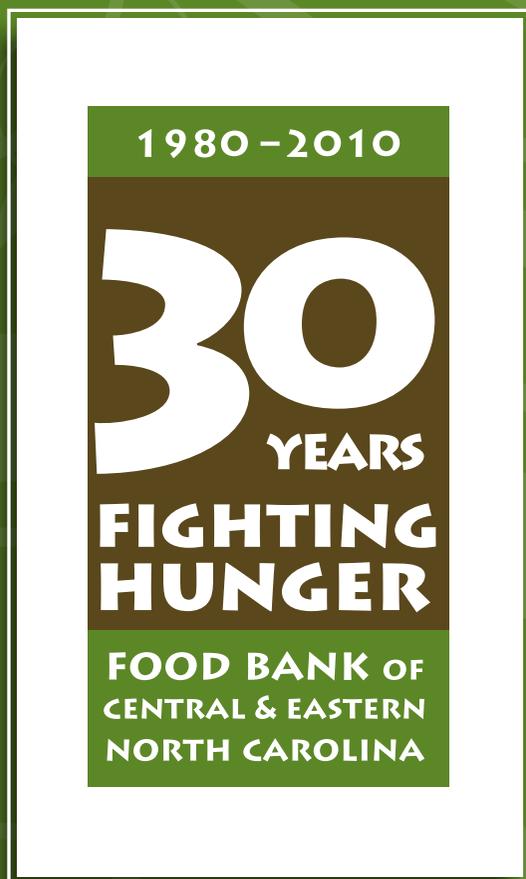


THE HUNGER BEAT

To Beat Hunger

Fall/Winter 2010



A Newsletter of the Food Bank of Central & Eastern North Carolina

Celebrating 30 Years of Service Pages 8,9

In Your Neighborhood: 30th Anniversary Edition Pages 10,11

Milestones: 30-Year Celebration at Governor's Mansion Page 14



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FEEDING AMERICA

OUR BRANCHES

Visit us online at
www.foodbankcenc.org

Food Bank of Central
& Eastern North Carolina
Main Office
3808 Tarheel Drive
Raleigh, NC 27609
919.875.0707

Food Bank of Central & Eastern
North Carolina at Durham
708 Gilbert Street
Durham, NC 27701
919.956.2513

Food Bank of Central & Eastern
North Carolina at Greenville
497 West 9th Street
Greenville, NC 27834
252.752.4996

Food Bank of Central & Eastern
North Carolina at Sandhills
195 Sandy Avenue
Southern Pines, NC 28387
910.692.5959

Food Bank of Central & Eastern
North Carolina at Wilmington
1314 Marsteller Street
Wilmington, NC 28401
910.251.1465

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Vernetta J. Eastman, and Archetype
Project Coordinator: Vernetta J. Eastman
Questions? Call 919.875.0707

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FROM THE DESK OF THE PRESIDENT & CEO

THE WORK CONTINUES...

Dear Friends,

This is a very special edition of *The Hunger Beat*.

When I came to this organization in 1997, we were on the cusp of major change. The Food Bank was nearing its second decade of serving the community out of the Raleigh and Southern Pines warehouses. Then came almost back-to-back natural disasters in 1998 and 1999, and again in 2003 and 2005. These occurrences placed us on the public stage as never before and led to unprecedented growth within the organization, as we met the need in the aftermath of these storms. We opened warehouses in Durham and Greenville in 1999. We added Wilmington as a branch in 2002. None of this was possible without the generosity of so many in the community. As we celebrate our 30th year, we recognize that the need for our work is more critical than ever. You will find stories and timelines throughout this edition regarding our history.

We are grateful for those who saw the need for such an organization back in 1980. That year, we distributed about 100,000 pounds to 36 partner agencies. We rely just as heavily on our volunteers today as we did during those early years. Volunteers logged 50,000 hours during our first 10 years. Just last year, volunteers broke a Food Bank record for the second year in a row, by logging more than 145,000 hours in a single year.

Earline Middleton, one of our 20-year employees and part of the Executive Team, will give you a personal perspective about the volunteer department (see page 12). We have partners like ABC11, which has held the Heart of Carolina Food Drive for 24 of our 30 years, to help make sure that we can provide adequate resources for families during the holidays. But when the holidays are over and January rolls in, there are still more than 545,000 people at or below the poverty level who need our assistance. And it is here that we find ourselves after 30 years... the work continues. The need is still here after the holidays and during the summer.

So, as we thank you for your support over the past 30 years, we want to remind you that our work goes on, and we look forward to having you by our side as we move forward.

Best regards,

Peter Werbicki, President and CEO, Food Bank of Central & Eastern North Carolina

Take a look at current statistics in our 34 counties:

According to the U. S. Department of Health and Human Services, the current poverty level for a family of four is \$22,050.

In the 34 counties served by the Food Bank of Central & Eastern North Carolina, there are now 545,000 individuals living at or below the poverty line (14.8%), which is an 8% increase from the previous year.

That means 1 in 7 individuals in our 34 counties (14.8%) live at or below the poverty level line.

Over a third of those who are living at or below the poverty level in our service area are children (183,000 or 33.6%) There are more than 277,000 children on the free and reduced meals program.

Eleven of our 34 counties are in Tier 1 (the highest) economic distress.

The N.C. Department of Commerce annually ranks the state's 100 counties based on economic well-being and assigns each a Tier designation. The 41 most distressed counties are designated as Tier 1. Eleven of the Food Bank's counties represent 27% (close to one-third) of these.

Fourteen of our 34 counties remain in double-digit unemployment (Sept. 2010).

A recent sampling of a cross section of our partner agencies in our service area revealed a 20% increase in the number of individuals they serve compared to the previous year, which in turn had been a 31% increase.

Our food distribution has increased from 31.5 million pounds in 2007–2008 to 41.5 million pounds in 2009–2010. This 32% increase in distribution during the economic meltdown over the last two years demonstrates that we have responded to the need. We continue, however, to have difficulty keeping up with the demand, and our shelves remain in constant need of replenishment.



The Food Bank of Central & Eastern North Carolina has a Charity Navigator 4-star rating.



ACT NOW!

CHILD NUTRITION REAUTHORIZATION PASSES!

On December 2, the House passed the Healthy, Hunger-Free Kids Act (S.3307) by a vote of 264 to 157. The bill passed in the Senate earlier and now goes to President Obama, who will sign the bill into law.

Thank you for your support of this important piece of legislature. The Healthy, Hunger-Free Kids Act will provide \$4.5 billion in new funding, over 10 years, to improve access to healthy meals for our children. This historic Investment in meals will help to close the hunger gap on weekends, afterschool, and during the summer months.

In our Service Area

- Over a third of those who are living at or below the poverty level are children (183,000 or 33.6%)
- There are more than 277,000 children on the free and reduced meals program.

ON THE BURNER: FOOD BANK STAFF MEET WITH USDA

By Earline Middleton

The Food Bank of Central & Eastern North Carolina participated in what has become an annual meeting with Regional USDA Director, Don Arnett, and his staff. Earline Middleton, Vice President of Agency Services and Programs for the Food Bank, along with representatives from the other seven states with which make up the Southeast region (Alabama, Florida, Georgia, Kentucky, Mississippi, South Carolina, and Tennessee) met with the USDA staff to discuss priorities and goals.

At the Atlanta meeting, North Carolina was commended for its work to increase participation in the Summer Food Service Program and the SNAP Programs. During the summer of 2010, the Food Bank of Central & Eastern North Carolina sponsored 29 Summer Food Service sites in 19 counties, supporting approximately 2,292 children. These figures represent a significant increase from the 14 sites and 574 children served in 2009. Children received both breakfast and lunch meals, while participating in summer enrichment activities.

Program expansion is the Food Bank's greatest opportunity for providing food to children and families in our service area. We know that only 5% of eligible children participate in the Summer Food Service Program in our 34-county service area, and only 80% of eligible North Carolinians participate in the FNS (Food Stamp Program).

Each of these programs offers a steady stream of nutritious food for children and families. As unemployment and underemployment have increased, Food Bank Partner Agencies have seen massive increases in the number of people requesting food. If these federal nutrition programs were fully utilized, our Partner Agencies might need to provide less emergency food relief.





FOUNDATIONS/GRANTS (August – October 2010)

Associates Choice Award, Walmart
\$100,000

Fidelity Foundation
\$85,000

Wake County
\$40,000

Credit Suisse
\$35,000

Cape Fear Area United Way
\$25,000

NC Community Foundation
\$14,500

McKee Foundation
\$10,000

Moore County Community Foundation
(Roffe Endowment)
\$10,000

Mungo Foundation
\$10,000

Durham Merchant's Association
Charitable Foundation
\$5,000

Schneider Electric/Square D Foundation
\$5,000

Vanguard Charitable Endowment,
Benjamin Pierce
\$5,000

IN THE BAG: FIDELITY FOUNDATION FUNDS FORKLIFTS



Forklifts are vital equipment supporting the Food Bank's efficient and productive warehouse operations. We had a fleet of nine forklifts in Raleigh, ranging in age from 9 to 20 years. While the lifts had been maintained in working order with preventive maintenance and repairs, some had reached the limit of their useful life and were requiring more and more costly repairs.

As a result of our need, we submitted a grant proposal, and in June 2010, the Fidelity Foundation awarded us with a grant of \$85,000 towards the cost of three new forklifts. Thank you, Fidelity!

This new equipment will contribute significantly to improving our capacity for handling and efficiently transferring greater amounts of food. These food products include fresh produce and other non-shelf-stable product, which the branches distribute to our partner agencies that directly serve low-income people. The Food Bank is focused on expanding our capacity to obtain and move more food, as the number of people at risk of hunger increases in our service area (from 375,000 in 2000 to 545,000 in 2010).

FOOD BANK RECEIVES \$100,000 THROUGH WALMART ASSOCIATE CHOICE PROGRAM

We are honored to receive \$100,000 from the Walmart Foundation as part of the Associate Choice Program. The Associate Choice Program is an online campaign in which Walmart associates vote directly for a nonprofit to receive funding in their home state.

The six-week voting program awarded \$5 million in grants to statewide organizations across the United States. Of those funds, \$3.6 million are supporting hunger relief organizations based on votes from company associates. Walmart has recently announced a \$2 billion commitment to help end hunger in America. Through the "Fighting Hunger Together" initiative, Walmart and the Walmart Foundation will give \$250 million in grants to hunger relief organizations, as well as donating more than 1.1 billion pounds of food from Walmart stores, Walmart distribution centers, and Sam's Club locations. These 1.1 billion pounds of food are valued at \$1.75 billion.



24TH ANNUAL ABC 11 EYEWITNESS NEWS HEART OF CAROLINA FOOD DRIVE

4.2-million-pound goal set to benefit two food banks

In November, ABC11 Eyewitness News kicked off their 24th Annual Heart of Carolina Food Drive to benefit the Food Bank of Central & Eastern North Carolina and the Second Harvest Food Bank of Southeast North Carolina in Fayetteville. The kickoff was held at the Food Bank of Central & Eastern North Carolina's main warehouse on Tarheel Drive in Raleigh. Corporate partners for the 2010 campaign are Kroger, Whitley Law Firm, CenturyLink, and BASF. Media partners are The Herald-Sun, The News & Observer, Curtis Media, and The Pilot.

With a goal of raising 4.2 million pounds of food this year, the food drive is a region-wide event that spans the station's 22-county broadcast area. The campaign culminated with a "drive-thru" day on Wednesday, December 8. Donations will be accepted through December 31.

Initiated by ABC11 in 1987, the Heart of Carolina Food Drive has continued to gain momentum with the support and assistance of community agencies throughout the 22-county viewing area.

DISHING IT OUT: COMMUNITY FOOD DRIVES



2010 Stamp Out Hunger

The weather was great, spirits were high, and everyone worked very hard to help the letter carriers work towards their goal of contributing to 1 billion pounds of food collected during the 18 years this campaign has been running! We thank you all for your support, dedication, and commitment. The total number of pounds of food collected for 2010 was 298,888. This will help us provide 251,695 meals to those we serve!

The Food Bank of Central & Eastern North Carolina would like to honor the memory of Al Kears, Durham Letter Carrier and longtime organizer of the Stamp Out Hunger Food Drive in Durham. Al was a part of each annual food drive either as the official coordinator or advisor to the new coordinators. He was never far away from the action. We will miss you, Al!

Kids Summer Stock

KIDS
Summer Stock

Our third annual Kids Summer Stock was a great success. We had fun events in all of our five branch service areas, and once again we would like to thank the community for helping support our kids during the summer months. We raised \$249,353 dollars and 48,451 pounds of food during the campaign. This helped us provide 1,090,708 meals to children and families in need.

Greenville-Pitt County Young Professionals

The Greenville-Pitt County Chamber of Commerce Young Professionals held a Food Drive from November 1–19 to benefit our Greenville Branch. They collected more than 3,000 pounds of food, far exceeding their 1,500-pound goal.

Lowes Foods "Friends Feeding Friends" Nov. 3 through Dec. 31, 2010

It's the sixteenth year of "Friends Feeding Friends," and Lowes Foods is hoping to collect 1 million pounds of food in their stores across North Carolina, South Carolina, and Virginia. You can purchase a pre-made bag of the non-perishable items most needed by food banks. Donation bins are located in each store for quick and easy drop-off. Donations will be delivered to local food banks in the areas in which they are collected.



SEANC DONATES FOOD, FUNDS

The State Employees Association of North Carolina (SEANC), District 65, are all employees of East Carolina University. In September, they presented \$500 and nearly 200 pounds of food to the Food Bank of Central & Eastern North Carolina at Greenville. Thank you, SEANC and ECU for your support!

FEED IT TO BIEBER

WERO/Bob 93.3 teamed up with Pizza Hut and The Food Bank of Central & Eastern North Carolina for three weeks in November to promote the Justin Bieber concert in December. Listeners were encouraged to drop off non-perishable food donations to various Pizza Hut locations throughout Eastern North Carolina in an attempt to win tickets, hotel accommodations, and an opportunity to meet Justin Bieber before his concert. At the conclusion of the promotion, the station had collected over 18,000 pounds of food that will benefit the 34 counties served by The Food Bank of Central & Eastern North Carolina.

Food drop-offs were held at Pizza Hut stores in Williamston, Havelock, Kinston, Farmville, Jacksonville, Goldsboro, and Winterville, North Carolina from November 1–19, 2010. The grand prize winner, 8-year-old Aubrey Langmann of Winterville, donated a total of 3,956 pounds of food.

DISHING IT OUT: COMMUNITY FOOD DRIVES (cont.)

4-H 100th Anniversary Kick-Off

In July, more than 400 4-H volunteers and team leaders from across the state filled Dorton Arena at the North Carolina State Fairgrounds for a day-of-service project. They weighed and bagged nearly 39,000 pounds of pasta to be distributed to our partner agencies. Throughout the next year, 4-H members across the state will conduct food drives and other volunteer projects to help feed their hungry neighbors in North Carolina. The food banks across our state are proud to partner with 4-H over the coming months and years to help end hunger.

Food Lion Hunger Relief Day Donations at State Fair Contribute to a Great Cause

2010 Donations Set A New Record



Fairgoers contributed to a great cause during the 2010 Food Lion Hunger Relief Day at the North Carolina State Fair. On October 21, attendees received free admission to the fair by bringing four cans of Food Lion brand products to any entrance gate. Fairgoers donated 246,779 pounds of food, setting a new Food Lion Hunger Relief Day collection record. These food donations were equivalent to more than 200,000 meals. Food Lion Hunger Relief Day at the Fair is one of the largest one-day, canned-food drives in the state. It benefits the Food Bank of Central & Eastern North Carolina and other food banks around the state.

Radio Stations Raise the Bar During 24-Hour Food Drive

The 8th Annual Sunrise Broadcasting Food Drive was held November 19 and 20 to benefit the Food Bank of Central & Eastern North Carolina at Wilmington. DJs from Z107.5, Sunny 104.5, Jammin 99.9, and Surf 98.3 broadcast live for 24 hours at Lowes Food on South College Road, with a goal of raising 24,000 meals. With the help of the community, the goal was surpassed. Sunrise Broadcasting raised 27,202 meals for those at risk for hunger in Brunswick, Columbus, New Hanover, and Pender Counties. This food drive was the largest in the eight-year history of the project.

2010 WCTI-TV12 Share Your Christmas Food Drive

WCTI was proud to sponsor Share Your Christmas, a community food drive to support the Food Bank branches at Greenville and New Bern. On December 10 from 7:30 am to 8:00 pm, generous members of the community dropped off non-perishable food items at Channel 12, as well as the Greenville and New Bern branches. The food drive raised approximately 15,000 pounds.

IN THE BAG:

30 YEARS OF FIGHTING HUNGER

DISTRIBUTION NUMBERS

1980–1990	20 million pounds
1991	4.9 million pounds
1992	8.0 million pounds
1993	6.8 million pounds
1994	5.9 million pounds
1995	5.1 million pounds
1996–97	6.6 million pounds
1997–98	7.5 million pounds
1998–99	10.8 million pounds
1999–00	18.8 million pounds
2000–01	21.9 million pounds
2001–02	24.1 million pounds
2002–03	23.5 million pounds
2003–04	26.4 million pounds
2004–05	31.1 million pounds
2005–06	31.4 million pounds
2006–07	32.6 million pounds
2007–08	31.6 million pounds
2008–09	36.9 million pounds
2009–10	41.5 million pounds

Photo provided by Barbara Oates.



"The Best Bank Around"

The Food Bank had just been incorporated for three years, and it was already receiving high accolades from local media. To understand the origins of the organization now widely known as the Food Bank of Central & Eastern North Carolina, we need to understand the origins of "food banking." How did it begin?

Begun in 1967, the world's first food bank is the St. Mary's Food Bank Alliance in Arizona. In 1965 while volunteering for a community dining room, John van Hengel learned that grocery stores disposed of food that had damaged packaging or was near expiration. He started collecting that food for the dining room but soon had too much for that one program. He thought of creating a central location from which any agency could receive donations. With the help of St. Mary's Basilica, the first food bank was born.

Around the time that the national network was being formalized, a Triangle movement to further assist the poor had begun. Robert and Shirley Muller were strong advocates for the underprivileged in their community. Mr. Muller attended a local presentation by St. Mary's Food Bank and liked the food bank concept, but he felt it was too difficult for his organization, Raleigh Area Ministries, to undertake. He enlisted the aid of his neighbors, the Kirschbaums. Ron Kirschbaum drafted a charter for a nonprofit organization. Honey Kirschbaum got needed legislation passed during a short session of the North Carolina General Assembly—the Good Samaritan Act of 1979 came into being.

Muller received a call from Reverend Lex Mathews, head of Social Ministries for the Episcopal Diocese of North Carolina, who was starting soup kitchens throughout the diocese. He suggested that they combine their efforts to reach the underprivileged. The Episcopal Diocese gave \$5,000 seed money, and the Articles of Incorporation for Food Bank, Inc. were signed in 1980.

Mr. Mathews also put together a group who supported the food bank concept. Among them was Barbara Oates, daughter of JoAnn Kistler, who founded The Shepherd's Table soup kitchen. Oates was hired as the first executive director of the Food Bank of North Carolina. She worked 20 hours a week and was paid \$5 per hour. Her equipment consisted of a table, chair, phone, and card file.

Timelines throughout this publication will provide a snapshot of our leadership and our accomplishments from 1980 to 2010.

Special thanks to Connie Hudson for providing the Food Bank historical information on this page and to Barbara Oates for providing the "Best Bank Around" photo above.

TIMELINE 1980–1990

- 1980** First major grant made: Episcopal Diocese, \$5,000
- Opening of first Food Bank warehouse in Cary.
- First Executive Director hired: Barbara Oates
- 1981** Sandhills Branch opened.
- 1982** 1 millionth pound of food distributed.
- 1983** Second Executive Director hired: Lois Voelker
- Moved to 10,000-square-foot facility on Sunrise Avenue in Raleigh.
- 1984** First United Way allocation.
- Became a member of Second Harvest (now Feeding America).
- 1985** Third Executive Director hired: Greg Kirkpatrick
- 1987** Increased warehouse space to 20,000 square feet.
- 1988** Red Tide Crisis on the coast. Opened temporary warehouse in Carteret County.
- Distributed 400,000 pounds of food to fishermen and others affected by the crisis.
- 1989** Started distributing Hunger Prevention Act commodities.
- 1990** Moved to 36,000-square-foot warehouse on Beryl Road.
- Added a new freezer, increasing frozen storage capacity to 16,000 cubic feet.
- 20 millionth pound of food distributed.

OUR LEADERS

EXECUTIVE DIRECTORS & PRESIDENTS

Barbara Oates	1980–1983
Lois Voelker	1983–1985
Greg Kirkpatrick	1985–1997
Jane Cox	1998–2007
Peter Werbicki	2007–current

CHAIR OF THE BOARD OF DIRECTORS

Brad Brewer	1981
Connie Hudson	1982 & 1983
Will Lindsay	1984
Mac McGuirt	1985 & 1986
Darrow Johnson	1987, 1988, & 1989
Matt Roughgarden	1990 & 1991
John E. (Jack) Fritz	1992
Mary Elizabeth Banks	1993
Duane Lawrence	1994 & 1995
John Gray	1996
Ashmead Pipkin	1997
Mary Esther Martin	1998
Dana Lindquist	1999–2000
Dr. Rollie T. Tillman	2000–2001
Haywood Holderness	2001–02, 2002–03, & 2003–04
Skip Orser	2004–05 & 2005–06
Marilyn Forbes	2006–2007
Walter Rogers	2007–2008
Al Ragland	2008–09 & 2009–2010
Ed Carney	2010–2011

From that first delivery of peanut butter crackers in 1980 through last year, the Food Bank has distributed more than 354 million pounds of food to those at risk of hunger in the community.

The Food Bank has retained committed volunteers throughout its history. During the first 10 years the Food Bank operated, volunteers logged more than 50,000 hours. During fiscal year 2009–2010, volunteers logged 145,824 hours, the equivalent of over 70 full-time employees. This is the second year in a row that a Food Bank record has been set for contributed volunteer hours!

IN YOUR NEIGHBORHOOD: 30TH ANNIVERSARY EDITION

President's Circle: Partnership Recognition Program

We appreciate the support of our corporate, foundation, government, civic, and faith-based donors. This year, in honor of our 30th anniversary, we have created a new donor recognition program with levels of partnership and corresponding recognition called the **President's Circle**. These levels reflect financial contributions, product donations, in-kind support/services, matching gift programs, and volunteer service.

The levels are as follows:

- Humanitarian Partners
- Mission Partners
- Signature Partners
- Philanthropic Partners
- Leadership Partners
- Supporting Partners

Prior to the beginning of fiscal year 2010–2011, all contributions made over a five-year period (2006–2010) were tabulated. Cumulative donations were used to place donors in the **President's Circle** for the 2010–2011 timeframe, and every year thereafter, the placement will be based on the cumulative totals from the previous five years.

2010 Humanitarian Partners

Humanitarian Partners have made cumulative contributions in excess of \$1 million or 10 million pounds of food within the last 5 years. The 2010 recipients are profiled on these two pages.

ABC11 Eyewitness News



ABC11 maintains a rich tradition of community service. The station supports nonprofit organizations throughout the 22-county viewing area by producing and airing public service announcements, public affairs programming, and news coverage of their events and programs. ABC11 is extremely proud of its long partnership with the Food Bank of Central & Eastern North Carolina. In 1983, ABC11 initiated annual food drives, collecting non-perishable food items for those in need. In 1986, ABC11 joined forces with the Food Bank of Central & Eastern North Carolina to launch the Heart of Carolina Food Drive, which culminates with a drive-through day. Every half hour throughout that day, the station gives up commercial breaks to air live cut-ins from collection drop-off sites around the viewing area. To date, ABC 11 has collected more than 10 million pounds of food for the Food Bank.

BlueCross BlueShield of North Carolina



**BlueCross BlueShield
of North Carolina**

For more than 75 years, BlueCross BlueShield of North Carolina has maintained a commitment to the health care needs of North Carolinians. That same commitment drives our dedication to make a difference in the communities in which we work and live and to support organizations, such as the Food Bank of Central & Eastern North Carolina and the Kids Cafe program, that are dedicated to the health of our youth. Nearly half of the people served by the Food Bank are children. Proper nutrition is key to their physical and cognitive development. The Kids Cafe program provides nutritious meals, nutrition education, and tutoring to children at risk of hunger.

Cisco



The Cisco name has become synonymous with the Internet, as well as with the productivity improvements that Internet business solutions provide. At Cisco, our vision is to change the way people work, live, play, and learn. Cisco's culture of giving back, ingrained by Chairman Emeritus John Morgridge, is alive and well at Cisco's RTP campus. Cisco's Global Hunger Relief Campaign is a cornerstone of the company's local philanthropic giving. In 2009, the Campaign generated approximately \$300,000 in donations to the Food Bank by Cisco employees, the Cisco Foundation, and the TOSA Foundation. In the 15 years since Cisco opened the RTP site, the company has provided more than \$4 million in donations to the Food Bank through annual fundraising activities. Cisco employees have also volunteered thousands of hours. The Food Bank has improved the efficiency of its operations by deploying IP routing, switching, and voice technology donated by Cisco.

TIMELINE 1991–2000

- 1992 Distributed 6.3 million pounds to 450 agencies and 1.7 million to Hurricane Andrew Relief.
- 1993 First Hunger Relief Day at the Fair. Collected more than 200,000 pounds of food during this drive.
- 1995 Food Bank began Harvest of Hope Capital Campaign with \$1.7 million goal. There are 460 partner agencies.
- 1996 The Food Bank distributed a little more than 1 million pounds of food as disaster relief after Hurricane Fran. The organization had about 15 employees.
- 1997 Capital Campaign raised \$2.1 million. Food Bank moved to current location at Tarheel Drive with 40,000 square feet of dry space and frozen capacity. Just under 8 million pounds distributed. The organization employed about 20 individuals.
- 1998 The Food Bank distributed nearly 300,000 pounds of food and relief supplies to the emergency operation centers of our sister food bank in the east, the Food Bank of the Albemarle, in the aftermath of Hurricane Bonnie.
- Fourth Executive Director hired: Jane Cox
- 1999 Durham Branch opened.
- Greenville Branch opened earlier than scheduled in December 1999, due to Hurricane Floyd.
- Distributed more than 5.4 million pounds in disaster relief to partner agencies and other agencies after Hurricane Floyd. Total distribution was 18.8 million pounds.
- First Kids Cafe programs started as an after school program for children at risk of hunger.
- 2000 Mobile Food Pantry started in Greenville and distributed about 2 million pounds during fiscal year 2000–2001.

Food Lion Family



Food Lion is one of the largest supermarket chains in the United States, operating more than 1,300 stores in 11 states. Giving back to the communities in which we operate is important to our company. We are active in a number of community and charitable causes and have been a strong supporter of the Food Bank. Our company's philanthropic efforts are mainly focused on feeding the hungry. Food Lion has been a Food Bank partner for more than a decade and has donated food, transportation services, and food safety training. Since 2002, Food Lion has donated more than 55 million pounds of food. In addition, Food Lion associates give countless hours of time to help the operational needs of nearly 40 food bank partners.

Reser's Fine Foods



At Reser's, serving others comes naturally—after all, we are a food company. Over the past six decades, we've made many contributions to worthy causes in communities across the United States. The Food Bank holds a special place in our hearts. As a "humanitarian" partner, we have donated more than 10 million pounds of food over the last five years. "In this tough economic environment, it's no surprise that families are struggling," said Randy Earle, general manager of Reser's Halifax operations. "We realize it's more important than ever to support the local food bank and do what we can to help others in need. We forward to working alongside other volunteers for years to come."

Society of St. Andrew



Since 1992, when the Society of St. Andrew opened a North Carolina regional office, more than 98 million pounds of fresh produce have reached our state's people in need. The Society of St. Andrew operates a statewide, volunteer-driven Gleaning Network in North Carolina that coordinates with local farmers, thousands of volunteers, and food providing agencies. This Network is going strong, salvaging over 5 million pounds of fresh produce for the hungry each year. Each year we coordinate thousands of volunteers to glean over 5 million pounds of a wide variety of produce in North Carolina.

Walmart



In 2009, Walmart stores, Sam's Club locations, and the Walmart Foundation gave more than \$12.5 million in cash and in-kind donations to local organizations in the communities they serve in North Carolina. Through additional funds donated by customers and associates throughout the state, the retailer's contributions in North Carolina totaled more than \$15.6 million.

TIMELINE 2001–2010

2002 The Food Bank of North Carolina initiated the Breaking Bread Community Campaign, Chaired by Governor Jim Hunt, with a goal of raising \$6.5 million. The funds would build infrastructure, expand the Kids Cafe program, launch a Retail Program, and expand the trucking fleet. To keep up with the demand for services, the Campaign goal was to reach 30 million pounds in distribution over the next five years.

2003 The Food Bank distributed more than 411,000 pounds of food and relief supplies in Carteret and Pamlico Counties due to Hurricane Isabel.

2004 The Food Bank of North Carolina changed its name to the Food Bank of Central & Eastern North Carolina to better reflect the area served and to distinguish it from the other food banks now serving other parts of the state.

Distributed 31.1 million pounds.

2005 When Hurricane Katrina hit the Gulf Coast, the Food Bank joined together with three other food banks, helped to locate property, and set up a temporary warehouse to distribute food. The Food Bank distributed 233,358 pounds of food and relief supplies (nine tractor-trailers) to assist the victims.

Distributed 31.4 million pounds.

2007 The Food Bank received a big boost of support in spring donations due to a new food and funds campaign called "Feed the Need" initiated by the News & Observer.

Fifth President/CEO named:
Peter Werbicki

Distributed 31.4 million pounds.

OUT OF THE MOUTH OF...

Earline Middleton, Celebrating 20 Years of Service



Food Bank staff member Earline Middleton is a member of the Food Bank's Executive Management Team. She celebrated 20 years of service in early 2010. In her current role as Vice President of Agency Services and Programs, Earline is responsible for strategic planning and program implementation. She has departmental oversight of the Agency Services and Programs Department, which oversees the work of more than 800 emergency food providers. Earline led the successful merger of two departments for organizational efficiency. She is responsible for the management of a \$1.5 million after school/nutrition program and a weekend nutrition program for children. Earline is responsible for ensuring that her department is in compliance with the standards for food distribution of Feeding America and the North Carolina Department of Agriculture. Earline has been with the Food Bank for 20 of its 30 years and has seen a lot of changes and growth.

She was the first volunteer coordinator for the organization. "My official title was Assistant to the Development Director, and working with the volunteers was part of my duties," says Middleton, who joined the organization in 1990. The Food Bank of North Carolina, as it was known then, was located on Sunrise Avenue in Raleigh and had a total of six staff members: the Executive Director, Office Manager, Operations Manager, Development Director, Assistant to the Development Director, and an Agency Relations Coordinator. Middleton adds, "Just the current volunteer department alone now has six staff members! The volunteers back then were just as dedicated as the volunteers that we have now."

When the Food Bank moved to a location near the fairgrounds in Raleigh, there was a surge in volunteering, particularly during natural disasters. The move to the current location on Tarheel Drive, a 40,000-square-foot warehouse that also holds the administrative offices, allowed the volunteer program to continue to flourish. The volunteer department now has a variety of volunteer opportunities (see page 15). The Food Bank's Board of Directors offers another volunteer opportunity.

The Food Bank has regular corporate volunteers that come monthly, from companies such as Genworth Financial, Cisco, IBM, Credit Suisse, L&M, and Progress Energy. Dozens of church groups are also on the schedule as monthly reoccurrences, and special needs groups come in three times a week. "I get joy as well as a sense of gratitude when I see that the community appreciates the work of this organization," says Middleton. "It's all about the volunteers and the people we serve."

2008 The Food Bank launched a food and funds drive called Kids Summer Stock (KSS) to reverse the historical decrease in donations to food banks at a time when the need increases (with school children not having access to free and reduced cost meals and after school programs). KSS also raises awareness of the need for summer nutrition programs. KSS has provided more than 4 million meals since inception.

Durham Branch distributed 30 millionth pound.

2009 In 2009, the Greenville Branch distributed its 50 millionth pound since it began operation.

Sponsored 14 Summer Food Service Programs.

Kroger becomes a participant in Feeding America's store donation program. The Food Bank now picks up product from 10 of their grocery stores.

Walmart becomes a major participant in Feeding America's store donation program. The Food Bank picked up product from 42 of their retail stores.

Distributed 41.5 million pounds.

2010 The Food Bank of Central & Eastern North Carolina celebrates 30 years of fighting hunger in central and eastern North Carolina.

The Durham Branch distributed its 40 millionth pound, since it began operation.

The Food Bank opened its sixth warehouse in New Bern.

The Food Bank started a Community Garden at the New Bern Branch as part of Hunger Action Month.

The Food Bank sponsored 28 Summer Food Service Programs.

VOLUNTEER SPOTLIGHT:



Walmart Volunteer Project

Walmart employees from the Henderson distribution center took over the Raleigh warehouse for an entire day back in July. A group of 15 employees sorted white potatoes in the morning and eggs in the afternoon. Thank you Henderson Distribution Center for taking time out of your busy schedules to help our neighbors in need!

AGENCY SPOTLIGHT:



WRAAP Wins Youth Program Awards

In June, Wilmington's Residential Adolescent Achievement Place (WRAAP) won a plaque and \$2,000 check for being the best all-around program. They were chosen among 14 youth programs in 34 counties throughout eastern North Carolina. The event, which was held in Raleigh, was sponsored by BlueCross BlueShield of North Carolina and the Food Bank of Central & Eastern of North Carolina.

BRANCH SPOTLIGHT:

The FBCENC Opens New Branch in New Bern



As the Food Bank ushered in its 30th year back in July, one of the first key moments was the opening of a sixth warehouse. On July 29, the Food Bank of Central & Eastern North Carolina at New Bern held an Open House/Press Conference at the 6,200-square-foot warehouse, located at 205 South Glenburnie Road in New Bern.

Attendees included local dignitaries, donors, and Food Bank staff members. We acquired additional warehouse space in an effort to better serve the partner agencies in the far eastern portion of our Greenville branch's 10-county service area and to meet the increased need for services in the coastal region. The new branch will also provide local access to food products, without incurring the costs of driving to the Greenville warehouse.



(left to right) First Gentleman Robert Eaves; John P. Morgridge, Chairman Emeritus, Cisco; The Honorable Beverly Eaves Perdue, Governor of the State of North Carolina; and The Honorable James B. Hunt, Jr., former Governor of the State of North Carolina

ANNOUNCING THE HUNT-MORGRIDGE SERVICE AWARD

In recognition of extraordinary leadership and dedication to hunger relief efforts and with deep admiration for deeds sung and unsung in distinguished years of service to their fellow citizens, The Food Bank of Central & Eastern North Carolina hereby establishes the HUNT-MORGRIDGE SERVICE AWARD to be given annually to the person or organization who exemplifies the values of those whose names it bears. The photo above was taken the night of the event and shows John Morgridge and Governor James B. Hunt, Jr. with their awards.



(left to right) former Executive Director Jane F. Cox (1998–2007); former Executive Director Lois Voelker (1983–1985); current President/CEO Peter Werbicki (2007–present); former Executive Director Barbara Oates (1980–1983); former Executive Director Greg Kirkpatrick (1985–1997; not pictured)

MILESTONES: 30TH ANNIVERSARY COMMEMORATION HELD AT EXECUTIVE MANSION

The Food Bank of Central & Eastern North Carolina celebrated 30 years of fighting hunger in the community on September 30, 2010 with an event at the Executive Mansion in Raleigh. Generous volunteers, staff, and supporters have been critical to our efforts over the past three decades, and we were excited to recognize them. We honored many corporate donors and announced their induction into the President's Circle (see pages 10 and 11 for more information).

It was an evening of reunion, reflection, and recommitment to the Food Bank's mission. Governor Bev Perdue and First Gentleman Robert Eaves were the gracious honorary co-chairs and hosts of the event. Food Bank Board Chair Ed Carney, who is also Vice President and General Manager of Enhanced Customer Aligned Testing Services at Cisco, gave the welcome. A video presentation titled *FBCENC—The First 30 Years* was introduced by Peter Werbicki, President and CEO of the Food Bank. We were honored to have three of the four former Food Bank Executive Directors in attendance: Barbara Oates (1980–1983); Lois Voelker (1983–1985); and Jane Cox (1998–2007). Former director Greg Kirkpatrick (1985–1997) was unable to attend.

Governor Perdue spoke about the creation of the Hunt-Morgridge Service Award (see sidebar) and introduced John Morgridge. Gov. Perdue presented him with his award, and Mr. Morgridge made remarks. Gov. Perdue then introduced Gov. James B. Hunt, Jr., who accepted his award and also made remarks.

Cathy Green, President of the Food Lion Family, spoke about the importance of corporate philanthropy. The Food Bank of Central & Eastern North Carolina wishes to thank the Food Lion Family for its generous underwriting support of the 30th Anniversary event.

Two former Food Bank Board Chairs, Reverend Haywood Holderness and Al Ragland, presented information regarding our seven 2010 Humanitarian Partners: ABC11, BlueCross BlueShield of North Carolina, Cisco, Food Lion Family, Reser's Fine Foods, Society of St. Andrew, and Walmart. Our deepest gratitude goes to these partners, for helping to insure that thousands of North Carolinians don't go hungry. The event concluded with brief remarks from Barbara Oates, the first Food Bank Executive Director.

WEB SPOTLIGHT

YOUR STORY, YOUR CAMPAIGN!

Celebrating a birthday or wedding? Running a marathon? Honoring someone special in your life? Create an online Personal Fundraising Campaign to benefit the Food Bank! You can create your own unique fundraiser with our new "No Empty Bowls" Personal Fundraising Campaigns. We give you all the tools you need to create an interesting and effective personal fundraising page—tell your story, set a fundraising goal, and upload photos.

Once your campaign is created, you'll be able to send email invitations to your participants, keep track of donations, even add cash or check donations that you might collect offline. Your friends and family will be able to make comments on your page, and a scroll box will show who has made contributions towards your campaign.

"No Empty Bowls" Personal Fundraising Campaigns are a great way to celebrate those special moments in your life, while supporting our community by raising funds to provide food for thousands of children and families in need.

Help ensure there are "No Empty Bowls" in central and eastern North Carolina. Create a Personal Fundraising Campaign today!

Go to:

www.foodbankcenc.org/NoEmptyBowls

TEXT TO GIVE

Provide 40 meals to those in need. Make a \$10.00 donation* by texting 40MEALS to 50555.

*\$10 will be added to your mobile phone bill/deducted from your prepaid account. Msg & Data Rates May Apply. Reply STOP to 50555 to stop. Full Terms: mGive.org/T.

HOW YOU CAN HELP

30th Anniversary Edition—To help us celebrate 30 years of fighting hunger, we encourage you to donate in increments of 30. Thank you for helping to make this a milestone year for the Food Bank of Central & Eastern North Carolina!

DONATE MONEY (\$30 or more)

\$1 equals \$8 worth of food or 4 meals

- Individual Giving
- Event Sponsorships

DONATE FOOD (30 cans or more)

One meal equals a little over one pound of food (19 ounces)

- Individual Food Drives
- Company Food Drives
- Virtual Food Drives
- School Food Drives
- Community Food Drives

DONATE TIME—Volunteer!

(30 hours or 30 friends)

Volunteer hours equaled the equivalent of over 70 full-time employees last year.

Volunteer roles:

Warehouse: You can assist with sorting fresh produce, repackaging products from food manufacturers and distributors, and putting bulk items into family size portions. Many corporate partners use this as a team building opportunity.

Office Assistant: Office volunteers assist our staff with filing, mailing, data entry, reception desk support, and clerical duties. Experience with computers is a plus!

Speakers Bureau: Help us spread awareness about hunger. Volunteers are trained to become advocates of the Food Bank.

Special Events: Special food and fundraising events (such as Heart of Carolina and Hunger Relief Day at the NC State Fair) are always in need of support.

Kids Cafe: Kids Cafe provides children at risk of hunger with nutritious meals and academic and health education. Volunteer duties include tutoring, meal prep, educational activities, and mentoring. We prefer volunteers who can commit to the children on a consistent basis. Volunteers must sign up in advance.

Kids Day: Kids Day is a monthly event for kids five to 11. Kids learn about the Food Bank, tour the facility, and perform a project. Volunteers must sign up in advance.



3808 Tarheel Drive
Raleigh, NC 27609

Stewards Fund Challenge

New Donors: Give Today and Double Your Gift!

The Food Bank of Central & Eastern North Carolina has been awarded a generous \$150,000 challenge grant from the Stewards Fund. From now until January 31, 2011, any gift from a new donor (who has not supported the Food Bank in the past) will be matched dollar-for-dollar by the Stewards Fund up to \$150,000!

How can you help?

If you have never supported the Food Bank before, make your contribution today to double your gift. Your donation will help the 545,000 children, parents, and grandparents suffering from hunger in our 34-county service to receive nutritious meals.

If you've already donated to the Food Bank or are a regular supporter, urge your friends and family to make a contribution! You will not only help the Food Bank stock the shelves, you'll also be spreading the word about the necessary work of the Food Bank in our communities. Send an email by using our Tell-A-Friend feature (www.foodbankcenc.org/site/TellAFriend) or send a beautiful and informative Food Bank Ecard (www.foodbankcenc.org/site/Ecard?ecard_id=1041).

SPEAKERS BUREAU

RECRUITMENT

Do you have a desire to become a more effective advocate for those at risk of hunger? Then consider becoming a participant in the Food Bank of Central & Eastern North Carolina Speakers Bureau. Attending a training session is a prerequisite for placement on the Food Bank of Central & Eastern North Carolina Speakers Bureau roster.

OPPORTUNITIES

Trained FBCENC Speakers Bureau Members can provide up to 30-minute presentations for school groups, and civic, philanthropic, professional, and social organizations. To request a speaker, please provide as much advance notice as possible by sending an email to jfoister@foodbankcenc.org.

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