

# Food Matters

## Investing in Feeding Families

### *How a monetary donation provides a much-needed box of food*

At Second Harvest Food Bank, we look at the monetary donations we receive not as “gifts” but as investments made by individuals, foundations and local businesses who are concerned about the welfare and future of their community. It is our responsibility to be good stewards of these financial investments by leveraging the buying power of funds we receive and by working with competent agencies who are dedicated to serving individuals and families in need of food.

that help is available. Their difficulties began three years ago when their oldest daughter, Ker’Vetta, was severely burned and required extended treatments at a burn center in Tampa. Mother and daughter spent months traveling to Tampa which put an emotional and financial strain on the entire family. Ker’Vetta is doing well now, but Anita was diagnosed with Lupus a year ago and was forced to quit working, adding to the family’s financial stress. Then, in October, Ker’Vonn lost his job of 14 years working as a cabinet maker.

This is one story of how a donation became a much-needed box of food for a family that has been struggling through one crisis after another.

The story begins with a timely and generous donation to Second Harvest Food Bank from the Jessie Ball duPont Fund and The Community Foundation in Jacksonville, who provided emergency funding to help with the growing demand for food from the agencies we serve. This enabled us to purchase enough nutritious food to fill 3,000 boxes with about 37 pounds of food – enough to feed at least four people for four days.

Next, our story moves to The Bridge of Northeast Florida, one of the agencies we support. The Bridge currently serves over 2,000 children by providing after school programs and family caseworkers. In 1997, The Bridge was our first Kids Cafe client and has been working with Second Harvest Food Bank ever since. Through their Bridge Connection program, which works directly with families in crisis, one box of food was delivered to the Setzler family in Jacksonville.

Seeking help to put food on their table is a new experience for Ker’Vonn and Anita Setzler, but a series of financial set-backs has made them grateful

Sitting in her living room surrounded by her four children, Anita tells their story with a mixture of stoicism and optimism. “It seems like it has just been one thing after another,” she says. “But I know things will get better and I am grateful for the goodness people have shown us. Without the generosity of our landlord, we would be homeless right now. But he knows we take good care of his property and he has told me he will not put this family out on the street. We pay as much as we can every month.”

The box of food in our story found its way to a strong and appreciative family that hopes it will not need to depend on the generosity of others for too long. “Ker’Vonn spends every day looking for work,” Anita says. “The kids are doing really well in school and the two youngest participate in The Bridge Team-up programs where they get a hot meal every day after school. I know we will get through this.”

This is the story of one box of food helping one family. There are tens of thousands of others all across north Florida like the Setzler’s who depend on the Second Harvest Food Bank working with local agencies to help them through these tough times. ■



## Letter from the CEO

In his first address to Congress, President Obama called on each of us to take care of ourselves and each other during these historic economic times. While the scale of the issues he faces every day are inconceivable to most of us, the issues we face every day in our own lives are very real and require our full attention.

Take the Setzler family, as an example. Hardworking. Strong family. Focused on building a good life. Now they find themselves facing very large, real issues that have transformed their lives



and are bigger than they have the resources to address. We see these families every day, and we will see more of them today than we did yesterday. Those “stark realities” that President Obama referred to are here now and we are helping families deal with them every day.

Benjamin Senauer, a University of Minnesota researcher says that “Millions of American families’ food budgets have been stretched to the limit and beyond. Food banks are seeing unprecedented demand.” Further research confirms

that 14 percent (of individuals surveyed) say they or someone in their immediate family have received food from a charitable organization in the past year because of lack of money for food. Another 21 percent say it is likely that rising costs or some other change in circumstance may force them to ask for food in the future. This is the reality in north Florida, too.

**“we will rebuild,  
we will recover”  
–Barack Obama**

While we help families cope with the emergencies that they face, we are hopeful for the future. More can be achieved by focusing on the possibilities than on the limitations and barriers. In these times of greatest need, new solutions are presented. And most of them come from everyday folks like you and me who step up to provide financial support and fresh ideas. It is Americans at their finest when the creativity, compassion and goodness come through.

The scale of the increasing shortage of even basic food for our children and community is daunting, but focus and commitment will present a path forward. With your help and involvement new ideas and partnerships are formed and begin to offer hope to thousands every day.

Thank you for your interest in and support for our work. We work hard to earn it every day.

Best regards,



R. Wayne Rieley  
Executive Director

## How You can Help

Every journey begins with a single step. This has never been truer than in addressing the issue of hunger in Northeast Florida. Every dollar and can of food makes a difference. Here are some small steps that you can take to help us on our journey.

In the last few months of 2008, we received food from more than 90 food drives that were organized on our behalf. Thanksgiving and Christmas are always times when many people are motivated to coordinate food drives. The 14th Annual Jacksonville Jaguars Food Drive sponsored by Winn-Dixie collected 55,000 lbs of food throughout the football season. First Coast News promoted a Holiday Food Drive with the help of



Florida TelCo that resulted in 10,032 pounds of food in one week. And, special thanks to Christ Church who collected an amazing 9,000 pounds of food!

In contrast to the strong end of year activity, today we have 3 food drives in progress. Community food drives provide us with much needed family size products that are used to fill the shelves in local food pantries. And today, the need to fill the shelves is as great as we have ever seen.

You can help by organizing a food drive through your church, business, community organization or neighborhood, work with your children to arrange a food drive through their school or just throw a party and ask your friends to bring food donations!

Or, create your own fundraiser on behalf of Second Harvest Food Bank. By arranging a community garage sale, car wash or golf outing, you can have fun with your friends while raising money to help your less fortunate neighbors.

Community involvement has always been critical to our success and that is true now more than ever. So take that first step and join us in the journey to end hunger in north Florida. If you would like to get involved, please contact Jim Chynoweth (pictured above) who has recently joined our staff to work with the community to promote food donations and fund raisers. You can reach Jim at 904.730.8238 or at [jchynoweth@WeNourishHope.org](mailto:jchynoweth@WeNourishHope.org). ■

We Nourish Hope.



## What do employees do when they can't afford both gas and food? They drive to work hungry.

The mission of the Second Harvest Food Bank of North Florida is to distribute food and grocery products to hungry people and to educate the public about the causes and possible solutions to problems of domestic hunger.



### 2009 PLAYERS Championship Birdies for Charity

The Second Harvest Food Bank is participating in the 2009 PLAYERS Championship *Birdies for Charity* contest this year and you can, too! The fundraiser is being held in conjunction with THE PLAYERS, which brings the strongest field on the PGA TOUR to TPC Sawgrass, May 4-10, 2009.



SHFB Birdie Moses says "Play Birdies for Charity!"

Here's how it works. **Between March 30 and May 6, make a pledge of two cents or more for each birdie that will be made by the entire player field during THE PLAYERS Championship.** As a point of reference, in 2008, 1,241 birdies were made during the four-day event, so your pledge of two cents per birdie made then would have resulted in a \$24.82 contribution to a local charity. This year, you can pledge per birdie to benefit the Second Harvest Food Bank!

In addition to making a pledge, you are given an opportunity to guess the number of birdies that will be made during the competitive rounds of the tournament. The winner will be given a fabulous trip to The Presidents Cup in San Francisco. Second-place and third-place prizes will also be awarded. Deadline for all entries is Wednesday, May 6.

If you would like to participate in the *Birdies for Charity* contest this year to help benefit the Food Bank, please send an e-mail to [tford@WeNourishHope.org](mailto:tford@WeNourishHope.org) with "Birdies for Charity" in the subject line. After the campaign begins on March 30, we will send you a reminder e-mail with instructions on how to make your pledge. ■