

PROJECT BREAD.ORG

NEWS *feeding people, nourishing hope* Summer 2011

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Text 4 Food!

This summer, Project Bread has stepped up its commitment to providing low-income kids access to healthy food.

When the last school bell rings, most students begin days of fun in the sun, camping, swimming, and playing outside till the sun goes down. But for low-income teens, it can mean a new kind of worry — the loss of school breakfast and lunch.



Under 19?
Lunch for zip, zero, zilch, nada, \$0

This year, Project Bread is implementing a new program for connecting Boston teens to lunch, thanks to the generous support of the Walmart Foundation.

What do teens love more than food? Their cell phones! Starting in July, Project Bread will begin an outreach campaign geared at reaching teens through their favorite piece of technology — providing them with information on the nearest open SFSP site and times they can tuck in. It's a mobile food map for food-insecure kids. So, as the teens move around the city, the information changes. Teens simply text 617-863-MEAL to find the address and times of an open program, which will also host fun, age-appropriate recreational programming.

“Teens who would normally receive free or reduced-price meals during the school year are the most underserved population during the summer because they are working or ‘on the move’ — and yet they are rapidly growing and need nutritious food,” said Ellen Parker, executive director of Project Bread. “This means they go hungry or fill up on junk food.”



Photo © Tom Hannon

This is precisely the reason behind the Summer Food Service Program (SFSP), a federally-funded program sponsored by the USDA that provides low-income children who rely on school meals access to a free breakfast and lunch in the summer months. Most SFSP sites are located in neighborhood parks, swimming pools, playgrounds, and community centers and are open to drop-ins up to age 18, with no questions asked. (See sidebar.)

But getting teens and preteens to the sites has always been a challenge. Why? Because in the summer, teens, and especially urban teens, are more dispersed, more mobile, and, as all parents know, more adverse to organized activities. To teens, the SFSP programs that also feed young kids may not seem geared to their age level or interests. Also, many teens work, relying on vending machines or fast food.

Thanks for Walking . . . Now Take the Next Step!



If you haven't sent in all your pledges, please use the enclosed envelope. If you've already sent in your pledges, hungry families thank you!

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There is no reason for a child to go hungry this summer! There are 843 summer food sites in 91 communities throughout the Commonwealth. To find a Summer Food Service Program in your community, please call the Project Bread FoodSource Hotline at 1-800-645-8333 or visit www.projectbread.org/summermeals after July 1. Teens text 617-863-MEAL!



Photo © Tom Hannon

Continued Parker: "Our Text 4 Food campaign will allow them to use their cell phones to find a summer food site that offers free meals in their area. Since these sites are open and require no pre-registration, teens can be move around Boston and still get a good meal wherever they are. The Walmart Foundation is an inspiring partner for us because they understand that feeding hungry teens requires innovative thinking like this that makes getting food a cool and easy part of the day."

To publicize the campaign, Project Bread has secured billboards in English and Spanish as well as bus stop advertisements in several Boston neighborhoods. It has also created a nutrition education toolkit for SFSP sites to help supervisors create better menus as well as programming that really appeals to this age group.

To celebrate the program, Project Bread will also host a cooking demonstration at a popular summer food site this summer, conducted by the award-winning Chef-in-Residence, Kirk Conrad. Chef Kirk, as the kids like to call him, will teach teens how to "health up" the food they love to eat – an effort that will help teach better life-long eating habits.



Photo © Tom Hannan

"What's important," said Parker, "is that all children have a safe place to go to get a nutritious meal and have some summer fun so that they return to school in the fall ready to learn."

Since 1994, Project Bread is able to give meals to children through the Summer Food Service Program.

This July, Project Bread will fund over 225 sites in 21 communities across Massachusetts. Kids are able to visit summer meal sites located in their neighborhood. The sites also have fun activities for children, and provide them with a safe environment to socialize with their friends while enjoying a good meal.



Photo © Tom Hannan

Nutrition Education Toolkits!

Project Bread, in collaboration with Community Servings, is launching Healthy Eating Toolkits for Summer Food Programs. These interactive toolkits include activities, flyers, field trip ideas, and other resources aimed at teaching children of all ages the value of healthy eating.



Happenings!

Country superstar feeds the hungry!

Country music star Brad Paisley is teaming up with Project Bread to give one lucky fan a chance of a lifetime — backstage passes to meet him! On July 16, Paisley brings the **H2O II: Wetter & Wilder World Tour** with Blake Shelton and Jerrod Niemann to the Comcast Center in Mansfield. Paisley's team will be collecting food for hungry families in front of the arena between 4 P.M. and 7 P.M. The person who donates the largest amount of food (measured in pounds) will win two backstage passes to meet Brad! Cash donations will also be accepted with \$1 equaling four pounds of food.



Photo courtesy of Live Nation

Parker and Conrad receive MPHA Award

The Massachusetts Public Health Association awarded Ellen Parker and Chef Kirk Conrad the Community Leadership Award for Project Bread's Chefs in Schools Initiative. The 9th Annual Spring Awards Breakfast was held at on June 3, 2011, in Boston. The MPHA Award recognizes Project Bread's work to improve the quality of school food for low-income children.



Photo © Mitchell Connors

Valerie Bassett, executive director of the Massachusetts Public Health Association, presents the MPHA Award to Ellen Parker, executive director of Project Bread, and Chef Kirk Conrad, chef-in-residence of Project Bread.

Project Bread receives \$10,000 grant from Partners HealthCare

Project Bread received a grant of \$10,000 from Partners HealthCare to strengthen the Summer Food Service Programs in Lynn, Revere, and Boston. Project Bread's CNOP team (Child Nutrition Outreach Program) will award funds to sponsors and sites that provide free healthy meals and nutrition education to children during the summer. Recipients will be challenged to use local produce as much as possible and to create meals that meet Project Bread's Better Summer Meals standards. The grants are expected to provide healthy food for 3,800 children throughout 56 neighborhood sites in these three cities.

Hannaford's helps Project Bread!

Thank you to Hannaford Supermarkets for featuring Project Bread at each of its 26 Massachusetts locations by inviting shoppers to donate to Project Bread when checking out at the register during the month of June.



Project Bread Up for Nonprofit Excellence Award!

Project Bread was chosen as a finalist in Communications by the Mass Nonprofit Network for its ability to reach out successfully to Walkers, Volunteers, donors, and sponsors using traditional and new media.

For more Happenings, visit www.projectbread.org/news.

Family Matters

Our friends and family are happily put to work as Volunteers in registration, at the Heart & Sole Tent, in tabulation, and as PR photographers, as well as all around the 20-mile route. The esprit de corps is so great that parents even fly in to help with their grandchildren while we gear up for a day that stretches from 4:30 A.M. to 11:00 P.M.

Each year, we also participate in a heated contest to determine who can raise the most money.

The Result?

Project Bread staff and extended family raised nearly \$26,000 to feed the hungry! Campaign Associate Stephanie Mann won the contest, bringing in \$2,625. Congratulations Stephanie!

Fully one-third of our staff made the Heart & Sole Circle, a group of dedicated fundraisers who raise at least \$500 each Walk. And six of that group, also made the Leadership Circle, which begins with a minimum contribution of over \$1,000.

“Our staff and families always help out at the Walk,” said Ellen Parker, executive director, “and we are also always thrilled to see former staff members and their families on the route. But this year, we had a terrific number of donations from our friends and families for which we are touched and truly grateful.”

So, at Project Bread, we don't just talk the talk, we raise money for a cause we believe in!

Each year the Project Bread staff involve their husbands, wives, significant others, roommates, children, and parents in The Walk for Hunger. As we get busy working around the clock to prepare for our most exciting day, we take a “no friend unasked” approach to unfolding a safe and pleasant city-within-the-city for our 42,000 Walkers.



Campaign Associates Alyssa Judem and Stephanie Mann brought in an impressive \$1,088 and \$2,625, respectively. Wow!



Director of Corporate Relations, Melinda Hallisey, shown with son Reid, raised \$475 and recruited family members to volunteer.



Production Manager Sasha Didier and friend Billy Swift worked the day with smiles.



“Raising money for the Walk is very important to me because I grew up with a single mother in Maine. She had to utilize all the extra help available to her to ensure that I had three nutritious meals a day. I love giving back!”

Child Nutrition Outreach Coordinator Dennis Mercier raised \$600 for the hungry.



Campaign Associate Morgan Bleimeyer raced into the Heart & Sole Circle with an impressive \$935!



Sarah Cluggish, director of programs, helped her young son, Sam, make the Heart & Sole Circle! Way to Grow!



FoodSource Hotline Intern and Bryn Mawr undergraduate, Zoe Guastella, raised \$600 while walking around her school on May 1! Thanks, Zoe, for showing us that you don't have to be in Boston to support a great cause.



Heart & Sole Coordinator Ryan Schrier welcomed Walkers all day and raised \$450!



Director of Development, Margaret Sloat, with her family and new baby, Lauren, always leads the way and this year brought in \$2,725. And her husband raised \$500 too!



Logistics and Volunteers Manager, Naomi Reville stayed on top of all the details as she raised an impressive \$1,010, bringing her into the Leadership Circle!



Nicholas Riley, campaign associate, and his sister Kathleen Riley, development database assistant, raised \$825 and \$1,025, respectively. Great work!

JOIN US! Still have a pledge or two outstanding? Ask for the money and your sponsor will be impressed by your commitment. Or jump on www.projectbread.org/walk to donate. *We've never needed your support more!!!*



Remember last May?

Sparkling sunshine greeted 42,000 people who came to the Boston Common to raise \$3.6 million for the hungry during Project Bread's annual Walk for Hunger.

Sunny weather helped the 20-mile pledge Walk attract over 1,000 religious organizations, as well as 1,200 corporate teams, 1,200 schools, and 700 friends and family groups.

Project Bread was delighted that the Walkers and their sponsors pledged \$3.6 million to provide food for 446 emergency food programs in 130 Massachusetts cities and towns. These funds will provide a hot meal or a bag of groceries for out-of-work families next winter.

As glorious as the event was, The Walk for Hunger is also a personal journey for 42,000 Walkers and Volunteers. "This event has soul!" said one Volunteer after a full day's work. We think that's because it belongs to the people — to those who walk with aged parents, young children, and with their friends. So, while it's one walk; it's 42,000 stories . . . and here are just some we would like to share.

First Walker to Finish, Again!

Wildie Ceccherini, a Heart & Sole Walker from Malden, has been doing the Walk for 19 years. This year, she got up bright and early to start her 20-mile trek before registration even started.

We spotted her last year as our official first Walker, but have missed her achievement in years past because who would have guessed she had finished the whole Walk at that hour?

This year, Wildie (pronounced "Will-dy") stopped by our tent. She told us she's a hairdresser who wants to involve her son next year and some friends — so this may be her last year as our first Walker. Still, she is one of the 42,000 marvelously good people at the Walk who are everyday heroes.

Sharon Lowe with JAM'N

Sharon Lowe of Wellesley, is a Heart & Sole Walker who has raised \$44,010 over the past eight years. This year, she won the highest online fundraising contest (she did this last year too!) and blew past her goal of \$12,000 by bringing in over \$22,040 — thanks, in part, to a generous matching gift from State Street Bank. Sharon was interviewed by Walk media sponsors and is shown here sharing an early morning laugh with JAM'N 94.5 Romero and Pebbles.

Donate

www.projectbread.org

42,000 Heroes!



Project Bread's Board of Directors kick off the 2011 Walk.



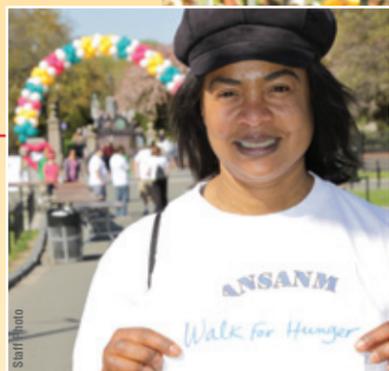
Photo © Matt West



Chris Wayland, GM of 7NEWS on NBC and CW56, and Joan McCready, director of community affairs at WHDH, stop by the Friends Tent. 7NEWS has been a supporter of The Walk for Hunger for 26 years.



Photo © David Leifer



Staff Photo



Staff Photo



Photo © David Leifer



Photo © Matt West



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Photo © Chris Lyons



Photo © David Leifer



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

GOAL

Eat, Pray, Walk

The Eat, Pray, Walk girls captured the spirit of the day with their energy, values, and cool T-shirts.



Staff Photo

Gabriel Yepes

Every year, Gabriel Yepes, from Brighton, raises an astonishing amount of money, never asking for a cent. Over the years, he's raised \$390,225.00 for hunger. Working as a bartender at prestigious dining club, Gabriel lets his long-time supporters know that it's Walk fundraising season by beginning to grow a beard. After the Walk, he shaves! And he always asked our executive director to "hold his car keys" until he finishes. This year, Gabriel raised \$30,000 and he takes his place as one of our favorite stories of all time!



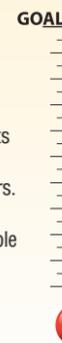
Staff Photo

2,000 Volunteers!

Each year, Project Bread relies on the kindness of 2,000 Volunteers. They are as dedicated as the Walkers themselves, and provide unstinting support to those who take on the challenge of walking. A few years ago (and after a rainy Walk!), we decided that Volunteers should get credit for all 20 miles. This year, the Volunteers who've registered online (which are our latest numbers to date) have raised \$24,672.



Photo © Joshua Touster



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

Welcome Fitzemeyer & Tocci!!!



As a new Mile Sponsor, Fitzemeyer & Tocci Associates, Inc. made a corporate pledge to the 2011 Walk for Hunger, and organized a Walk team and Volunteer team that greeted Walkers at Mile 7 along the route. We would like to welcome and thank them!

"Fitzemeyer & Tocci was a proud corporate sponsor of The Walk for Hunger this year. Despite joining the Project Bread team just two months prior to the Walk, our small group did an outstanding job of contributing to this very worthy cause. Participating in the Walk encouraged team building, created a strong sense of pride among our engineers, and gave us local community involvement. We look forward to working with Project Bread again next year."



Fitzemeyer & Tocci employees at the 2011 Walk for Hunger

— Edward "Ted" L. Fitzemeyer, Jr., PE, president/principal, Fitzemeyer & Tocci Associates, Inc.



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Pledge to help!

Thanks to all of our Walkers, Volunteers, and donors who helped us get closer to our goal of raising \$3.6 million for the hungry families of Massachusetts!



Photo © Dana Yarnborough

We're counting on you to collect all of your pledges so we can keep ours to the hundreds of soup kitchens, food pantries, and food banks that turn to us for help throughout the year.

"I urge everyone to collect all the pledge money from their sponsors, and ask about corporate matches. In times like these, we can't allow any available money to be left on the table. We also ask everyone who decided not to walk to make a donation."

— Ellen Parker, executive director, Project Bread – The Walk for Hunger

The need is still great! Here are some things you can still do to help us make an even bigger difference!

- Collect all your pledges; your sponsors will admire your commitment.
- Ask about **employer matching gifts** for yourself and your sponsors. They can double or triple your goal!

If you have not yet donated to the Walk, visit www.projectbread.org/walk or used the enclosed envelope to make your gift today.

And thank you!