



**Second Harvest Food Bank  
Greater New Orleans and Acadiana**

## Fight Hunger 30 Ways in 30 Days



Second Harvest Food Bank of Greater New Orleans and Acadiana, Feeding America and hunger relief agencies across America are urging everyone to play a role in fighting domestic hunger this September during Hunger Action Month. "September is our opportunity to be a part of a movement that can have a real and lasting impact on our efforts to feed hope in south Louisiana," said Natalie Jayroe, President and CEO of Second Harvest Food Bank.

Hunger affects communities all across the country—rural, urban, and suburban. Right here in south Louisiana, one in eight people struggles with hunger. The problem is closer than you think, but so is the solution.

Log-on to [www.no-hunger.org](http://www.no-hunger.org) and **watch** Matt Damon tell his story. Then, **share** the video with your friends and family. Finally, **get involved** by learning local hunger statistics and downloading Second Harvest Food Bank's 30 Ways in 30 Days calendar to find daily ways you can help fight hunger in our community.

Second Harvest Food Bank, its volunteers and member agencies work hard every day to assist individuals and families here in south Louisiana in these tough economic times. Whether it's

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## Fighting Childhood Hunger At School



As the new school year begins, Second Harvest Food Bank will go back to school with two model programs that address the needs of children who are at risk of hunger.

### Lagniappe Backpack Program

This school year 1,300 children at 19 schools will participate in Second Harvest Food Bank's Lagniappe Backpack Program – an initiative designed to meet the needs of children at risk for hunger during weekends and holiday breaks – times when resources such as free and reduced school breakfast and lunch are not available. The backpacks, stocked with nutritious, child-friendly and easy-to-prepare items, are distributed each Friday during the school year.

**"We cannot afford to let hunger impede our children's ability to learn and develop to their fullest potential."**

**Natalie Jayroe**

President and CEO of Second Harvest Food Bank

Thanks to support from donors including the Brees Dream Foundation, Chevron, the Rucks Family Foundation, the United Way of St. Charles and Valero, the Backpack Program is expanding to four new school sites this year in St. Charles, St. John the Baptist and Lafayette Parishes. This program expansion will allow Second Harvest to serve 250 additional children in need.

Second Harvest Food Bank is also grateful for other recent funders of the Backpack Program such as Capital One, Charter, Cox Charities, Feeding America, Freeport-McMoRan Foundation, Junior League of New Orleans, Kraft

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### *Fight Hunger continued*

by advocating and raising awareness, making donations, or giving your time and energy, everyone can play a role in ending hunger during Hunger Action Month.

Join us this Hunger Action Month! Visit [www.no-hunger.org](http://www.no-hunger.org) to learn more and together we can create a voice for those struggling with hunger.

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## **Thank You for Joining the Fight against Hunger**

Our donors are critical to our mission to fight hunger across south Louisiana. Our sincere thanks to:

Baptist Community Ministries

Cargill Salt

Chevron

David Tepper Charitable Foundation, Inc.

Department of Children and Family Services

Emeril Lagasse Foundation

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The Walmart Foundation

### *Back to School continued*

Foods, P&G, PeyBack Foundation, Ronald McDonald House Charities, RGK Foundation, Target and The Walmart Foundation.

### **9-A-Day the Head Start Way**

The 9-A-Day Program is a nutrition education program designed to provide low-income, pre-school children with access to fresh fruits and vegetables and the skills and knowledge to adopt lifelong healthy eating habits. Each week, Second Harvest Food Bank delivers fresh produce to participating Head Start schools to encourage healthy eating among pre-school children and their families.

At 12 sites across Orleans and Jefferson Parishes there are currently 1,224 children and Head Start staff participating in the 9-A-Day effort. Thanks to a new three-year commitment, Cargill Salt will support the expansion of the 9-A-Day program in Breaux Bridge, LA. The new site at George Washington Carver Head Start is expected to serve 146 children this school year.

Through the program, the children receive nutrition education focused on a variety of produce each week from Head Start educators. The produce, along with healthy recipes, is then sent home for the families to cook and enjoy a nutritious meal together.

In the Greater New Orleans area the 9-A-Day Program is made possible with support from Baptist Community Ministries and the GPOA Foundation.

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## **Agency Spotlight: St. Anthony Church, SVDP**

St. Anthony Church in Lafitte has been a member of the Archdiocese of New Orleans since 1936. A year and half ago, St. Anthony merged with St. Pius X as part of the reorganizational plan of the Archdiocese. The church parish, spanning over 30 miles long, now serves the communities of Barataria, Lafitte and Crown Point.

One of the Church ministries, the St. Vincent de Paul Society, recently applied to become a food pantry, allowing for the distribution of donated food from Second Harvest Food Bank. The Parish Center, located at St. Anthony church in Lafitte has a hall which will be used for food distribution. Father John Ryan and members of the St. Vincent de Paul Society, all of whom are volunteers, are working now on arranging a formal distribution schedule. This information will be posted in church bulletins as well as on flyers around the church, Parish Center and throughout the communities they serve.

While St. Anthony is still developing the distribution process, Fr. Ryan says he is there to help anyone in the community on a daily basis now. In addition to food, the St. Vincent de Paul Society offers individuals and families financial assistance, for example, with rent or mortgage payments and on utilities. Those in need are encouraged to contact the church for the necessary forms which must be completed to determine eligibility for services.

“These communities rely heavily on fishing,” says Father Ryan. “With use of imported shrimp and seafood on the rise, the market here lost its economic viability. Add to that the cost of diesel fuel which makes it more expensive to run their boats. Then the Gulf Oil Spill further jeopardized the livelihood of fishermen so the need for assistance in these communities is high.”

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*Second Harvest Food Bank is leading the fight against hunger in south Louisiana through food distribution, advocacy, education and disaster response.*



## President's Message

Food banks are highly efficient and resourceful public-private partnerships that provide food to over 37 million Americans across the nation who are hungry. However, over last two years, Second Harvest Food Bank and the national network, have been hit by a vicious one-two punch of unprecedented high demand and a significant decrease in available food resources. In our community, Second Harvest Food Bank serves more than 263,000 Louisianans. With unemployment still hovering around 9 percent, these numbers are only growing. Nationally, there has been a 46 percent increase in clients served at Feeding America food banks since 2006.



Washington recently averted a potentially disastrous government default by coming to terms to raise the nation's debt ceiling. But while many breathed a sigh of relief, we just took a deep breath. That's because the fight to protect hungry families is just beginning. Addressing the debt ceiling was just the first of many high hurdles we are depending on our elected leaders to clear, as they must now make critical decisions about which programs to fund – and which to cut.

With all discretionary programs on the table for cuts, any cuts made to anti-hunger programs will put further pressure on the food supply at our food bank when demand continues at an all-time high. Additionally, cutting other low-income programs would further increase demand for food assistance when we are already serving a lot more with a lot less.

Food is a basic human need. Hungry children can't learn in school and encounter developmental difficulties. Parents are less productive at work and more stressed at home, and our elderly are more likely to get sick and frail. This is a struggle shared by over 50 million Americans who do not have consistent access to food, including over 644,000 people right here in Louisiana.

While the social cost of hunger is high, it is only eclipsed by the economic cost of hunger, the effects of which lead to higher costs in healthcare, education, eldercare, and workforce readiness. In this way, anti-hunger programs are more than just a safety net for individual families. They are investments in our communities.

Cutting programs like The Emergency Food Assistance Program (TEFAP), which provides high quality, nutritious food for food banks to distribute, the Commodity Supplemental Food Program (CSFP), which provides a nutritionally appropriate box of food for low-income seniors, and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), which serves over half of the infants in America, would trade meager savings today for higher overall costs in the future. This would be pennywise and pound foolish.

As Congress and the Administration continue to make difficult decisions this year about our national priorities, it is imperative that they do not take food away from the millions of hungry Americans. With unemployment still stubbornly high, investing in domestic hunger programs is not only the right thing to do but also makes fiscal sense, as these programs allow us to take care of our most vulnerable, build our communities and lead to savings in healthcare and education down the road.

Sincerely,

Natalie A. Jayroe  
*President & CEO*

# New Community Kitchen Increases Second Harvest's Capacity



*Second Harvest Food Bank of Greater New Orleans and Acadiana opened its new Community Kitchen on June 2, 2011. Pictured from left to right are: Tony Biggs, Director of Culinary Operations at Second Harvest Food Bank, Elton Lagasse, Jefferson Parish councilmember, John Young, Jefferson Parish President, Natalie Jayroe, President and CEO of Second Harvest Food Bank, Archbishop of New Orleans Gregory Aymond, Marlin Gusman, Orleans Parish Criminal Sheriff, and Roy Zuppardo, Chairman of the Second Harvest Food Bank Board of Directors.*

## Summer Feeding Initiative Grows with Community Kitchen

With the opening of the Second Harvest Food Bank Community Kitchen, the food bank continues to build its capacity to lead the fight against hunger along the Louisiana Gulf Coast. The kitchen, which is equipped to produce more than two million meals a year, will allow Second Harvest to reach out with feeding programs that focus on two particularly vulnerable populations -- children and seniors.

This summer, with support from the Emeril Lagasse Foundation and an agreement between the United States Department of Agriculture Food & Nutrition Services and the Louisiana State Department of Education, Second Harvest Food Bank delivered nearly 100,000 nutritious, kid-friendly meals over ten weeks to 35 program sites across Greater New Orleans. In 2010, Second Harvest Food Bank provided 16,550 meals at five sites over eight weeks.

In addition, Second Harvest Food Bank partnered with a youth feeding program in Abbeville, LA this summer. Taken on as a special project by Mrs. Kay

**The Second Harvest Food Bank Summer Feeding Program addresses child hunger during the summer months when schools are out of session and many children are left undernourished and hungry.**

Wilson and the Briggs United Methodist Church, the program provided meals for nearly 160 children.

One in five children age 18 and younger in Louisiana is living on the brink of hunger. According Feeding America's 2010 Hunger in America study, 75 percent of the households that Second Harvest Food Bank serves have children who participate in the free and reduced lunch program at school, but only 13 percent of these children participate in a summer meal program.

"Many of the children who participate in our program do not get two balanced meals at home," said Marcia Peterson, Executive Director of Desire Street Ministries, a participating summer feeding camp site in New Orleans. "For

some children, the meals provided by Second Harvest during our summer camp are their only meals. The daily breakfast and lunch draws them to our program."

To learn more visit [www.no-hunger.org](http://www.no-hunger.org).





## See the Light, Feed the Hungry Candle Sales Benefit Second Harvest Food Bank

Sondra Berger founded Fleur de Light in 2006 as a love letter to her hometown, New Orleans. Fleur de Light quickly became a company known for high-quality candles that recall the people, places, flavors and fragrances that make New Orleans and south Louisiana special.

In 2011, Berger decided to create a new campaign, *See the Light, Feed the Hungry*, to benefit Second Harvest Food Bank. "Seeing the needs in my own community first-hand moved me to support the mission of Second Harvest Food Bank," says Berger. "Second Harvest does an outstanding job in all of their endeavors to feed the hungry, and I am honored to do my part to help."

The *See the Light, Feed the Hungry* candles come in frosted glass tumblers that are packaged in recycled kraft paper. The 7 ounce candles, which retail at \$12, and the 14 ounce candles, which retail at \$18 each, can be purchased through the Fleur de Light website: [www.fleurdelightcandles.com](http://www.fleurdelightcandles.com). **A portion of the proceeds from the sale of *See the Light, Feed the Hungry* candles will benefit Second Harvest Food Bank.**

"It takes partners on many levels to help Second Harvest Food Bank fight hunger in our community," says Natalie Jayroe, president and CEO of Second Harvest Food Bank. "Every gift can make a big difference in the lives of those struggling with hunger." With every dollar raised, Second Harvest Food Bank can provide four meals.

By capturing the unique scents in Fleur de Light candles – a slice of Mardi Gras king cake, the French Market stalls, Garden District cotton blossoms – reliving the essence Louisiana is as simple as lighting a flame. For more information on Fleur de Light candles, visit [www.fleurdelightcandles.com](http://www.fleurdelightcandles.com).

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## Volunteer Spotlight: Mrs. Pat Caperino

Mrs. Pat Caperino is an all-around Second Harvest Food Bank volunteer. Since retiring as a legal secretary, she has volunteered on behalf of Second Harvest in the community at food drives, in the warehouse as a repack volunteer and is one of the weekly volunteers in the Cooking Matters program. These are among the many volunteer roles she has filled in a short 10 months.

Although she normally prefers working behind the scenes, she has also volunteered at community food drives on behalf of Second Harvest Food Bank. It was while volunteering at a food drive event that she realized that the "people who you thought had the least, often gave the most."

In November 2010, Pat was diagnosed with breast cancer and has since had a lumpectomy. While the doctors were able to remove all of the cancer-causing cells, as a precaution, Pat has completed a round of chemotherapy and recently started radiation treatment.

Pat considers herself a people person and enjoys working with Second Harvest Food Bank staff, especially Chef Biggs in the Community Kitchen and Charles Pierre, Repack Supervisor. In January 2011, Pat started volunteering with Cooking Matters, a Second Harvest Food Bank program that teaches participants how to select nutritious and low-cost ingredients and prepare them in ways to provide the best nourishment to their families.

"Something is bad in our country, when children don't get enough to eat," Pat says. Volunteering at Second Harvest Food Bank is one way Pat feels she can join in the fight against childhood hunger year-round.



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### Second Harvest Food Bank Greater New Orleans and Acadiana

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## Harvest the Music Concerts Return This Fall

The highly-anticipated concert series, Harvest the Music presented by Hancock Bank and Whitney Bank, returns to Lafayette Square this fall. The free, eight-week series will run each Wednesday, September 14 through November 2 from 5 p.m. until 7:30 p.m.

Now in its fourth year, Harvest the Music features celebrated regional artists. "Harvest the Music is truly music that matters," said Natalie Jayroe, President and CEO of Second Harvest Food Bank. "Through Harvest the Music, Second Harvest Food Bank has the opportunity to bring people together for a music event that not only feeds the soul, but raises awareness about the issue of hunger in our community."

In addition to the free, weekly concert, concert-goers will enjoy food and drinks from local favorites. All proceeds from food and drink sales benefit Second Harvest Food Bank's efforts to fight hunger. An artists' village will feature artwork and crafts from regional artists and designers, all available for purchase.

Second Harvest Food Bank's Harvest the Music is made possible through the generous support Hancock Bank and Whitney Bank.

Proud supporters of Harvest the Music also include: Rouses, Touro, Abita Beer, State Farm, Cox Cable, Entercom, Magic 101.9, B-97, WWL AM-FM-.com, and Bayou 95.7, the Lafayette Square Conservancy and the Downtown Development District, River Parish Disposal, and White Oak Productions.

For the complete line-up and event information, visit [www.harvestthemusic.org](http://www.harvestthemusic.org).

