

# Food for Thought

December 2010



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

## **Advisory Council to Guide Efforts in Southwest Louisiana**

Second Harvest Food Bank of Greater New Orleans and Acadiana is pleased to announce the formation of a new Advisory Council serving Second Harvest Food Bank in southwest Louisiana. The Advisory Council will guide the development and implementation of programs, services, fund development and communications activities for the food bank in Lafayette, St. Martin, St. Mary, St. Landry, Evangeline, Iberia, Vermilion, Acadia, Calcasieu, Cameron, Beauregard and Jefferson Davis parishes.

Advisory Council members Patrick Brown, Elizabeth Johnson, Daphne Oliver, Wayne Wiggins, Kenny Maggard, Harry Richard, Kathy Vodicka, and Mary Courville gathered for the first time in November. The Council will meet on a bi-monthly basis beginning in January 2011.

For more information on the Advisory Council or Second Harvest Food Bank's southwest Louisiana branch located in Lafayette, please contact Amy Fuselier, Branch Manager, at 337.237.7711.

## **Resolve to Fight Hunger in 2011**



One in eight people in Louisiana is food insecure, meaning they lack consistent access to enough food at some point during the year. With the winter months upon us, many people will be confronted with difficult choices such as paying for food or paying for utilities.

**“In the fight against hunger, we can all play a role.  
Together, we can feed hope across south Louisiana”**

**Natalie Jayroe**  
President and CEO  
Second Harvest Food Bank

Among all client households with children served by Second Harvest Food Bank, 60 percent have reported that they have had to choose between paying for food and paying for utilities. Seventy-nine percent of client households have reported that in the past year their household ran out of food and just didn't have enough money to purchase more.

“We are seeing more and more families that have to make impossible choices -- choosing between paying the rent, mortgage or utilities, purchasing medication or putting food on the table,” said Natalie Jayroe, President and CEO of Second Harvest Food Bank of Greater New Orleans and Acadiana. “The new year is an opportunity for each of us to recommit ourselves to do all that we can to ensure that our children, seniors and families aren't going hungry.”

*continued on next page*

# Thank You for Joining the Fight Against Hunger

Our donors and partners are critical to our mission to fight hunger across south Louisiana. By helping us provide food and services to our network of more than 240 member agencies, Second Harvest Food Bank can provide thousands of individuals living with hunger the help they need to sustain their lives.

Our Sincere Thanks to:

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Share Our Strength

Taste of the NFL

Touro Infirmary

(as of November 11, 2010)

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Here are a few ways you can resolve to fight hunger in your community in 2011 and support Second Harvest Food Bank:

## **Give food.**

As you shop for groceries to restock your pantry, pick up an extra food item or two to donate to Second Harvest Food Bank. The food bank is always in need of non-perishable food items such as canned fruits, vegetables, tuna, chili, stew, soup, peanut butter, rice, pasta, cereals, juices and shelf-stable milk.

Or, host a community food drive in your neighborhood, at a nearby school or your workplace. Food drives are one of the critical ways Second Harvest Food Bank acquires nutritious food for those we serve. Contributions from businesses, schools, community organizations and individuals generate millions of meals for families, children and seniors across the Louisiana Gulf Coast each year.

## **Give time.**

More than 9,000 people volunteer with Second Harvest Food Bank each year. Volunteers assist with sorting, boxing and repackaging donated food items, gleaning, administrative work, special events and projects, and many other activities.

Volunteering at Second Harvest Food Bank is an excellent team building activity for coworkers, a way to earn community service hours for students, or an opportunity to spend quality time together as a family. Most importantly, volunteering at Second Harvest Food Bank is a meaningful way to serve your neighbors in need.

## **Give a donation.**

You can be sure your donation to Second Harvest Food Bank of Greater New Orleans and Acadiana will be used efficiently and effectively to feed those in need. In fact, Second Harvest can provide a meal for a family of four with every dollar donated.

"In the fight against hunger, we can all play a role," said Jayroe. "Together, we can feed hope across south Louisiana."

To learn more about volunteer opportunities, how to host a food drive or make a donation, visit [www.no-hunger.org](http://www.no-hunger.org).



## **Spirit of Louisiana Cookbook: A Delicious Way to Support Second Harvest Food Bank**

You can capture the Spirit of Louisiana in a new cookbook from WWL-TV. Working with Louisiana's most revered chefs, the Spirit of Louisiana Cookbook offers delicious recipes featuring Louisiana ingredients and seafood.

Plus, the Spirit of Louisiana Cookbook is the first Louisiana cookbook that you can completely customize with recipes of your choice. Choose from featured chef recipes as well as upload your own recipes, photos and food memories, so that your cookbook truly captures your very own Spirit of Louisiana.

Great to give as a gift, a portion of the proceeds from the purchase of the Spirit of Louisiana Cookbook will benefit Second Harvest Food Bank. Visit [www.no-hunger.org](http://www.no-hunger.org) to learn more.

## Agency Spotlight: Dorcas Room Ministry Food Bank

Darlene Evers doesn't have to weigh the issues to know how the economic downturn has affected her food bank clients. She only has to weigh the boxes of food she distributes to them each month. Evers, director of the Dorcas Room Ministry Food Bank in Lake Charles, said at the beginning of the year, her food boxes for clients used to be around 60 pounds. Now, she said, it's about 30 pounds per family.

"My deliveries from Second Harvest are down this year," she said, but because her program is involved with Wal-Mart through Second Harvest's Retail Pick-Up Program, she gets other foods from them. She also is the recipient of goods from two food drives a year.

"We used to serve all of Calcasieu Parish," she said, "but our facilities are small and we only run limited hours." So last year the program was cut to handle only two zip codes in Lake Charles. "We're open Monday through Thursday, for two-and-a-half hours," Evers said, noting that the food bank is staffed by her and three to four volunteers. "Before limiting our service area, there were too many families for us to handle."

When deliveries don't round out what she thinks is a nutritious box of food, Evers said, she has a budget to go buy additional items. She tries to make sure that every box has chicken, vegetables, rice and bathroom tissue.

The satisfaction she gets from her job she recounts in a story that is still developing.



"During the summer, a gentleman came in for emergency help. He was living in his truck and looking for work and a place to live. He came back in July and said he had found a place to live, but was still looking for work.

"Then in October he came in looking for sandwich supplies. He had found a job and needed food to tide him over until his first paycheck."

"Those," said Evers, "are the people I really like to help. They're going through a rough spot and need help to get through. They finally get from homeless to independent living. That's what we're here for, to help people get on their feet."

*Florence Herman*

## Volunteer Spotlight: Parkway Presbyterian

For more than a decade, a cadre of volunteers from Parkway Presbyterian Church has been going to the Second Harvest Food Bank once a month, working as volunteers on the food sorting line. The volunteers – ranging in age from 60 to 89 – have worked sorting salvaged goods and repackaging them in boxes.

"It started when the Men's Club at church began to volunteer and said they needed more people," said Frances Rodgers, the group's current coordinator. "They put out the word at church and people signed up."

The group, ranging in size from 8 to 15 people, comes the second Thursday

of the month. (But Charlie Mims, the 89-year-old volunteer, is always there, Rodgers said.)

Another project they work on is the Backpack Program, packing supplies for the weekend to be distributed to young school students to make sure they have food for the weekends. "We got interested in that at our church," said Rodgers, "and have begun our own program, supplying the school across the street."

The small Airline Park congregation takes on a number of other charitable endeavors, including another food project, collecting food at their church for the Jefferson Presbyterian Church



food bank, which supplies food packages to 400 to 500 families twice a month.

Volunteering at Second Harvest, they say, is helping fill a community need. "It was something that was needed," said Rodgers.

"You hear about hunger around the world," said Hoffard, "but people in our own town are hungry too."

*Florence Herman*

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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



At a time when economic uncertainty rages, when many people do not have jobs or feel that their jobs are not safe, when so many people are struggling to pay for food, housing and healthcare, when lines at food banks are growing at a frightening rate, when one out of eight Louisianans are food insecure; it is hard to imagine that our community and state could be free from the scourge of hunger.

Yet hunger is solvable in our south Louisiana community, state and country.

Of course, the best way to end hunger is to ensure that all south Louisianans has access to the resources that will allow them to secure themselves and their families – a good education, affordable housing, access to good nutrition and healthcare, and living wage jobs.

There are other ways that we can ensure that nutritious food is available to everyone. We can make sure that all children have access to school breakfast and lunch programs, and summer feeding programs. We can improve the quality of school meals. We can strengthen our senior meal programs, like Meals on Wheels. We can ensure that all south Louisianans have access to grocery stores and farmer's markets that sell fresh fruits and vegetables. We can connect all eligible recipients to SNAP, WIC, CSFP and other federal nutrition program benefits. We can make it easier for Louisiana farmers and fisherman to harvest and sell the food Louisianans eat.

Second Harvest is working collaboratively on all the strategies above. We serve on the Food Policy Advisory Committee of the New Orleans City Council which has published recommendations for healthy retail stores in all neighborhoods and improved school meals. We served as a member of the state group that promoted healthy food retail access for the state and are currently serving on the Louisiana Sustainable Local Food Policy Council which will help to identify ways to promote sustainable agriculture. We have completed an agreement with the Department of Children and Family Services to help connect people to SNAP benefits. We hope to provide millions of meals for seniors and children when our community kitchen is complete in May 2011. We continue to provide more than 19 million meals annually through our 240 faith-based and non-profit agency partners.

No one knows how important good food is to family and community than we do here in south Louisiana. We thank the thousands of people who volunteer their food, funds and time to help Second Harvest carry out its mission. With your help, we can end hunger in south Louisiana.

Sincerely,

Natalie A. Jayroe  
President & CEO

# 2010 Harvest the Music presented by Hancock Bank

Free music, terrific food, and a fun time to benefit the fight against hunger. That's what Second Harvest Food Bank offered at Harvest the Music presented by Hancock Bank. Approximately 30,000 concert-goers experienced great music over eight weeks from artists including: Anders Osborne, Cowboy Mouth, Rebirth Brass Band, Kermit Ruffins and The Barbeque Swingers, Ivan Neville's Dumpstaphunk, Dr. John and The Lower 911, The Radiators, and New Orleans Nights featuring Allen Toussaint, Nicholas Payton and the Joe Krown Trio.

Every Wednesday, Lafayette Square, located in the heart of downtown New Orleans, sizzled with food and drinks served by area favorites including: Oceana Grill, Lucy's Retired Surfers Bar and Grill, Lil' Dizzy's, Crepes A La Carte,

Rouses' Supermarkets, Ms. Linda's Soul Food, Squeal B-B-Q, Beaucoup Juice Snowballs, and Abita Beer. The artists' village offered concert-goers the opportunity to support regional artists and designers through the purchase of artwork and crafts.

Second Harvest Food Bank would like to thank the following sponsors for making the 2010 Harvest the Music concert series a great success: Hancock Bank, Chevron, Rouses, New Orleans Hornets, Cox Business, Touro Infirmary, Lafayette Square Conservancy, Junior League of New Orleans, Downtown Development District, River Parish Disposal, White Oak Productions, Inc. and Entercom.

Visit [www.harvestthemusic.org](http://www.harvestthemusic.org) to view photos from the eight week concert series.



## New Orleans Hornets Believe in Blue

The New Orleans Hornets have teamed up with Chevron and corporate and community partners to promote the "Believe in Blue" campaign which serves to raise awareness and funds for the residents of communities affected by the oil spill in the Gulf of Mexico, restore local coastal wetlands and help return the Gulf's water back to its original color—blue.

One of the initial elements of the campaign is the sale of blue wristbands that feature the slogan "Believe in Blue." The bands are sold for \$2 and are available at the Hornets' Nest team store, Chevron locations, Rouses Supermarkets, CVS pharmacies and Take 5 Oil Changes. All proceeds from the sale of the bands and other funds raised through the "Believe in Blue" campaign will benefit Second Harvest Food Bank of Greater New Orleans and Acadiana, the Friends of the Fisherman fund, and America's WETLAND Foundation. To learn more, visit [www.believeinblue.net](http://www.believeinblue.net).

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## Second Harvest Food Bank Greater New Orleans and Acadiana

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Rules for acceptance and participation in the program are the same for everyone without regard to race, color, national origin, age, sex or disability. To file a complaint of discrimination, write United States Department of Agriculture, Director, Office of Civil Rights, Room 329-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964.

## Annette LeBlanc – 2010 CityBusiness Women of the Year

A 7-year-old boy and his mother showed up one day at Second Harvest Food Bank to make a donation.

Annette LeBlanc was the only one there that day available to accept donations. The boy recently had a birthday party and asked all his friends to bring money and food for the food bank.

“He was so proud and had such a big smile on his face. We sat there and calculated how many meals he was able to purchase with his donation, and he was so thrilled at what he was able to do,” LeBlanc said. “It was at that point that I realized why I do what I do. We are making a difference and not only helping people, but also providing an example of how people can help other people.”

LeBlanc, Vice President and Chief Financial Officer of Second Harvest

Food Bank of Greater New Orleans and Acadiana, was recently honored as one of CityBusiness’ 2010 Women of the Year.

With more than 20 years experience working for human services nonprofits, LeBlanc was named Chief Financial Officer for Second Harvest Food Bank in 2006. Prior to becoming CFO, LeBlanc served as the Director of General Accounting for Catholic Charities Archdiocese of New Orleans and Director of Finance of the Archdiocesan Office of the Social Apostolate/PHILMAT, Inc.

“I’ve always worked for social justice issues,” said LeBlanc. “It’s always been a passion of mine. We need to make sure are our children and our seniors never go hungry.”

LeBlanc has also been recognized at

the national level as a leader in her field, serving on numerous finance-related committees for Feeding America and as a presenter at the organization’s conferences and workshops.

At the local level, LeBlanc has been active in the Jefferson Chamber of Commerce and served on the board of directors of Share Our Strength. She currently serves as vice chairwoman of the Jefferson Council on Aging.

Second Harvest Food Bank salutes Annette’s honor as a Woman of the Year and her commitment to the fight against hunger in south Louisiana.

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