater impact as an organization.



**“Our year-long investigation into hunger in the Commonwealth showed us that low-income people want to become active participants in securing healthy food.”**

— Ellen Parker, executive director of Project Bread

## A Fresh Approach to Ending Hunger

### Community-based food

Beverly Bootstraps is a community food program that fully embraces a diverse set of solutions to help low-income people. Started in 1992 as a food pantry in a church basement, Beverly Bootstraps has expanded over the years to include community gardens, summer park lunches, a mobile market, and other support services.

At the core of its offering, the pantry itself helps 1,169 households a year—providing more than 24,000 bags of food for those struggling to put food on the table. Additionally, this agency understands the need to increase access to nutritious food for low-income residents. Last summer, Beverly Bootstraps launched a free farmers' market otherwise known as its Mobile Market.

The Market is open once a week and provides fresh produce and nutrition education to low-income families and the elderly population in the Beverly Housing Authority. During the last growing season, the Market connected 109 low-income households with healthy fresh produce in their neighborhood, providing them with 12,000 pounds of locally grown fruits and vegetables for healthy meals. But it also does more:

it provides nutrition education, taste-tests, information on SNAP, and youth activities to further support the families. Combining fresh produce with exciting nutrition education and cooking demonstrations reinforces the connection between eating right and a healthy lifestyle. In fact, the fresh food that is distributed in the market comes from the local nonprofit Moraine Farm, which demonstrates Beverly Bootstraps' commitment in investing locally while, at the same time, providing help to those in need.



Sue Gabriel, executive director of Beverly Bootstraps

### Child Nutrition

Project Bread funds early childhood and school nutrition programs because children need to be full and healthy to learn and grow. Starting seven years ago with the Chefs in Schools Initiative, we have been placing trained culinary chefs into public schools to provide healthy, tasty meals to low-income students. Inspired by the success of that program, Project Bread expanded the Chefs program to include placing a chef in the Lynn Head Start program.

Chef Educator Vanessa LaBranche is capturing the imagination and taste buds of young children before they form preferences for foods high in sugar, fat, and sodium. And in the process, she's working with some of the most vulnerable children and their families to teach them the importance of good nutrition.

### Public Education

When 40,000 Walkers step out in support of ending hunger in Massachusetts on May 5th, they raise awareness of this crucial issue in the Commonwealth. Each Walker who asks for pledges and explains his or her reasons for walking is educating another person about the reality of hunger.

Project Bread believes that many people aren't aware of the hunger crisis in our state or the range of solutions required to address it adequately. When we educate people, we provide them with greater understanding of the needs of others—and empower them to contribute in a meaningful way to solutions that work.

[www.projectbread.org](http://www.projectbread.org)

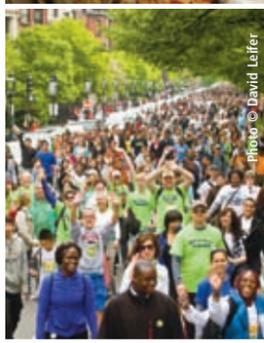


Photo courtesy of New Lands Farm

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Staff Photo

PROJECT BREAD'S  
**WALK FOR HUNGER**  
MAY 5, 2013



## Celebrating 15 Years with Blue Cross Blue Shield of Massachusetts!

“Blue Cross Blue Shield of Massachusetts is committed to supporting efforts that help combat hunger in the Massachusetts community. We are proud to support the great work of Project Bread.”

— **Tim O'Brien**, senior vice president, Sales and Marketing, Blue Cross Blue Shield of Massachusetts

**PROJECTBREAD.ORG**

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Project Bread is fortunate to have many long-term Walk for Hunger supporters, including Blue Cross Blue Shield of Massachusetts—which is celebrating its 15th year as a Walk for Hunger Sponsor! Since first sponsoring the Walk in 1999, Blue Cross Blue Shield has been an integral part of Walk day. From their volunteer corps—known as the BlueCrew—walking in their blue shirts to cheering and rehydrating Walkers along the route, they have been an important part of Walk day. And with Blue Cross Blue Shield of Massachusetts’ additional support of our Chefs in Head Start program and Chefs in Schools program, they are unstoppable. Thank you for a great 15 years!



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[www.projectbread.org](http://www.projectbread.org)

Whether you walk one mile or all 20, preparation for the 45th Walk is important. Here are some tips on how to dress right and pack light.

## Be Prepared for Fun

- Dress in layers and wear an official 2013 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.
- First-aid supplies are available at all checkpoints.

Visit [www.projectbread.org/shop](http://www.projectbread.org/shop) to see all sizes or call 617-723-5000 for more details on imprinted T-shirt orders.



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## Get Your Walk Gear!

Look and feel your best on Walk Day with the official 2013 Walk for Hunger commemorative T-shirt. 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. If your team turns in an average of at least \$150 per team member, you'll receive a 25 percent discount off your imprinted T-shirt order! Order team T-shirts by April 5 and get a 5 percent discount. The deadline for all team T-shirt orders is April 12.