

**FOOD  
BANK**



**OF CENTRAL  
& EASTERN  
NORTH  
CAROLINA**

**HUNGER**

# matters

WINTER  
2014–2015

A NEWSLETTER OF THE FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA

## Choices—we all face them in our lives, and some are harder than others.

Helen knows all about making difficult choices. Now in her 70s, Helen formerly owned and operated a small business for years, until the economic downturn forced her to close its doors. Making final payments to her vendors only added to her pile of debt. Health problems now make it impossible for Helen to drive, so she has to take \$10 out of her \$50 monthly food budget to take a taxi to the grocery store. When our staff met Helen, she had only two chicken breasts and a few eggs to last her the better part of a month.

You can choose to give the gift of a meal this holiday season and eliminate these difficult struggles for thousands of hardworking families and seniors this holiday season.

For the 651,000 individuals who live in food insecure households in our service area, the choices they make determine whether they and their families will have hot, nutritious meals on the table or warm homes this winter. Some will choose to have a full pantry rather than an essential, potentially lifesaving medication. Many will water down food or drink to make it stretch as far as possible.

When you give the gift of a meal, you bring holiday comfort, hope, and health to children, hardworking parents, and seniors on fixed incomes like Helen. For every \$1 donated, the Food Bank can provide 5 meals or \$10 worth of food.



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**The facts are hard to face.** The Feeding America *Hunger in America 2014* study indicates a shocking increase in those making tough decisions:

**77%** of households served by the Food Bank choose between paying for food or utilities.

**77%** of households choose between paying for food or medicine/ medical care.

**45%** of those served have reported watering down their food or drink.

Your generosity helps eliminate the need for our neighbors to make tough choices during a season that should be happy and hopeful.

DURHAM

GREENVILLE

NEW BERN

RALEIGH

SANDHILLS

WILMINGTON

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Holiday Meals Drive





Peter Werbicki

## From the Desk of the President & CEO

Most of us are extremely fortunate and will never worry about whether there will be a hearty meal on our table or fresh, nutritious produce in our refrigerator. Most of us will never have to choose between eating and heating our home. Unfortunately, there are 651,000 people in our service area who deal with these choices regularly. These are our friends, neighbors, and coworkers, and they live in food insecure households. Food insecurity is the state of being unable to consistently access nutritious food in the amounts necessary for an active and healthy life. The households we serve experience limited or uncertain access to food, at times unsure of where they will find their next meal. Hunger has grown into an epidemic, more prevalent than ever and affecting more than just families living at or below the poverty line. By using the term "food insecurity," rather than just referencing poverty levels, we more accurately describe and measure the daily struggles these families face and create context for the circumstances that lead to hunger. Food insecurity has emerged as the reality for hundreds of thousands of hard-working Americans who cannot keep enough food on the table. With even more people in our community now needing our assistance, we hope we can count on you to continue giving the gift of meals during the holiday season and beyond. My staff and I truly value all of your contributions and wish you the happiest of holiday seasons.



YOU CAN HELP US FEED HUNGRY FAMILIES.  
PLEASE GIVE THE GIFT OF A MEAL TODAY!



### Have a **Heart for Hunger** this Holiday Season!

The 28<sup>th</sup> annual ABC11 Heart of Carolina Food Drive kicked off in November with the goal of providing 6.2 million meals. Support Heart of Carolina by making an online gift, donating at a Triangle area Kroger store, or participating in Drive-Through Day on December 10 from 5 am until 8 pm. Stop by one of three Kroger locations or CenturyLink in Wake Forest to make a donation of cash or food.

Learn more: [foodbankcenc.org/HOC](http://foodbankcenc.org/HOC).



### Feed4More at Whole Foods

Whole Foods is making donating easy this holiday season! Through December 15, make a donation at the register while shopping at any Triangle Whole Foods Store in Chapel Hill, Durham, Raleigh, or Cary. With that donation, Whole Foods will provide food to help stock the pantry of a family of four. Help fill the cupboards of families in our community while checking grocery shopping off your holiday to-do list!

Learn more or donate online: [shop.wfm.com](http://shop.wfm.com)





**FEEDING FOREVER:**  
A LEGACY THAT GROWS

We are pleased to announce the creation of the Food Bank of Central & Eastern North Carolina Endowment Fund.

Our Endowment Fund is an opportunity for friends of the Food Bank to leave a legacy and ensure no one goes hungry. Gifts to the Endowment Fund are permanently preserved and generate annual earnings that enable and support our mission of feeding our neighbors. Working together, we can ensure hunger does not live in our communities.

Contact Amy Beros to obtain more information or make a gift: 919.865.3073 or [aberos@foodbankcenc.org](mailto:aberos@foodbankcenc.org).

## School's Out Boxes: Reaching children on holiday break

While many children will be looking forward to time off from school this holiday season, there are far too many children who will lose access to essential free and reduced-cost breakfast and lunch meals. Nearly 300,000 children in the Food Bank's 34-county service area receive free or reduced-cost meals at school each day. Food Bank partner agency pantries and soup kitchens are always available to those in need, but there are also several agencies that go above and beyond for children and their families.

The Food Bank Branch in Wilmington partners with NourishNC to provide school children in the area with enough lean proteins, whole grains, and healthy snacks to cover the gaps when school cafeterias are closed over holiday break in December. NourishNC even delivers the boxes directly to homes.

Throughout our service area, the Food Bank works with numerous partner agencies to provide family food boxes during the holiday season. This includes a Thanksgiving box with ingredients for one large, healthy holiday meal for the whole family and a Holiday Break box to provide enough meals when school's out for the December holidays.

These holiday boxes are a lifeline for children who are missing out on daily meals during school breaks—and help eliminate worry for their families. The Food Bank will continue to work with our partner agencies to reach children and families in need, no matter the time of the year.

**HUNGER MATTERS**  
Written/edited by Jennifer Caslin & Christy Simmons  
Designed by Archetype  
Color printing donated by B&J Custom Printers  
Questions? Call 919.865.3063 or 919.865.3050.

HML1214

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

**HERE IS MY GIFT OF:**

- Other \_\_\_\_\_
- \$500
- \$250
- \$100
- \$75
- \$50

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

**Please charge my**     Visa     Mastercard

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 & mail to:**

FBCENC  
3808 Tarheel Drive  
Raleigh, NC, 27609

Or, give online at [www.foodbankcenc.org](http://www.foodbankcenc.org).

**MAKE YOUR END OF THE YEAR TAX-DEDUCTIBLE CONTRIBUTION NOW AT [FOODBANKCENC.ORG/HOLIDAYMEALS](http://FOODBANKCENC.ORG/HOLIDAYMEALS).**



## Share Your Christmas in Eastern North Carolina!



The Greenville and New Bern Branches will once again partner with WCTI NewsChannel 12 for Share Your Christmas! WCTI will broadcast live from several locations and will also be collecting donations of food and funds from 4 pm until 8 pm on the following days:

**DECEMBER 10:** Greenville NewsChannel12 Bureau

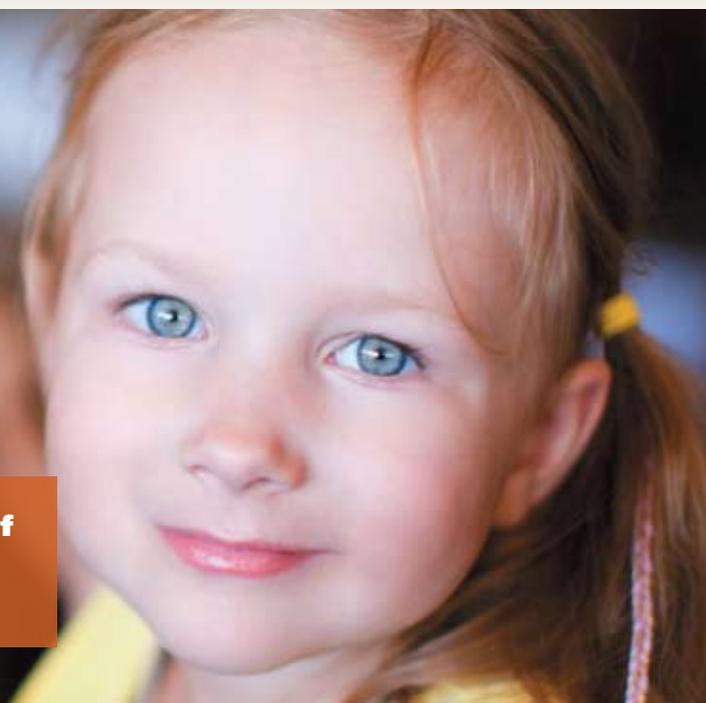
**DECEMBER 11:** Jacksonville Mall

**DECEMBER 12:** Joe Alcoke dealership in New Bern

For more information or to donate to **Share Your Christmas** online, visit [foodbankcenc.org/syc](http://foodbankcenc.org/syc).

## Share the spirit of giving

**Make a donation to the Holiday Meals Drive in honor of a loved one.** Visit [foodbankcenc.org/holidayhonor](http://foodbankcenc.org/holidayhonor) to Give the Gift of Holiday Meals this year, and help us turn every day into a day of thanksgiving and joy.



3808 Tarheel Drive  
Raleigh, NC 27609



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U.S. Postage  
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