



Food For Thought



Central Pennsylvania Food Bank
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NOVEMBER | 2019

HONORING OUR HUNGER HEROES

September was Hunger Action Month, a month designated by Feeding America to raise awareness on hunger issues, mobilize our communities and advocate for those facing hunger. Over the course of the month, we had many special events at the Food Bank.

Our staff members went out and about in the community wearing orange (the color of Hunger Action Month) and spreading the word about the work of the Central Pennsylvania Food Bank, work we could not do without your generous support. We held two breakfast events in Harrisburg and Williamsport and welcomed the community for an update on our progress toward our Bold Goal to provide access to enough nutritious food for all those struggling with hunger in our 27-county area by 2025. **At each breakfast, we honored our 2019 Hunger Heroes, partners in advocacy, innovation, philanthropy, volunteering and more who made a significant impact on our mission throughout the year.**

Thank you to everyone who helped us by making a donation and raising awareness, including our Hunger Action Month Presenting Sponsor, PSECU. Your efforts in September and throughout the year do not go unnoticed and we are grateful for your partnership and inspired by your committed support.

Harrisburg

Williamsport



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FOOD DONOR:



CONTINUED ON PAGE 3

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JAVA WITH JOE

Dear Friends of the Food Bank,

I hope you enjoy autumn in the Susquehanna Valley as much as I do... the cool breezes and blue skies, the amazing palette of colors as forests and fields turn, and the abundant harvest brought to market. We share a truly special place on this planet, and in this mission, we are further blessed to work with caring and generous people, like you, every day.

Back in September, I shared with you that our Food Bank has embarked on an enhanced mission approach that we call "Better Access, Better Food, Better Together." **We are off to a great start as our volume of healthy food assistance, or "foods to encourage," has never been higher.** To accomplish this, our Team relies heavily on our generous donors of food and funds, our amazing volunteers, and our wonderful Partner Agencies and other Friends of the Food Bank.

On behalf of the thousands of families, children, seniors, veterans, and other neighbors that we serve, we thank you for making this mission possible through your generosity. As we

approach the season of giving, please consider a donation to the Food Bank. A growing number of contributors are leveraging the power of IRA charitable giving or other tax advantaged gift options to support our work. Give me a call and we can talk about how you can impact our work.

Thank you friends,

for sustaining this vital and amazing mission!



HUNGER ISN'T SELECTIVE: MEET BARBARA

Barbara Fowler, of Cogan Station, PA, is an endearing woman who was born in Cleveland, Ohio and grew up in Danville, Pennsylvania. She and her husband were married for 61 years, and together they raised six children. Her husband and her son both passed away within the past eight years.

Barbara started receiving food from the Christian Church of Cogan Station, a partner of the Central Pennsylvania Food Bank, about a year and a half ago. **When asked about her feelings toward the pantry and its volunteers, her gratitude is infectious.** She is eager to add that one of these volunteers even once called the ambulance for her when she got sick while picking up food.

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“I’m a fruit-a-holic. I love bananas. And I love oranges and grapes. Apples and peaches.”



BARBARA FOWLER

Barbara loves the fresh produce that the Food Bank provides — especially the fruit. “My favorite is the fruit!” she laughs. “I’m a fruit-a-holic. I love bananas. And I love oranges and grapes. Apples and peaches.”

When asked how she would describe the Food Bank and its partners like the Christian Church of Cogan Station, Barbara had a simple response, “almost life-saving,” she whispered with a smile.

Hunger isn’t selective and can touch anyone at any time. That is why the Central Pennsylvania Food Bank and its 1,000 partner agencies and programs exist, to help people like Barbara, and others, who may struggle with hunger.

HONORING OUR HUNGER HEROES

CONTINUED FROM PAGE 1

Harrisburg ↘

Williamsport ↘



INNOVATION:



INDIVIDUAL PHILANTHROPIST:



INDIVIDUAL VOLUNTEER:



VOLUNTEER GROUP:



SPREADING AWARENESS THROUGHOUT SEPTEMBER

Our staff and partners went above and beyond this September to raise awareness during Hunger Action Month. Feeding America asked all their member Food Banks to collect actions throughout the month ranging from volunteering, to donating, advocating, wearing orange and more. Thanks to your support, we were able to report more than 1,600 actions, taken by our Food Bank throughout the month. Feeding America's goal was 40,000 actions on behalf of the 40 million people who struggle with hunger nationwide. That goal was surpassed, with more than 144,000 actions reported!

BEHIND OUR STORIES

This past summer, the Communications and Marketing team hosted two interns at our Williamsport location through Lycoming College's Williamsport Internship Summer Experience (WISE). This 10-week internship program focused on gathering stories from those struggling with hunger, our partners and our volunteers. The interns, Sam Novoa and Allison Lax, were able to visit 17 sites in 9 counties and complete more than 90 written interviews with 41 video stories, including those you see in this newsletter from our "Hunger Isn't Selective" and "Partner Spotlight" series.

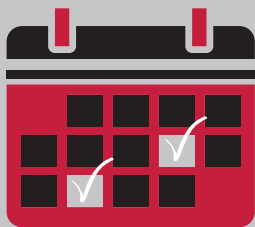
Samuel had this to say of the internship, "The WISE program gave me an incredible opportunity in which I exercised my creative abilities to the fullest. With this internship at the Central Pennsylvania Food Bank, I was able to combine the skills I've learned both as a Creative Writer and as a Film Studies student. I took both my ability to craft a story and my experience with film editing and used them to create emotional and impactful videos for an organization that I admire greatly."

"Working at the Central Pennsylvania Food Bank has strengthened my interest in telling in-depth, personal stories. It has given me the ability to empathize more deeply with people who use this service and has sparked a desire to help. Through the stories I've written, I hope I can encourage others to do the same," added Allison.

The stories will be used throughout the year with our marketing and digital campaigns, as well as in our newsletter. Hunger isn't selective and our community is better when we join hands and help.

Follow us on Facebook at facebook.com/centralpafoodbank and on Twitter and Instagram @centralpafb and share these impactful stories with your friends and family. For more information on our internship program, please contact our HR department at hrdepartment@centralpafoodbank.org.





*Save the date for our 2020
Soup and a Bowl events!*

Williamsport Event:

February 21, 2020

at the Genetti Hotel in Williamsport

Harrisburg Event:

March 9, 2020

at the Radisson Hotel in Camp Hill

Watch for more information in the coming months!

Thank you!

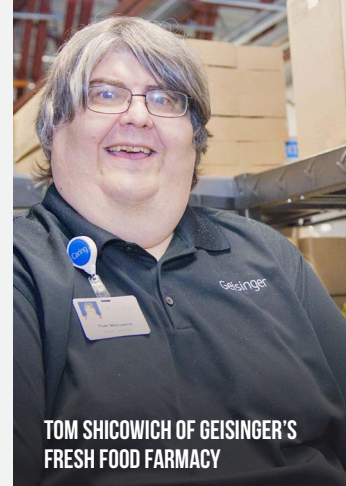
On behalf of the Central Pennsylvania Food Bank, we would like to thank the following corporations and foundations for their very generous support.

- C&S Wholesale Grocers, Inc.
- Conagra Brands Foundation
- Kenneth Bankert Foundation, Inc.
- PNC Foundation
- Red Nose Day
- Rite Aid Foundation
- UPS Foundation

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PARTNER SPOTLIGHT: GEISINGER'S FRESH FOOD FARMACY

Tom Shicowich of Northumberland County is a teacher at Geisinger's Fresh Food Farmacy (a partner of the Food Bank) and one of their biggest success stories. The Fresh Food Farmacy (FFF), a food assistance agency that provides moderate to severe diabetics with nutritious food and medical support, was started in 2016. At the time, Tom was one of its six pilot patients. He is excited and thankful as he describes the massive change his health has undergone in the last three years as a result of the FFF.



**TOM SHICOWICH OF GEISINGER'S
FRESH FOOD FARMACY**

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"Before I joined the Fresh Food Farmacy, my diabetes was out of control. And I really didn't have any sort of tools to know how to manage it. Through the Fresh Food Farmacy and the food they offer, and the education programs that they also provide, (I've been) given the tools to keep my A1C from a 10.9 to a 6.9. I've lost more than 60 pounds throughout the program. I'm keeping things under control and managing things much better."

Now, Tom teaches a six-week class showing other clients how to use the food they receive as medicine to control their diabetes. The course covers the importance of monitoring, meal preparation, and meal planning, as well as dealing with complicated emotions and questions relating to the disease. He also discusses the 'plate method' with his students, which covers details on how to eat in a healthy way. To make this difficult task more manageable, the class makes action plans — a technique that has helped Tom in his journey to better health. He explains how this simple goal-setting technique helped him make a whole chicken for the very first time.

"When I made my first whole chicken, I took pictures of it and I showed it to everybody. They were like 'What's with you — it's a piece of chicken.' And I said 'Yeah, but I made it!' It's something I never did before — all these little accomplishments. That was one of my action plans. That's another thing that we talked about in the classes — something called an action plan. **An action plan is basically a small task that you want to do — something that's achievable. You have a big monster problem? You break it down into smaller chunks and you basically do a small step at a time to get to your goal. You know the old saying, 'How do you eat an elephant? One bite at a time!' So that's what we do with the action plans as well...** By doing it in smaller steps, you can achieve your final goals and it doesn't become overwhelming," he smiles.

TO MAKE A DONATION ON NOVEMBER 22, VISIT EXTRAGIVE.ORG AND SEARCH FOR THE CENTRAL PENNSYLVANIA FOOD BANK.

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Help us go the EXTRA mile together!

