

a message

FROM CARLOS

Dear FoodBank Friends,

Earlier this year, Feeding America released its annual landmark research study, Map the Meal Gap, which found that 650,000 New Jerseyans are food insecure, including 175,000 children. These numbers are down nearly 20% and 12.5%, respectively, from the prior year – proof of the impact that we can make when all sectors of society come together for a common purpose. I always say that at CFBNJ, our ultimate goal is to put ourselves out of business with no one hungry in the Garden State.

However, while these figures provide a baseline, they don't take into account the effect that inflation has had on hunger over the past several months. So many of our neighbors are seeing their grocery bills grow while their household budgets shrink. Our community partners are serving more people than they were at the height of the pandemic. **Now more than ever**, as prices rise and pandemic-related federal safety nets expire, we still need your support to keep hunger at bay.

Together, we can make more success stories like the ones you read on the front page of this issue of *The Feed*. More neighbors like Celestina will be able to nourish their families. More hardworking people like Tamiyah will have chances at entrepreneurship and better futures. And none of this is possible without the help of volunteers like Jean and Sarah and generous donors like you.

Now more than ever, we have an opportunity to help reduce 650,000 – still far too high a number – to zero. Thank you for joining me in believing that no one in our state should go hungry.

Best wishes for a wonderful holiday season,

Carlos M. Rodriguez
President & CEO



Follow Carlos on Twitter!
@FoodBankCarlos



items of note

GIVING TUESDAY

Giving Tuesday is on November 29! Join us on this global day of giving by sending your most generous gift to help provide food, help, and hope for the holidays. This is one of our biggest fundraising days of the year, so stay tuned to learn more about how you can maximize your impact.



DAF, STOCKS & SECURITIES

Want to give to CFBNJ while maximizing tax benefits? Consider transferring ownership of stocks and securities or recommending grants from your donor-advised fund. For more information, visit cfbnj.org/stocks-securities.



CHECK-OUT HUNGER

Check-Out Hunger is here! Happening at most major supermarkets and convenience stores across the state, you can help feed a neighbor in need by adding \$1, \$3, or \$5 to your total at checkout when you shop for groceries.

EMPLOYER MATCHING

Take advantage of automatic payroll deductions and matching gift programs offered by your company to double your contribution this holiday season. Visit cfbnj.org/matchinggifts to see if your employer participates!



GIVE IN TRIBUTE

There's no better way to honor someone special than to give a gift in their name. Donate to CFBNJ, and then send a printed card or an e-card in memory or celebration of a loved one.



CAUSE MARKETING

Shop for a cause to provide holiday meals to your neighbors in need! Check cfbnj.org/current-promotions to see which of your favorite businesses are supporting CFBNJ and Feeding America this holiday season.



Sustainers Circle, visit cfbnj.org/give-monthly.

GIVE MONTHLY

When you give monthly, you provide a steady and predictable source of income to CFBNJ, helping us plan for the year ahead and launch new initiatives. To join our

CAN'T MISS! TURKEY DRIVE

Our annual Turkey Drive will be on Saturday, November 19 and Sunday, November 20! Make sure our neighbors have special meals with their families this Thanksgiving by donating a turkey or nonperishable items like canned vegetables and stuffing. To find a Turkey Drive site near you, visit cfbnj.org/turkey.



in your
neighborhood



When people come together, they can make a powerful impact. Neighbors Helping Neighbors is CFBNJ's community-based effort to spread awareness about food insecurity and raise funds to provide food, help, and hope to our neighbors in need. This holiday season, bring your family, friends, neighbors, and coworkers together for a good cause by hosting an event to benefit CFBNJ.

There are more ways than one to hold a Neighbors Helping Neighbors campaign. You can host a physical or virtual food drive in your community, hold a fundraiser, or throw a special kit packing party with your friends and family to assemble food and hygiene kits that will help hungry New Jerseyans. Get creative and have a food collection bin at your holiday party, or plan a fun charity day at your office to raise money and pack kits.

To learn more about hosting a physical or virtual food drive, fundraiser, or special kit packing party, please visit cfbnj.org/fundraise. We have toolkits, signage, and suggestions available to help you run a successful event.

HELPING HANDS



The New Jersey Manufacturing Extension Program's (NJMEP) Manufacturing Cares is an outstanding example of a successful Neighbors Helping Neighbors campaign. Started in 2014 by NJMEP CEO John Kennedy, who himself struggled with food insecurity as a child, Manufacturing Cares provides food and funds annually to CFBNJ. The campaign harnesses the commitment of NJMEP's employees and partner manufacturers, who promote and give to Manufacturing Cares in a variety of ways. "Supporting the FoodBank is more important now than it ever was before," said Robert Mazzuca, Business Development Lead for NJMEP, and Stefanie Casano, NJMEP's Compliance and Quality Control Manager. "We're always looking for new ways to bring in more support for the FoodBank. It's ingrained in our DNA at NJMEP."