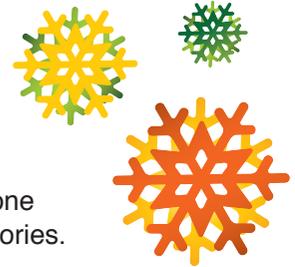




LOOK AROUND.

The Face of Hunger Isn't What You Think

Hunger exists in every county, every city and every town throughout New Jersey, from the poorest neighborhoods to the most affluent. Families that are struggling with hunger often look just like anyone else, and in many cases, they have a household member who is working. Here are a few of their stories.



Vanessa is a single mother whose recent separation has left her unable to make ends meet, though she works full-time to provide for her three young children.



When we met her at our Healthy Families Farmers Market in Dover, it was her first time at a free food distribution.

"We're getting by somehow," she told us, "but this [food] is a big deal for us."

Her children love healthy fruits and vegetables, which they need to grow and succeed, but Vanessa hasn't been able to afford them for the past few months.

"They'll eat any vegetables or fruits that I put out for them. They love them," she said, "except okra," she added, laughing.

Vanessa often finds herself skipping meals or eating junk food for dinner to ensure nutritious food for her kids. Sometimes, she has enough money for canned or frozen vegetables, which have become a staple in the family's diet.

"It's cheaper, but it's not the same," she told us. "I'm grateful for the fresh produce that I can get here."

**900,000 NEW JERSEY NEIGHBORS
GO HUNGRY EVERY DAY.**

James, 69, worked hard his whole life but struggles to get by now that he's retired. He lost his house during the 2008 economic recession and was forced to spend his savings on medical bills.



James now resides in subsidized senior housing, and his fixed income often forces him to choose between paying for medicine or food.

James is a cancer survivor who goes to the senior box distribution in his apartment building every month. Thankfully, his cancer is in remission, but he still deals with major health ramifications that make eating right critical.

"Being that I had an intestinal blockage and aggressive cancer, diet is important to me," he told us. "Without the FoodBank, I would be catapulted into a deficit where I wouldn't get the proper nutrients. Without this food, I don't know what I would do," he said.

**200,000 NEW JERSEY SENIORS
GO HUNGRY EVERY DAY.**

Emma's mom works multiple jobs to pay the bills and often doesn't have the time or enough food to cook a dinner before heading to work at night.



Emma visits the Kids Cafe at the Newark Boys & Girls Club Ironbound for a nutritious afterschool meal.

"If I didn't come to the Kids Cafe, I would probably be hungry at home," she told us.

**1 IN 7 NEW JERSEY CHILDREN
GOES HUNGRY EVERY DAY.**

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A Message From Carlos

Dear FoodBank Friends,

As I've surpassed my first one hundred days leading the FoodBank in the charge against hunger, I have extra to reflect upon this holiday season. I'm inspired by the concept of being "all in" for our neighbors in need, as I've seen individuals, corporations, government, and community groups come together to help end hunger in New Jersey. As a boy from the South Bronx, I still see the need from my childhood, but now, because of our partnerships and because of you, I see it with the ability to be "all in" to provide food, help, and hope to those in need.



So far in this issue of *The Feed*, you've read about a few of the people we serve, like Vanessa, James and Emma, to learn that the faces of hunger aren't what you might expect. As you shop for gifts and prepare for this season of celebration and giving, **look around you**. Some of the people you encounter along the way may be struggling with hunger, though you wouldn't know it just by looking at them.

Look around—at the mall, in the supermarket, on the roads as you navigate through holiday traffic—and consider that more than 900,000 of our New Jersey neighbors may not have the joy of a holiday meal to share with their families. Here at the FoodBank, we've been working hard since spring to provide food for this special time of year, but there's still much more to do. Hunger during the holidays is a moment in time that's representative of a year-round problem, one that we can't solve alone.

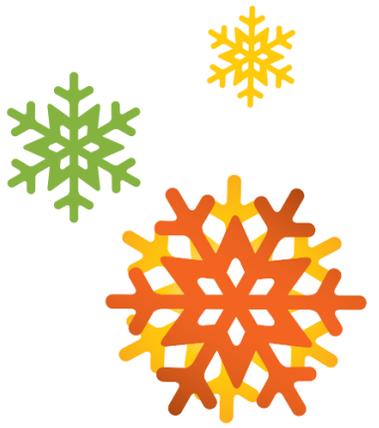
Every \$1 donated provides three nutritious meals to our hungry neighbors. In my first one hundred days at the FoodBank, I've **looked around** with you, met struggling families, and seen firsthand that there's need in every community, though it isn't always obvious.

Look around. When you give funds to the FoodBank, you may be helping the people you see. The single mother working a second job as a seasonal cashier in the mall, the young man who made your pre-flight meal at the airport, or the senior sitting next to you on the bus may all be neighbors in need. Please know that your generosity makes a real difference in their lives, during the holidays and year-round.

Wishing you and yours happy holidays,
Sincerely,

Carlos M. Rodriguez
Carlos M. Rodriguez

Follow Carlos on Twitter! @FoodBankCarlos



Items Of Note

Turkey Drive

Thanksgiving is coming up! You can support our effort to provide hungry families with nourishing holiday meals by visiting one of our turkey drive sites on Saturday, November 17 and Sunday, November 18. Last year, we collected nearly 50,000 pounds of food and 9,200 turkeys to help share the joy of Thanksgiving with our neighbors in need. Find donation sites near you at cfbnj.org/turkey.



Ways to Give

Give the gifts of food, help, and hope this holiday season with a contribution to the FoodBank. Every \$1 provides 3 meals. Here are a few ways to maximize your impact for families in need:

Stocks & Securities
When you transfer ownership of long-term holdings to the FoodBank, your gift keeps on giving to help sustain hungry families year-round.

Give in Tribute
A memorial gift or eCard is a meaningful way to pay tribute to someone special while supporting hunger relief.

Employer Matching
Take advantage of automatic payroll deductions and matching gift programs offered by your company to double your contribution.

Ninety-five cents of every dollar goes directly to critical programs that help feed hungry New Jerseyans. Visit cfbnj.org/give-funds for more information.

Check-Out Hunger®

Check-Out Hunger® is underway at most major supermarkets and convenience stores. The annual campaign is one of the most convenient ways for consumers to help feed families in need. Now through January, you can add a donation slip at checkout to easily make a gift of \$1, \$3, or \$5 to the FoodBank as you shop for groceries. Visit cfbnj.org/checkouthunger for more information.



Can't Miss! Women Fighting Hunger Luncheon

Our 3rd Annual Women Fighting Hunger Luncheon will take place on March 1, 2019 at the Hilton Short Hills. Join us for a volunteer hour followed by lunch and a chef vs. chef challenge between two local talents to benefit hungry children in New Jersey! For more information, please contact Renee Helfenstein, Director of Special Events & Community Outreach, at 908-477-9924 or rhelfenstein@cfbnj.org.



In Your Neighborhood

Cycle Craft Cycling Center is a local partner in Parsippany that shows their support for the FoodBank's turkey drive with a unique and fun annual event called Turkey Bike. Bicyclists ride over 7 miles from Parsippany to the Kings in Boonton to purchase more than 100 turkeys and holiday fixings. They then proceed 4 more miles to the center of Denville, where local police escort them to the Smart World Coffee turkey drive location to drop off the food.

"We love getting people connected with bikes and just a better, healthier way of life," said Cat Brennan, owner of Cycle Craft. "And if you can help people in need in the process, it's such a great feeling."

Cat and her husband first got the idea to ride bikes for our turkey drive years ago when they received a free turkey that they didn't need and decided to donate it.



"It just kind of grew from there," she told us. "We thought 'Let's ride our bikes to the FoodBank and bring it,' and then we got the idea of getting together with some friends and doing it." The event has since grown into one that involves between 80 and 100 riders each year.

"Turkey Bike has always been my favorite of all the events that we do because it feels great and everybody has a lot of fun," she said.

Helping Hands



Meet Molly. She's been a turkey drive volunteer site captain every year since 2011, passing out shopping lists and supervising holiday food collections at the Kings in Short Hills. "Thanksgiving is my favorite holiday. It's always been a source of great family memories," she told us. "I can't imagine others not having access to a wonderful holiday. I know that not having enough food is a source of stress and worry for people, so in my mind I'm helping to provide them with a happy holiday without the stress." Since she began volunteering at the FoodBank in 2006, Molly has also helped with Check-Out Hunger® and even put together a group that volunteers at our Hillside warehouse every month. "I like volunteering because I know that the work that I do makes a difference," she said.



Join our email list at cfbnj.org to keep up to date with the latest news and stories from the FoodBank.

In Your Neighborhood



Every November, the South Jersey Mariners Swim Team in Mays Landing holds their Blue & Black Swim for Food Meet to collect holiday meals for their neighbors in need in Atlantic, Cape May, and Cumberland counties.

All of the team's members, about 90 kids ranging in age from 5 to 18, bring nonperishables to the meet, collecting more than 600 pounds of food to donate to the Community FoodBank of New Jersey – Southern Branch. The event is also a fundraiser for the FoodBank and for the team's seasonal banquet, with local businesses serving as sponsors to have their logos featured on the swimmers' T-shirts.



"The kids enjoy giving the food because they realize that this is a time of year when people need it the most. The weather is getting cold. It's a time for family celebration," said Melinda Battistelli, president of the South Jersey Mariners Swim Team.

After taking a group picture with their collection of Thanksgiving fixings, the team moves on to the swim meet portion of the event, during which they race each other to get their first official times of the season. Friends, family, and sponsors attend to witness the swimmers' generosity and athleticism.

At the end of the evening, everyone helps to load the food into the car for drop off the next day.

"They understand that they're fortunate enough to have the finances to provide their own food, and they want to share some of that," Melinda told us.

Helping Hands



Meet Andi. She got involved with the Community FoodBank of New Jersey – Southern Branch eight years ago as a middle school teacher in Galloway, taking her students to the FoodBank once a month to help with food sorting and other essential volunteer activities. Andi enjoys volunteering at the FoodBank so much that she devotes her time and talents to helping out in the onsite pantry three to five days per week now that she's retired, working at the intake desk, stocking shelves, and assisting clients with their shopping. With the holiday season in full swing, she also spends a lot of her time helping to pack boxes for our Thanksgiving food drives. "I'm so grateful to be able to make people's lives a little bit easier," Andi told us, "and to help make their day feel less stressful."

Cooking For A Cause

with Chef Paul



Traditional Stuffing



Ingredients:

- 3 chopped onions
- 6 stalks chopped celery
- ½ cup butter
- 3 cloves minced garlic
- 4 ½ cups chicken broth
- ½ cup chopped parsley
- 1 tbsp ground sage
- 1 ½ teaspoons poultry spice
- 1 ½ teaspoons salt
- ¾ tsp ground black pepper
- 1 ½ lbs. cubed French bread day old

Preparation:

1. In a large skillet, sauté onions and celery in butter until tender; add garlic, cook 1 minute longer.
2. Transfer to a large bowl; add the broth, parsley, sage, poultry seasoning, salt and pepper.
3. Gently stir in bread cubes until mixed.
4. Spoon into a greased 13x9-in. baking dish (dish will be full).
5. Bake, uncovered, at 350 degrees for 30-35 minutes or until lightly browned



Want more delicious and healthy recipes straight from our kitchen?

Follow us on social!

Partner Spotlight: Premio Foods

Based right here in New Jersey, Premio Foods epitomizes what it means to be a good neighbor to families in need. FoodBank trucks visit their factory multiple times each month to pick up thousands of pounds of sausage, a total of more than 250,000 pounds over the last two years. Premio's generous food donations provide a main source of protein for our partner agencies, but their philanthropy doesn't end there. Premio also contributes funds, helps out at special events, and even serves as the New Jersey sponsor of Check-Out Hunger®.

"Premio Foods is a committed partner in the fight against hunger on many levels – from contributing food and funds to providing some extra flavor at our All New Blue Jean Ball," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. "We're grateful for their continuing efforts to help New Jerseyans in need."

Premio has supported the FoodBank financially since 2000, contributing more than \$1.25 million. This year, they also went above and beyond to help make our All New Blue Jean Ball successful, donating the food and services of one of their food trucks during the cocktail hour. Guests looked out at the New York City skyline as they enjoyed delicious hors d'oeuvres featuring Premio sausages.

Since 2013, Premio has also been the New Jersey sponsor of Check-Out Hunger®, an annual campaign that runs from October through January at most major convenience stores and supermarkets. The fundraiser enables consumers to help feed hungry families in their communities by adding a simple donation slip to their cart at checkout to make a gift of \$1, \$3, or \$5 as they shop for groceries. All campaign proceeds benefit the Community FoodBank of New Jersey and fellow New Jersey food banks.



"Premio Foods has been a long-time supporter of the Community FoodBank of New Jersey and is pleased to be the state campaign sponsor of Check-Out Hunger®," said Marc Cinque, President of Premio Foods, Inc. "With 100% of the donations going directly to New Jersey food banks, we understand the impact this program has for those who are struggling in our home state."

Taking their commitment to the program another step further, Premio also ran a social media campaign for Check-Out Hunger® in 2017, which they're also doing this year. For every engagement on their Check-Out Hunger® posts, they will donate an additional three meals to the FoodBank. Visit their Facebook page for more information.

Thanks to Premio's sponsorship and the support of shoppers and participating stores, Check-Out Hunger® continues to expand and make a growing impact for those in need in New Jersey.

For more information on how your company can get involved with the FoodBank, please contact Debby Scheinholtz, Director of Corporate Relations, at 908-242-3951 or dscheinholtz@cfnj.org



Thank You To Our Recent Donors

These corporations, foundations and organizations made recent generous donations to the Community FoodBank of New Jersey:

\$100,000+

David Tepper Charitable Foundation, Inc.
Summit Medical Group Foundation
United Airlines

\$50,000-99,999

Bank of America Charitable Foundation, Inc.
Walmart*

\$25,000-49,999

Darden Foundation*
David and Marilyn Krupnick Foundation, Inc.
Food Research & Action Center, Inc.
Jewish Women's Foundation of New Jersey
Morgan Stanley Foundation*
Morgan Stanley Smith Barney
Morrison Family Foundation
Valley National Bank

\$10,000-24,999

Acme Markets, Inc.
Appaloosa Management Charitable Foundation, Inc.
Chatham Asset Management, LLC
Fred C. Rummel Foundation

George W. Bauer Family Foundation
Goldman, Sachs & Co. Matching Gift Program
JPMorgan Chase
Novartis Pharmaceuticals Corp
Prudential Financial, Inc.
Wellcare Health Plans, Inc.
Wilf Family Foundations
ZT Group Int'l, Inc.

\$1,000-9,999

AAK Food Service
AIG Matching Grants Program
Albertson's Companies Foundation*
America's Charities
AT&T Foundation
Atlantic City Electric, an Exelon Company
Atlantic County Utilities Authority
Atlanticare Foundation
ATM Money Machine, Inc.
Bank of America, NJ-550-04-02
Bank of New York Mellon Community Partnership

Beach Creek Oyster Bar
Boathouse Restaurant
Borgata Heart & Soul Foundation
Borgata Hotel Casino & Spa
Brownstein Group
Celgene Corporation
Chrinian Foundation
Christ United Methodist Church
Chubb & Son, a division of Federal Insurance Company
Cumberland County College
Dun & Bradstreet Corporation
Fifth Generation Inc.
Gary & Tamar Tolchin Foundation, Inc.
Gattefosse Corporation
GE Foundation
Gitlitz Family Foundation
Golden Nugget Atlantic City
Infineum USA L.P.
Inspira Health Network
Investors Bank
James Andrew Designs, LLC
Lafayette Elementary School

New York Football Giants
Pfizer Inc.
Pfizer Matching Gifts Program
Philadelphia Heart PC
Presbyterian Church of Chatham Township
Prudential Foundation Matching Gifts
PSJ Investment Group
Retail Business Services
RSM US LLP
Salesforce Foundation
South Jersey Industries, Inc.
Spectrum Foundation Charitable Trust
Steve & Cookies By The Bay
Stockton University
Tata America International Corp
TD Bank
TE Connectivity Matching Gift Program
United Way of Greater Philadelphia & Southern New Jersey
Urie's Waterfront Restaurant

*Funds received via Feeding America

