

**“You may never see their faces, you may never know their names, but weeks from now a family will sit down for a meal with items from your efforts today.”**

Peter Werbicki, President/CEO, Food Bank of Central & Eastern North Carolina to North Carolina School of Science and Math students

At 12:21 pm on Wednesday, March 30, the North Carolina School of Science and Mathematics (NCSSM) received the following notification from the Records Management Team of Guinness World Records: “We are pleased to confirm that you have successfully set the new Guinness World Records record for ‘Largest food drive in 24 hours—single location.’”

The notification came less than a month after the students at NCSSM—along with Sue Anne Lewis (a Student Life Instructor at the school), hundreds of volunteers, and several community organizations—spent Saturday, March 5, 2011 attempting to break the record for the largest 24-hour food drive by a non-charitable organization at a single location.

The amazing effort by these students will provide more than 463,000 meals to children and their families in the Food Bank’s 34-county service area!

In total, the food drive officially collected 559,885 pounds of food, breaking the former record of 509,147 pounds of food set by the Calgary Food Bank in partnership with the Church of Jesus Christ of Latter-Day Saints of Calgary, Alberta.

Thanks to the support of the community and organizations across the Triangle and parts of eastern North Carolina, the NCSSM Food Drive was able to provide its record collection to the Food Bank of Central & Eastern North Carolina to help those who struggle to provide adequate meals for their families. The amazing effort by these students will provide more than 463,000 meals to children and their families in the Food Bank’s service area.

The Food Drive began Saturday morning, March 5 at 5 am and continued throughout the day until around 11 pm, when the last of the collected food was weighed.



On Top of the World—NCSSM students stand in warehouse full of food drive items that led them to a world record

Among the food drive’s many sponsors and partners, Walmart donated 120,000 pounds of food along with trucks that transported food to and from the NCSSM campus; The Church of Jesus Christ of Latter-Day Saints donated 148,000 pounds of food and \$15,500 to the Virtual Food Drive; U.S. Veterans Corps provided 42 volunteers to drive forklifts; Chik-fil-A collected food at its Chapel Hill and Durham locations and provided meals to volunteers; and Cary High School donated roughly 2,500 pounds of food. ABC 11 News was the media partner, along with Curtis Media radio station Pulse 102 FM.

During the event, special guests U.S. Congressman David Price and Lou Anne Crumpler, Executive Director of the N.C. Commission on Volunteerism and Community Service, stopped by to lend their support as well as drop off food donations.

In 2010, NCSSM attempted to break the world record and collected 319,990 pounds of food in 18 hours. The effort was great, but it was not enough to beat the world record at that time. They did, however, provide nearly 270,000 meals to people in need!

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A Time of  
Renewal



3

Faithful  
Giving



4

Branch  
Spotlight



4

Pound For  
Pound



# The mission of the Food Bank of Central & Eastern North Carolina is to harness and supply resources so that no one goes hungry in central and eastern North Carolina.

## OUR BRANCHES

Visit us online at  
[www.foodbankcenc.org](http://www.foodbankcenc.org)

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#### THE HUNGER BEAT

Published by The Food Bank of  
Central & Eastern North Carolina  
Designed by Archetype  
Printed by B&J Custom Printers  
Articles contributed by Staff  
Written by Christy Simmons and  
Vernetta J. Eastman  
Edited by Christy Simmons,  
Vernetta J. Eastman, and Archetype  
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Dear Friends,

Just as spring is a time of renewal and rebirth, we are introducing a shorter version of our newsletter called *The Hunger Beat Lite*, which allows us to reach more of you at this time of the year. I hope you like it.



During the holidays, there are many wonderful food drives from which we benefit, the largest being ABC 11's Heart of Carolina Food Drive. For the second year, we also benefitted from the Share Your Christmas Food Drive, the annual food drive of the ABC affiliate in the east: WCTI-TV 12.

We witnessed an outpouring of giving from across our 34 counties, many times accompanied by heartwarming stories. For example, there was an impromptu volunteer who assisted staff members all day during the final day of collection for WCTI's Share Your Christmas Food Drive. He simply walked up and went to work placing pallets, moving bins, accepting food donations, and placing donations in the truck. He was well-groomed, well-spoken, and friendly. As the day wore on and our staff got to know him, they discovered that he was unemployed and homeless. He was familiar with the services of the Food Bank of Central & Eastern North Carolina not only by reputation, but because he was currently receiving our services. This well-groomed, well-spoken man was the resident of a nearby homeless shelter.

#### His is also the face of hunger.

In our communities, there are so many others whose daily struggle is not readily evident—but they are in need of our services just the same.

The wonderful donations that were provided during the holidays are lessening, and we are preparing to stock our shelves for the spring and summer months. We particularly want to ensure that the 183,000 children in our service area and their families continue to have access to our services like those received by the homeless volunteer. An astounding 277,000 children will lose access to the free and reduced meal programs when the school cafeteria closes at the end of the school year. With your continued support, we can continue to stock our shelves and supply nutritious foods for these children and their families in the months ahead.

We thank you in advance for your renewed commitment to our mission during this season of hope.

Best regards,

Peter Werbicki  
President and CEO

Food Bank of Central & Eastern North Carolina

# To the world, you might just be one person. To one person, you might be the world. Anonymous



**Measures of Faith:** Collecting Food & Funds to Fight Hunger is a community-wide initiative for congregations of all faiths to come together and help stock the shelves of the Food Bank for our neighbors in need.

## Our goal is to raise 150,000 pounds of food during the months of March and April.

You can help make a difference! Encourage your congregation to get involved, hold a food drive, or donate to this vital effort to support those struggling in our communities.

- **Donate to Measures of Faith** through our virtual food drive. For every dollar donated, the Food Bank can distribute \$8.00 worth of food.
- **Host a Food Drive:** Encourage your congregation to host a food drive or hold one at your home or in your community. See the Food Drive Quick Links on our home page.
- **Request a Speaker:** Learn more about what we do—invite a Food Bank speaker to your worship service, food drive event, or other function.
- **Volunteer at our Warehouses:** We have volunteer opportunities for groups and individuals at five locations in our service territory: Raleigh, Durham, Greenville, Wilmington, and Southern Pines.
- **Spread the Word:** Tell a friend or family member about the Measures of Faith Food Drive by using our Measures of Faith eCard.

Go to [www.foodbankcenc.org](http://www.foodbankcenc.org) for detailed information.



## DOUBLE THE IMPACT OF YOUR GIFT

Did you know? Many companies match volunteer hours or donations made to nonprofit organizations by their employees. It's a great way to double (or even triple) your gift to the Food Bank to help fight hunger in our communities!

In general, programs are simple. Your company will ask you to fill out a donation verification form to send along with your gift to the Food Bank. Sometimes, this process is online. We'll verify the receipt of your gift, and your company mails a matching check!

Check to see if your company has a Matching Gift Program or view a partial list of matching gift companies on our website: [www.foodbankcenc.org/MatchingGifts](http://www.foodbankcenc.org/MatchingGifts).

**YES,** you can count on my generous gift to help stock the Food Bank of Central & Eastern North Carolina shelves during the spring, so that children and their families continue to have access to daily meals.

### HERE IS MY GIFT OF:

Other      Name \_\_\_\_\_

\$500      Address \_\_\_\_\_

\$250      City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\$100      Email \_\_\_\_\_

\$75      Please charge my  VISA  Mastercard

\$50      Account# \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

- Enclosed is my check made payable to the Food Bank of Central & Eastern North Carolina.
- I have attached a matching gift form from my employer.

**Please clip and mail to: FBCENC, 3808 Tarheel Drive, Raleigh, NC, 27609  
Or, give online at [www.foodbankcenc.org](http://www.foodbankcenc.org). It's easy!**

## BRANCH SPOTLIGHT:

### Sandhills Branch Breaks Ground for Community Garden

**FOOD  
BANK**

OF CENTRAL  
& EASTERN  
NORTH  
CAROLINA  
AT  
SANDHILLS

In partnership with the Grassroots Food Initiative, the Sandhills Branch recently broke ground for a community garden. (The garden at the New Bern Branch is beginning its second growing season this spring.) The Initiative will work with the Food

Bank at Sandhills on an ongoing basis. Staff and volunteers will involve other members of the community in efforts to eat nutritious, sustainably produced foods and integrate other healthy habits into their daily lives.

Phase 1 of the project will involve developing, building, planting, and maintaining the garden. Other partners will include Farms to School, Habitat for Humanity, Lowes, and local nursery/gardening companies. Phase 2 of the project will involve expanding the gardening initiative to all agencies that the Food Bank serves. Staff and volunteers will provide demonstrations and seminars on cooking meals that are both low-cost and healthy. Food prep tips will be made available to working parents so that families can avoid fast food. A kick-off cookout event will be held later this spring.



**The greatest gift of the garden is the restoration of the five senses.** Hanna Rion

If you would like to assist with this community project, please call 910.692.5959, ext. 2404. Look for more updates about this exciting new initiative in the summer issue of *The Hunger Beat!*

## ARE YOU A SOUPER LOSER?

### POUND FOR POUND CHALLENGE INSPIRES RESIDENTS TO LOSE WEIGHT TO HELP ALLEVIATE THE HUNGER CRISIS

NBC's *The Biggest Loser: Couples*, General Mills, Subway, and Feeding America are partnering to coordinate the Pound For Pound Challenge. This national initiative encourages people to lose weight to combat hunger in their local communities. The challenge launched in January and ends on May 31. For every pound residents pledge to lose, a donation of 11 cents (equivalent to one pound of groceries) will be donated to Feeding America and distributed to the Food Bank of Central & Eastern North Carolina. Participants can enter the Challenge by also pledging to maintain their current weight for a contribution equal to five pounds of weight loss.

**In its third year, the Pound For Pound Challenge re-emerges at a crucial time. In the 34 counties served by the Food Bank of Central & Eastern North Carolina:**

- About 73,000 different people receive emergency food assistance in any given week.
- 33.7% are children under 18 years old.
- 12% are elderly.
- 30% of households include at least one employed adult.



**Lose Weight & Help Win  
The Fight Against Hunger**

**JOIN THE POUND FOR POUND CHALLENGE!**

To ignite friendly competition, the pounds pledged by individual cities and states will be tracked and ranked. The Food Bank staff has also created a local team—the SOUPER LOSERS—and invites you to join the team or create your own. When you pledge pounds, you fight the hunger crisis while improving your own health. **For more information, go to [www.foodbankcenc.org](http://www.foodbankcenc.org).**

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