



cooking for a cause

WITH CHEF PAUL



Thanksgiving Roasted Sweet Potato with Honey and Cinnamon

- 4 large sweet potatoes (cubed)
- ¼ cup olive oil
- ¼ cup honey
- 2 tsp ground cinnamon
- Salt and pepper to taste

1. Preheat the oven to 375 degrees.
2. Lay the sweet potatoes out in a single layer on a roasting tray.
3. Drizzle the oil, honey, cinnamon, salt, and pepper over the potatoes.
4. Roast for 25 to 30 minutes in oven or until tender.
5. Take sweet potatoes out of the oven and transfer them to a serving platter. Drizzle with more olive oil.

Want more delicious and healthy recipes straight from our kitchen? Follow us on social!

partner spotlight: STARBUCKS

A committed supporter of both CFBNJ and Feeding America, Starbucks truly embodies its mission “to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.”

Earlier this year, the company donated \$1.7 million to Feeding America, of which CFBNJ received \$100,000, to support equitable access to nutritious food within BIPOC communities. Our work funded by this grant will be conducted in Mercer County in collaboration with Mercer Street Friends, one of CFBNJ’s partner distribution organizations.

BIPOC individuals are disproportionately likely to face hunger, with Hispanic households experiencing roughly double and Black households experiencing roughly triple the rates of food insecurity compared to white households.

The compassion of Starbucks partners (employees) makes a big difference on a local level, too. Thanks to them, CFBNJ was a proud recipient of a \$10,000 Starbucks Neighborhood Grant in honor of Hunger Action Month. These awards are distributed based on which nonprofit organizations receive the most votes from Starbucks partners. CFBNJ was given the largest donation in New Jersey during this latest round of grants!

“Any time we’re able to give back, that’s something that we’re really passionate about,” said Cindy Pruss, District Manager for

Northern New Jersey, attesting to the community-mindedness of Starbucks partners.



Local Starbucks partners also volunteer at CFBNJ regularly, prepping meals for kids and seniors, sorting food, creating emergency meal kits, and more. Since the start of the pandemic, they’ve volunteered more than 460 hours in our Hillside warehouse.

“What makes volunteering at the Community FoodBank of New Jersey really special is that we can see the local impact,” Cindy added. “It’s rewarding to see and celebrate what we’ve accomplished during a volunteer shift.”

Over the summer, Starbucks also held a charity softball game in Northern New Jersey, donating extra food from the event to CFBNJ.

“Providing food, funds, and time with a focus on helping underserved communities, Starbucks is a very special Visionary Impact Partner,” said CFBNJ President & CEO Carlos Rodriguez. “Their support for both CFBNJ and Feeding America’s hunger relief efforts makes a difference on the local level and in terms of the bigger picture.”

For more information on how your company can get involved with CFBNJ, please contact Debby Scheinholtz, Senior Director of Corporate Relations and Volunteers, at 908-440-0138 or dscheinholtz@cfbnj.org

WITH THANKS TO OUR CORPORATE IMPACT PARTNERS!

CFBNJ is grateful to our dedicated Corporate Impact Partners who generously support our mission.

Visionary Partners (\$100,000+ or 1 M+ pounds of food)

- Acme Markets, Inc.
- Albertsons Companies Foundation
- Amazon
- Bank of America
- Bayer
- Comcast NBC Universal
- Costco
- CVS Health*
- Delta Dental of New Jersey, Inc.
- Horizon Foundation for New Jersey
- Jersey Mike’s*
- JPMorgan Chase
- MetLife Foundation
- Morgan Stanley/Morgan Stanley Foundation
- PNC Bank/PNC Foundation
- Premio Foods, Inc.
- Prudential/Prudential Foundation
- Starbucks*
- Stop & Shop
- Subaru*
- Target
- United Airlines
- Wakefern Food Corp.
- Walmart
- Wegmans Food Markets, Inc.
- Wawa

Leadership Partners (\$50,000 - 99,999 or 500,000+ pounds of food)

- A Zerega & Sons
- ADP/ADP Foundation
- Anchorage Capital Group
- Barclays*
- BEM Systems
- Blue Apron
- BNY Mellon
- Boeing
- Borgata Hotel Casino & Spa
- Enterprise Holdings Foundation
- Keurig Dr. Pepper Group
- Novo Nordisk Inc.
- Peerless Beverage Company
- QuickChek Corporation
- RBC Capital*
- Sanofi
- TJX*
- Trader Joe’s
- US Foods

Champion Partners (\$25,000 - 49,999)

- TD Charitable Foundation
- AEO, Inc.*
- AIG
- AKPharma
- Anthem, Inc.
- Atlantic City Electric, an Exelon Company
- Becton Dickinson
- Benjamin Moore
- Blue Foundry Bank

- BNP Paribas
- Bristol-Myers Squibb Company
- Broadridge Financial Solutions, Inc.
- Chick-fil-A*
- CompuScore Services
- Contract Leasing Corp.
- CRA Financial Services LLC
- Ethicon
- Fifth Generation Inc.
- JR Cigar
- Kings Food Markets, Inc.
- Lowenstein Sandler, PC
- Matt Blatt Egg Harbor Township Kia
- Mazars USA LLP
- State Farm Insurance
- State Street Foundation, Inc.
- Terumo Medical Corporation
- The Depository Trust & Clearing Corporation (DTCC)
- Valley National Bank

Volunteer Partners (\$10,000 - 24,999)

- Allstate Insurance
- AppDynamics
- BJs*
- Bloomberg
- Botos Church IP Law LLP
- Brown Brothers Harriman & Company
- Burns & McDonnell
- C&S Wholesale Grocers, Inc.*
- Cargill*
- CBA Industries, Inc.
- CMK Select
- Coach Foundation
- Coverys, Inc.
- Danone North America
- Darden
- Disney*
- DraftKings
- Dunkin’ Joy in Childhood Foundation
- Edrington Americas
- Enbridge Energy
- Enhancity, Inc.
- Garden Homes Management Corporation
- Givaudan Flavours
- Goldenberg Mackler
- Goldman Sachs
- Goya Foods
- Harvest Restaurants
- Hikma Pharmaceuticals USA Inc.
- Ingredient
- Inserra Supermarkets
- Johnson & Johnson
- LBA Realty
- Link Logistics Real Estate
- LXL Americas
- McDonald’s Owners/Operators Association
- MGM Resorts International
- Mondelez International
- National Football League
- Novartis
- Ocean Casino Resort
- Paul Miller Subaru
- Pfizer
- Polymer Cleaning Technology, Inc.
- R. Seelaus & Co.
- Ruth’s Hospitality Group, Inc.
- Santander Bank NA
- South Jersey Industries, Inc.
- Sozosei Foundation
- Spencer Savings Bank
- Sun Mergers & Acquisitions
- Terreno Realty
- The Caesars Foundation
- The Paper Store
- The Ralph Lauren Corporate Foundation
- Verizon
- Wells Fargo Foundation
- Withumsmith+Brown, PC



the feed

WINTER 2021

STORIES OF FOOD, HELP & HOPE IN THE FIGHT AGAINST HUNGER

David smiled as he gratefully received food from one of CFBNJ’s biweekly, large-scale distributions in Atlantic City. It helped keep his household afloat and allowed him to maintain his student loan payments while he and his parents were furloughed from their jobs in the casinos. “The FoodBank has helped us and the entire community,” he said.



Having recently graduated from the Food Service Training Academy, Angelique is proud of what she’s accomplished and hopeful for the future. She wants to open her own bakery that mixes different styles of baking and employs people from her local community. “I’ve learned so much in just 14 weeks, and I’m excited to keep moving forward,” she explains.



Jose looks forward to making a delicious meal with the food he gets at the Father English Community Center, a CFBNJ community partner in Paterson. He’s retired from decades of work in a local factory and lives with his sister, who still works full-time. The pantry helps them get by together. “I’m a good cook,” he said, “and this is a great program where people can come and get help for their families.”



In Passaic County, **New Hope Community Ministries** was able to host more COVID-19 emergency food distributions than they thought possible with funds from a Network Investment Grant. The organization was also able to afford snow removal and upkeep of their online ordering system to provide food safely and efficiently. “The support from CFBNJ was essential to our COVID-19 response,” they told us.



Thanks to a Network Investment Grant from CFBNJ, **The Food Brigade**, a relatively young hunger-relief organization in Bergen County, was able to expand their distributions to neighbors in need. They purchased necessary equipment that they wouldn’t have otherwise been able to afford, like pallet jacks, hand trucks, freezer blankets, and more. “This grant has truly provided the bedrock of our organization,” they said.

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a message

FROM CARLOS

Dear FoodBank Friends,

At this time last year, the Community Foodbank of New Jersey was anticipating the worst – an unprecedented spike in food insecurity in New Jersey caused by the pandemic. The joy and festive mood that we normally love about the holidays were overshadowed by the prospect of more of our neighbors going hungry than ever before – their savings accounts empty, without jobs, without food, without hope. The thought of this projection coming true was galvanizing, and as this Thanksgiving approaches one year later, I find myself with something extraordinary to be thankful for.

Recently, the USDA released its annual Household Food Security Report, which found that in 2020, food insecurity did not increase as much as expected, despite widespread job loss, business closures, and school shutdowns. Against all odds, the hunger crisis that was imminent just a year ago was mitigated thanks to enormous public and private partnership between government, nonprofit organizations, and private supporters.

This collective effort produced some incredible achievements. Private philanthropy rose to new heights, while food banks and pantries distributed more nutritious food than ever before. New Jersey also passed a budget that included measures to boost participation in vital programs like school breakfast and summer meals. And a permanent increase to SNAP, enacted by the USDA, bolstered the household budgets of 830,000 New Jerseyans, funneling \$376 million into the local economy. All the while, extended unemployment benefits, eviction moratoriums, and other stimulus measures have kept our neighbors out of poverty.

I'm proud of the role that CFBNJ has played in COVID-19 response, as a direct service provider and as an advocate, championing transformative legislation. Together with our partners from all sectors of society, we are the HOPE for struggling families.

But the fight against hunger continues. Hundreds of thousands of New Jersey residents are food insecure, and with the cost of food on the rise and pandemic safety nets expiring at the end of this year, many more may find themselves struggling in 2022. That's why CFBNJ's work and your support remain more critical than ever. You can help us make even more progress, through the recovery phase of the pandemic and beyond.

Thank you for being the HOPE for our neighbors,

Carlos M. Rodriguez
President & CEO



Follow Carlos on Twitter!
@FoodBankCarlos



items of note

Be the HOPE This Holiday Season

This season, YOU can make a real difference for those in need. Help struggling neighbors enjoy holiday meals with their families by participating in these high-impact ways to give. **Every \$1 provides 3 meals!**



DAF, STOCKS, & SECURITIES

When you recommend a grant through your donor-advised fund or transfer ownership of stocks and securities to CFBNJ, your gift immediately funds mission delivery and may have additional tax benefits to you.

GIVE MONTHLY

Your monthly gift provides CFBNJ with a steady and predictable source of income to help us plan for the year ahead and launch new initiatives!



EMPLOYER MATCHING

Leverage automatic payroll deductions and matching gift programs offered by your company to double your contributions.

GIVE IN TRIBUTE

Tribute gifts are a special way to honor family, friends, and colleagues while supporting CFBNJ's hunger relief efforts. Send a physical card or an eCard in memory or celebration of someone you care about.



CHECK-OUT HUNGER®

Check-Out Hunger® is going on now at most major supermarkets and convenience stores! Support your neighbors in need by adding \$1, \$3, or \$5 to your total at checkout when you shop for groceries.

CAUSE MARKETING

Shop for a cause this holiday season! Check our website at cfbnj.org/current-promotions to find out which of your favorite businesses are contributing to CFBNJ and Feeding America when you make a purchase.



NEIGHBORS HELPING NEIGHBORS

Bring your community together for a cause by holding a virtual food drive or fundraiser to benefit CFBNJ. Our new and improved online platform makes doing your part in the fight against hunger easy and fun! Visit cfbnj.org/fundraise.



GIVING TUESDAY IS COMING UP!

Tuesday, November 30 is Giving Tuesday, one of CFBNJ's biggest fundraising days of the year! Stay tuned for a special offer to maximize your impact for our neighbors in need.



in your neighborhood

LET'S TALK TURKEY!

SUPPORT OUR ANNUAL
TURKEY & FIXINS DRIVE
TOO!



CFBNJ
COMMUNITY
FOODBANK
OF NEW JERSEY
GO TO CFBNJ.ORG/TURKEY

Thanksgiving is just around the corner, and CFBNJ's 21st annual Turkey Drive is coming to your neighborhood on Saturday, November 20 and Sunday, November 21!

Every holiday season, the Turkey Drive brings individuals, community groups, companies, and local organizations together to ensure that struggling New Jersey families have what they need for a special holiday meal. Last year, we collected more than 2,500 turkeys and over 25,000 pounds of nonperishable food items at 40 different locations across the state. Help us make this year's Turkey Drive the most successful one yet!

The most needed items include frozen turkeys and hams, roasters, canned vegetables, gravy, cranberry sauce, stuffing, and other nonperishable trimmings.

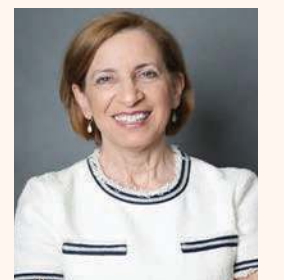
"All of our neighbors deserve to have a happy Thanksgiving," said Gleny Herlihy, Food Sourcing Manager at CFBNJ's Hillside headquarters. "The holidays are a time of celebration, but they can also be a difficult time for those without enough to eat. That's why it's so important to support our Turkey Drive. Together, we can help every family celebrate the season."

Turkey Drive sites will include supermarkets, churches, community centers, and more. If you can't join us in person, you can still contribute funds online towards our virtual turkey drive.

Visit cfbnj.org/turkey for more information and a map of this year's turkey drive sites.

HELPING HANDS

Eileen has been a devoted Check-Out Hunger® volunteer since its launch thirty years ago in 1991, assisting with every step of the process, from organizing materials to helping with set-up to monitoring her assigned stores weekly. Caring people like her are essential to the campaign's success year after year. "I'm a resident of New Jersey, and I really want to help people in need here at home," she told us when asked why she volunteers with CFBNJ. Eileen also helped out at the Blue Jean Ball back when it was hosted in our warehouse, conducting the silent auction and running the credit card machines. "I would love to see the day when there isn't one single person who needs the FoodBank's assistance," she said.



in your neighborhood

LET'S TALK TURKEY!

SUPPORT OUR ANNUAL

TURKEY
& FIXINS TOO! **DRIVE**



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"All of our neighbors deserve to have a happy Thanksgiving," said Colette Kraus, Food Sourcing Manager at CFBNJ's Egg Harbor Township location. "The holidays are a time of celebration, but they can also be a difficult time for those without enough to eat. That's why it's so important to support CFBNJ's annual Turkey Drive. Together, we can help every family celebrate the season."

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HELPING HANDS

Fighting hunger is personal for Iris and Ed, who have been volunteering at CFBNJ's Egg Harbor Township location for about four years. Iris has known hunger first-hand, and Ed used to teach high school in an inner city, where he often saw students come to class hungry. Now, as South Jersey residents, they've witnessed heightened need among their neighbors during the off-season and the pandemic. "Just one life event can turn things around for any of us," they explained. "No one is totally secure, but we're all in this together. That's why we love volunteering at the FoodBank." Iris and Ed have helped out in so many ways, working at mobile pantries, sorting food in the warehouse, distributing senior boxes, helping at farmers markets, recruiting volunteers, and more. Every holiday season, they assist with our Turkey Drive, too! "The turkey drive is wonderful because people are in a festive mood and really want to help for the holidays," they told us.

