The 18th Annual Holiday Spirit Food & Fund Drive
By Jason Whitley, Local Food Resources Coordinator

With more than 68,000 pounds of food donated over the course of the last two months of 2010, the 18th Annual Holiday Spirit Food and Fund Drive officially draws to a close. This season the community stepped forward to ensure that their friends and neighbors have plenty to eat during the winter months. We would like to highlight some of the inspiring acts of generosity that community partners have provided for the many clients of Food for People.

The Holiday Food Drive began as it does each year with the Cowboy Canned Food Convoy. The Backcountry Horsemen’s Redwood Unit kicked off the food drive with several hundred pounds of food donated and unloaded straight from the saddlebags of the horses. Each year we look forward to seeing the line of horses trotting down the streets of Eureka toward the Food for People location on West 14th Street.

Early in November, Food for People began organizing for the Holiday Food drive by securing sites to place food donation barrels. This season we had barrels placed at many Eureka grocery stores including The Co-op, Grocery Outlet, Safeways, Ray’s and Murphy’s. This year Safeway and Ray’s contributed a little extra to the food drive by selling additional pre-bagged foods at a discount that customers could purchase and donate directly to the food bank. In addition to the groceries we also had several drop points that collected hundreds of pounds of food. US Bank, North Valley Bank, and Les Schwab were primary collection points. We appreciate all businesses, organizations, religious institutions and schools who collected food on our behalf.

The Hunger Fighter Challenge has been a crucial part of the Holiday Food Drive. This year there were 29 teams who participated in a friendly competition to see who could donate the most food and/or funds. In 2010 the participants really pulled out all the stops. Together the teams donated more than 9,000 pounds of food. PG&E’s “Operation Gobble Gobble” donated more than 700 pounds of turkeys along with hundreds more in non-perishable food. Catalyst Church joined the Hunger Fighter Challenge this year, donating more than 900 pounds of food. Several teams have been participating for years. Pan Dulce Steel Orchestra stepped in once again with several sizable donations, totaling more than 600 pounds. If you would like to see a complete breakdown of everyone involved in the Hunger Fighter Challenge, see our ad in this newsletter, or the Times-Standard.

Some donors choose to donate without competing which is also a major part of this food drive. Blue Lake Casino was able to collect thousands of pounds of food through its second annual holiday initiative benefiting several local causes. Food for People received many thousands of dollars in grocery store gift cards, which are very useful throughout the year. Humboldt State University’s Service Learning Center also made a significant contribution to the food drive. The interns and staff of Service Learning collected more than 1,625 lbs of food. St. Bernard’s School had a very successful food drive. The students and staff donated more than 700 pounds of non-perishable food to the food bank. Thanks to the organizing efforts of several students, including Matthew Hildebrandt, a regular food bank volunteer and St. Bernard’s student, the food drive was a great success.

One of the most exciting parts of the Holiday Spirit Food and Fund Drive is the week-long on-air food drive that KHUM organizes on behalf of Food for People. Each year KHUM DJ’s set up and broadcast in 5 different grocery stores throughout the county. Staff from Food for People sat in on live broadcasts from places like Wildberries, Grocery Outlet, Ray’s, Safeway.

People’s Choice
Ivy Matheny
Food Distribution Coordinator

The community effort in support of the Choice Pantry this season has been phenomenal. Record numbers of community members were served in November and December thanks to the invaluable support of our volunteer crew and countless local donors whose contributions help make it all possible. The families who visited our well-stocked pantry shelves were touched by the generosity of their supportive community.

One powerful life story came from a 63 year old woman who came in this month to shop for herself and her husband. Previously serving as donors to Food for People, the couple found themselves in need of food assistance for the first time. They also found themselves uneasy with the idea of visiting the pantry. The couple’s health was poor and they could no longer afford a sufficient amount of food for themselves. While shopping, the woman fainted and was fortunately caught by two pantry volunteers. Upon waking, she confessed that her fall was due to a combination of anxiety about receiving food assistance, her health problems and the fact that she had not eaten anything that day. Our volunteers went above and beyond to help her through the rest of her shopping trip. She was comforted by the kind service and appreciative of the selection of food that was provided to her.

In This Issue
Inside look at Backpacks for Kids
Pantry Network News
Child Nutrition Bill Passes
A Year in Cleaning
Pun-off fights Hunger

We feel it’s important to keep you, our supporters, updated on the programs and progress we are making at the food bank. If you do not wish to receive a newsletter, please don’t hesitate to contact us and have your name removed from our newsletter mailing list.
Pantry Network Update

By Jason Hervin
Community Foods Coordinator

As we move into the New Year I think back to how blessed we were in 2010. During the holiday season many of our pantries incorporated special holiday feeding programs in addition to their regular food distributions. Some of these programs included food vouchers so recipients could shop for what they want from the local grocery store, prepared meals and food boxes with special holiday items such as turkey or ham. All together these programs served an estimated 2,200 households across Humboldt County. Several thousand pounds were also gathered from local grocery stores and donated from community members and local organizations. Thanks to the Holiday Funding Partnership for making these programs happen. There were also many exciting developments in our Pantry Network over the past year. Below are just a few.

Extreme Makeover – Grace Good Shepherd Pantry

Just in time for Christmas, the Grace Good Shepherd Church unwrapped their newly remodeled pantry serving low-income families and individuals living in McKinleyville. The past six months have kept the church and pantry volunteers busy as they formed an oversight committee to work on planning the renovations and writing a successful grant for more than $15,000 from local funders, with the church contributing near that amount with volunteer labor and funds.

In conjunction with remodeling their facility, their oversight committee led by Javan and Alex Reid worked together with Food For People staff to transition to a Choice Pantry. This is a system that enhances the dignity of clients, allowing them to personally choose the food they receive. Food For People provided training and materials to their volunteers who then seamlessly implemented the choice model at their pantry. They are already receiving beam reviews from the 156 households they serve each month, including one client who recently stated, "It put a smile on my face to see how friendly everyone was. I was treated with the utmost respect. I love that everyone was non-judgmental and welcoming.”

To assist in the coordination of the pantry, the Grace Good Shepherd Church partnered with the McKinleyville Family Resource Center, an agency that the church hosts on their property. This multi-level project is a perfect example of how a diverse group of community organizations and individuals can work together to address the needs of their community. A special thanks to all volunteers and staff at Grace Good Shepherd and the McKinleyville Family Resource Center who exemplify a commitment to serving those in their community.

Loleta Pantry

Our newest pantry located at the Loleta Community Church began operation in October of 2009 and has done an amazing job in their first year of operation. The pantry is coordinated by Jillian Sparrow and Marina Cortez-Hash of the Loleta Community Resource Center. They also have a volunteer committee, including Pastor Tim Huffman of their church, which meets before distribution days to address any pantry needs and plan for what needs to be done. The Loleta Pantry has also used the Choice Pantry system, giving their clients choice in which items they would like to receive. Their volunteers clearly demonstrate their desire to bring dignity to their clients each distribution day.

St. Joseph’s Pantry Shelf Fortuna

The St. Joseph’s Pantry Shelf has a new pantry coordinator, Ginny Fox, who has done an amazing job since stepping into this position. Recently retired as the Director of Medical Records for the St. Joseph’s Health System of Humboldt County Ginny has a wealth of experience that enables her to effectively coordinate the Pantry Shelf. In addition to being the pantry coordinator, she also works with her husband in their private meteorological consulting firm, Fox Weather LLC. Thanks to Ginny, Father Ramon Pons, Jerry Olson, and all the volunteers of the St. Joseph’s Pantry Shelf for all their hard work and dedication. Thanks also to Dan Lytle, the former pantry coordinator, for his many years of service.

Mission Statement

Food For People is working to eliminate hunger and improve the health and well-being of our community through access to healthy and nutritious foods, community education and advocacy.

Our Vision

We envision a hunger-free community where everyone in Humboldt County has access to good quality, nutritious food, everyone in the community understands the consequences of hunger and poor nutrition, and each of us has a role to play in creating a strong, healthy community.

Our Values

• Respect - We will treat all of our relationships with respect.
• Teamwork - We will foster cooperation among our diverse volunteers, staff and community partners.
• Innovation - We will continually seek to provide excellent services through the development of new and improved methods to reduce hunger.
• Stewardship - We will be accountable to all through the efficient and most appropriate use of resources entrusted to us.
• Integrity - We will demonstrate the highest ethical standards in all interactions.

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Dear Friends,

Food for People just wrapped up a very busy holiday season and one of our busiest years on record, and I would like to take this opportunity to extend our heartfelt thanks for your generous support. Requests for food assistance were up countywide in 2010 as an increasing number of households faced financial setbacks that made it difficult for them to put food on the table. We track those numbers closely at our Choice Pantry here in Eureka, and even we were surprised to learn that the number of households requesting food had increased by 45% during the month of December as compared with the same period in 2009. It’s all part of a new and disturbing trend. Many of those coming in for food boxes have never had to ask for help before; some were regular donors who never thought they would find themselves on the “receiving” end of the equation. All were grateful that help was available when needed most.

That’s the nature of safety net services. We make the commitment to be there when the going gets tough to provide meals, food boxes, shelter, clothing and medical care to help keep our community strong until the individual or household recovers. It’s part of our mission and we are honored to be able to help. But none of us could do it without the web of support the community provides to help us maintain operations. It comes in the form of financial donations from individuals, businesses and service clubs; grants from local foundations; and in-kind donations of time, talent and services from volunteers and the business community. It is yet another shining example of the incredible spirit of caring that characterizes our community.

Some of the things we are most grateful for over the past year include:

• The individuals and families who gave of their own limited resources to make sure that friends and neighbors who are experiencing financial hardships do not have to experience the desperation of food insecurity;
• All the businesses that so generously donated food or a percentage of their sales;
• The children who emptied their piggy banks or focused their birthday or Halloween activities on collecting donations of food instead of presents or candy;
• The Hunger Fighter Teams that collected food and funds, making this the most successful Holiday Spirit Food and Fund Drive on record;
• The businesses that made a donation to Food for People on behalf of their clients and customers in lieu of a box of chocolates or other holiday gift;
• All the community and civic organizations and Labor Unions who donated turkeys and hams, organized food drives or collected funds to make it possible for us to purchase additional foods in bulk;
• The kids who prepared special food baskets that included personal notes and cards;
• All the community volunteers who have given so generously of their time and talents to help us get the food to those who need it most (December was another record-breaking month with 396 volunteers of all ages donating 3,038.5 hours of their time);
• The individuals, churches and Rotary Club members countywide who have made the commitment to eliminate weekend hunger through the Backpacks for Kids program, committing funding and their time as volunteers to make sure children return to school on Monday ready to learn;
• The students who fasted with their church group or school class to gain a better understanding of what hunger feels like and coordinated food drives in their classrooms and congregations;
• And the donors who make an annual, quarterly or monthly commitment to provide the funds necessary to sustain the basic warehouse, staffing and infrastructure necessary to keep our programs strong.

We hope you enjoy the first edition of our newsletter for 2011. Produced post-holiday, it provides us with a wonderful opportunity to highlight the spirit of giving and sharing that made our work possible in 2010. Each page is filled with inspiring stories about how each one of us can and does make a difference, regardless of age, ethnic background, political ideology or financial wealth. All of the stories included were written by a Food for People staff person based on their own, hands-on experience.

2011 will no doubt bring its share of challenges as we navigate yet another year of state budget crises. But we also feel confident that our community will once again rise to the challenge with its characteristic sense of caring, creativity and collaboration. That’s who we are.

With gratitude,

Anne Holcomb
800 Ways to End Hunger in Humboldt County!
The 800 Club is a monthly giving program that supports Food for People. In 1982, Food for People’s yearly budget was roughly $48,000. Calculator in hand, it was determined that if 800 Humboldt County residents gave only $5 each month, the total operating costs would be met.

In the 28 years since the 800 Club was started, we have greatly increased our services to children, seniors and working families in need throughout our community. We currently feed over 12,000 people a month and our yearly budget has increased to over $900,000 to accommodate our many programs.

Being an 800 Club member is an easy, effective way for you to address the needs in our community all year round. There is no minimum monthly donation and every dollar is important. We welcome your commitment to donate regularly to Food for People. By donating on a regular basis, you can fight hunger every day!

It’s easy to become an 800 Club member. Just fill out the slip below and send it in. You will receive a packet of twelve envelopes that makes sending in your monthly donation easy. Or contact Harriet Pecot, our Fund Development Director, at (707) 445-3166 extension 306 or email her at harriet@foodforpeople.org.

On Giving by Harriet Pecot, Fund Development Director

Some days I feel so inspired by all the giving that surrounds us and I wonder how to put the giving process into words. How do you learn to volunteer your time week after week for years? How do you learn to give part of your earnings to a worthy cause even before all your own bills are paid? Why should we give and why do people give?

The most obvious reason is the good our giving can and does achieve within our different communities. Also, it really is better to give than receive (isn’t it?). Giving to others enriches our own lives. We feel better about ourselves and more importantly, we feel connected to a bigger community and a greater good. Giving is creative. A group of people giving to a purpose can create something wonderful and unique. There is power in giving and wonderful possibilities in the collaborative effort. Giving is also tied to hope because giving is an act of believing we can make a difference and a gift to others that they are not alone. And for some people, giving is an important tradition they want to maintain.

I believe it is also important to people that their donation is being used well and for the purpose it was intended. One of the ways we can see that in action is to give locally. Here at Food for People, we envision a healthy community where no one is hungry and people have access to good food. We believe feeding people matters because hunger debilitates people and their potential. We want hungry kids to have nutritious food and the opportunity to grow into their best selves. We want our seniors on fixed incomes to be able to make good food choices and not be overly limited by their budgets. We hope to give a “leg up” to people hurt by this economy or who are struck by illness within their family and need support during a hard time. We recognize the dilemma of some working families who can’t pay for all the basic needs of their family. We are willing to address the tougher issues and look at the part of our community that can’t fend for themselves, for reasons we may never know, such as possible mental or even physical illness. We are able to address many of these issues because of the loving and generous support of our Humboldt community.

If you would like to give to Food for People, you can contact us directly at (707) 445-3166. You can also find us at www.foodforpeople.org where you can learn more about Food for People and even donate online. We welcome your support of the work we do and your partnership in helping us end hunger here in Humboldt County. Only together can we achieve a strong, healthy community where no one is hungry and everyone has access to good quality, nutritious food.

Fighting Hunger with Humor
By Jeffrey Smoller - Founder & President of Pun-off Bored of Crustee’s

Despite popular demand, the 20th Almost Annual Pun-off is back! This year, it is a benefit for Food for People. This dreaded event will be held Saturday, March 5th at 7 PM at the Arcata Theater Lounge. Admission is $15 and a can of food. Come watch the heavy wits square off in a contest of the lowest possible standards. Since 1977, The Pun-off has annoyed hundreds of the three Punestants are eliminated by going over time, not using a legitimate pun or repeating a pun within that category. It’s very simple and quality has little to do with the competition. The winners of each round play each other.

Disappointment is guaranteed. Your actual mileage may vary.

So what is a Pun-off? A pun is a play on words that suggests different meanings.

The Pun-off is a mock contest in which 15-20 Punestants compete for the coveted jar of Pepto Dismal. In groups of three, a category is given. They must take turns punning in sentence form until two of the three Punestants are eliminated by going over time, not using a legitimate pun or repeating a pun within that category. It’s very simple and quality has little to do with the competition. The winners of each round play each other.

Audience members may buy a CouPun from RePunzel and pun non-competitively between rounds.

Entrants are among the most annoying people of Humboldt County. For reasons unknown, the Pun-off draws local media personalities and many medical professionals to a tryst of shame and loathing as the crowd jeers them on to ruined reputations. It’s Home Groan Fun for all. Local swing band Magnolia will provide the music, energy and inappropriate sound effects.
Why Volunteer with Food for People?
By Laura Hughes, Volunteer Coordinator

1. We need you! Volunteers are crucial to the work we do here at Food for People and without their dedicated efforts, many of our programs would not be able to run. The time donated by our volunteers is equivalent to that of 16 full-time staff positions, representing more than half of FfP’s total labor hours, and underlining just how much we depend on the generosity of our neighbors in our community to help serve a very basic need in Humboldt County.

2. We have lots of different opportunities to choose from! From helping folks out in the Choice Pantry, to sorting and boxing food donations in our warehouse, from delivery driving to cooking to clerical assistance, we have a volunteer opportunity to suit your strengths and interests.

Some of these opportunities include, but are not limited to:

- Warehouse assistance: sort and pack incoming food donations and deliveries; build bags and boxes for our senior, homebound and child nutrition programs; load and unload vans for pick-ups and deliveries;
- Cleaning;
- Choice Pantry: conduct intake interviews; help shoppers with their pantry appointments; assist with check-out; stock shelves;
- Drivers: deliver food boxes and bags to seniors and homebound individuals who are unable to make it into the pantry. Each route takes place once per month.
- Off-site delivery and distribution assistance: ride along with staff to assist with off-site deliveries and distributions. Preferably able to lift ~25 lbs repetitively.
- Fundraising/Clerical assistance: Assist with paperwork, phone calls, making copies and packets, data entry, fold brochures, write thank you cards.
- Children’s Summer Lunch Site Supervisor: We distribute bag lunches to eligible children at established community sites throughout Humboldt County on summer weekdays. Supervisors are needed at all sites, mid-June through mid-August. Training is provided.
- Group Opportunities: we are often able to set up group opportunities for schools, families and workplaces including food sorting, mailings and other activities, just ask.

3. You can give as much or as little of your time as you want. Some folks volunteer several days a week, others once per month. Some prefer to be on call and only come in on an as-needed basis. Whatever your level of commitment, we’ll be happy to create an opportunity that fits your schedule and availability. We are however closed most holidays and weekends.

4. Support a worthy cause without spending money! If you want to give something back but find yourself strapped for extra funds, volunteering is a great way to contribute to our organization as well as make friends and help our community. Get some exercise, get to know people, share some laughs, we have it all here.

5. There is such a thing as a free lunch! If all that’s not enough, we show our support for our wonderful volunteers in part by providing lunch each weekday. In addition, we throw an annual volunteer appreciation party complete with food, music, prizes and more to celebrate the generosity and kindness of these dedicated folks and all we’ve accomplished together.

Count me in! What do I do?
If you’re interested in becoming a volunteer, just call (707) 445-3166 or email lhughes@foodforpeople.org to set up a time to come in for an orientation. We have open orientations on Mondays at 12:30 PM, except holidays. If that time does not work for you, worry not. We’ll be happy to set up a more convenient time.

At the orientation, prospective volunteers fill out an application sheet and read over our volunteer policy packet. We then tour the Food for People facility and discuss our programs and operations procedures. After the tour we review the various volunteer opportunities and set up a preliminary schedule for our new volunteers based on availability and interests. Further training is provided on site when volunteers begin their first shift.

We endeavor to keep our volunteers happy and remain flexible. If for any reason a volunteer is less than satisfied with a particular assignment we are happy to work with them to find another task or otherwise accommodate their needs.

Thank you for your generous support and your interest in volunteering with us. Please contact us with any more questions and we’ll be happy to speak with you further. And remember, “Volunteerism is the voice of the people put into action. These actions shape and mold the present into a future of which we can all be proud.” — Helen Dyer

Donate online at: www.foodforpeople.org

707-445-3166

From top to bottom: Brandon Hook, Claire Mileham, Laurel Zargari, Lia Vang and Peter DeAndreis volunteer at the food bank in different ways such as stocking shelves, helping run the front desk, cooking lunch for other volunteers and staff and helping in our Choice Pantry.

THANK YOU
MUDDY WATERS COFFEE CO.
FOR SUPPORTING STAFF & VOLUNTEERS AT FOOD FOR PEOPLE!
Nutrition Corner
By Jessica Coltar, Nutrition Education Coordinator

Many people believe in order to cook and eat healthy at home, you must be able to shell out a lot of money, as well as the time to do so. This is a very widespread food misconception. In actuality, the opposite is true; when comparing individual meal prices in restaurants to those made at home, the savings are considerable, not to mention the difference in nutritional quality! With these two very compelling reasons to cook at home, why is it that so many Americans rarely, if ever, are doing just that?

Personally, I feel very fortunate to have grown up in a home where many of our family meals came from our own backyard, and cooking was viewed as a fun family activity. My mother made it a point to always include me and my siblings in her cooking and grocery shopping ventures so that we could learn by example. I always enjoyed being able to help, and was fascinated by the art of cooking. This age-old tradition of home cooking, and passing basic cooking skills on to future generations is sadly becoming a concept of the past.

As the pace of life becomes faster, the quality of food choices for many Americans is becoming poorer. Less time is being spent in the kitchen, while more time is being spent frequenting fast food restaurants, vending machines and convenience stores. Food choices are being made based upon convenience and budget limitations, not necessarily on the nutritional value of the food. It has become overwhelmingly obvious that these changes have adversely affected our health, and our waistlines.

At Food for People, one of the many ways that we try to put an end to this trend and to encourage healthy home cooking with fresh fruits and vegetables is by making and distributing produce kits. These kits make it very easy to produce a meal at home, as well as to cook using fruits and vegetables that may be unfamiliar. Produce kits are bags of fresh fruits and vegetables paired with simple, healthy recipes using the produce item in the bags. These produce kits are regularly distributed through the Food for People Choice Pantry. Depending upon the variety of produce available at the food bank, kits are assembled in bags which include a recipe, nutritional highlights of the recipe, a list of the kit’s ingredients and two to five produce items that will be used in making the recipe. Our most recent produce kits have included Sweet Potato Apple Casserole, Cabbage Salad, and Carrot Apple Salad kits.

Putting the resources and materials together in one easy package kit and making the recipe at home there is a heightened sense of confidence for many who are new to the kitchen.

Another effort we make at Food for People to encourage healthy nutritional habits is a free monthly cooking class. The class is held monthly at the Eureka Co-op’s community kitchen. In these classes, participants learn the basic kitchen techniques necessary to cook healthy meals at home using commodity food items and seasonal produce available through the food bank.

During the late summer and fall months when produce items are in abundance, it is a great time to preserve your extras! For this reason, we decided to put a spin on the regular cooking class during the months of October and November this year. We were lucky enough to have Nicole Gribi, our Child Nutrition Programs Coordinator, join us to provide free preservation classes in place of the regular monthly cooking classes. Participants in these classes were able to ask questions and participate while learning the basic techniques of canning fresh fruits and vegetables as well as the preservation method of dehydration.

Canned foods such as tomatoes can be used all winter long for soups, pasta sauces, casseroles and more. For the October preservation class, participants were taught how to make refrigerator pickles and can fresh tomatoes. The November class was based on the preservation of apples, and participants learned to make and can applesauce and to dehydrate sliced apples. During these classes, participants were able to see the entire process of canning from start to finish using the water bath method. These two classes were kept to a fairly small number of people so that each person could come up and participate while seeing the process up close. Participants of the November class were particularly fond of trying out the “Apple Corer, Peeler, Slicer” device Nicole used to slice and peel apples evenly and quickly. Each participant was able to try the device and then snack on the sliced apples. By the end of each class, participants were excited to take home a jar of the freshly canned items, a bag of the fresh produce, as well as an instructional canning guide to use at home.

A few of the people who had attended the October class joined us again for the November class and were brimming with stories on how they had been using their canned pickles and tomatoes and of their experiences canning at home! It is exciting to see the enthusiasm and the desire to learn more about healthy living in the many bright faces we meet each month. These classes are a lot of fun, and a great way to not only learn valuable life skills, but to interact with other people interested in being healthy too!

Thank You, Suddenlink for your valued sponsorship of our Annual Holiday Spirit Food & Fund Drive!

Donate every time you check out at the Eureka and Arcata Co-op!
Choose #88-80003
1% - or amount of your choice - will be added to your bill and donated to Food for People - it’s that easy!
Food for People has been promoting use of the Food Stamp Program for many years by highlighting the program’s crucial role as a nutrition assistance program. During that time we have been working to reduce stigma, advocating for the elimination of bureaucratic hurdles, and encouraging increased usage. Our strategies have included providing direct application assistance for eligible individuals and families, hosting informational clinics at food pantries and community sites, providing training for community partners and publicly advocating on behalf of the program and the people it serves.

In late October, the state of California unveiled CalFresh, the new name for what was previously known as the Food Stamp Program. “This rebranding campaign will go a long way in helping to erase the unfortunate stigma associated with this program and encourage families to seek CalFresh as a resource for putting healthy meals on their table,” declared former First Lady Maria Shriver during the public announcement.

This rebranding has been in the works since October of 2008, when the program was renamed SNAP (Supplemental Nutrition Assistance Program) by USDA. At that time, states were given the option of using this new name or creating their own. The California legislature directed the California Department of Social Services to develop a new name that reflected several facts: “stamps” no longer exist; the program supports healthy living; the program has benefits to California agriculture; and the program is a health and nutrition program.

“We really needed something to capture how the program has changed,” says George Manalo-LeClair, Senior Director of Legislation for California Food Policy Advocates (CFPA), referring to the new ways to apply, new rules and the new mechanism for delivering benefits—the EBT card. The EBT, or Electronic Benefits Transfer card, is one of the greatest changes made to the program in recent history, allowing the clunky paper stamps of yesteryear to be replaced by a card that looks and functions like a typical debit card. This transition has increased efficiency and reduced the stigma associated with the program by allowing people to utilize benefits quickly and discreetly in the grocery store checkout line.

One main goal of this rebranding is to increase the state’s dismal participation rate. Less than half of those eligible in California are receiving assistance, placing us near the very bottom of the list when compared to other states. This lack of participation translates into millions of Californians struggling to put food on the table, without the assistance that is available to them if they applied for CalFresh. In Humboldt County alone, CFPA estimates 14,963 eligible people are not utilizing the program.

The low rates of participation in California (and Humboldt County) are not just a loss for the families missing out on assistance that could help safeguard their health and wellbeing from the ravages of poverty; the state and local economies are also negatively impacted. California loses out on $4.9 billion in federal benefits each year due to the current participation rate. In Humboldt County, if 100% of those eligible began receiving assistance we would see an additional $22.5 million in federal dollars directly enter our local stores and Farmers’ Markets.

Bolstering CalFresh and encouraging greater levels of participation makes sense on numerous levels, and has proven effective. Last year, the Center on Budget and Policy Priorities (CBPP) published a report entitled The Food Stamp Program is Effective and Efficient, which evaluated the program on a variety of fronts and concluded “taxpayers can have high confidence that the program is using public resources wisely.” Three areas of success are at the center of the report’s conclusion: the program’s ability to quickly and effectively respond to the recession, its stimulative effect on the economy, and the program’s remarkably low error rate.

While the CalFresh rebranding is a step in the right direction and will encourage greater participation, reduce stigma, and promote the consumption of fresh fruits and vegetables, there are still significant structural barriers at the state level needing to be addressed. Specifically, these include making the transition to semi-annual reporting and eliminating the costly (and unnecessary) finger imaging requirement, both of which would be powerful actions the state could take to boost participation and ensure California families have enough to eat.

For more information on CalFresh, to apply for assistance, request a CalFresh clinic or training at your agency, or for information on the Humboldt County CalFresh Task Force; contact Michael Canning at (707) 445-3166 ext. 308 or by e-mail at MikeC@foodforpeople.org.

Along with the new name, a new logo and tag line, Better Food for Better Living, were also unveiled.

Healthy Hunger-Free Kids Act of 2010 Passed!
By Michael Canning, Community Education & Outreach Coordinator

Among the final actions of the exiting Congress was the historic passage of the Healthy Hunger-Free Kids Act, also referred to as the Child Nutrition Reauthorization Act. This landmark legislation takes bold steps to improve the quantity and quality of food available to children in the United States.

Highlights of the bill include:
• Enhancing the nutritional quality of food served in school-based and preschool settings
• Expanding the Afterschool Meal Program to all 50 states
• Increasing the federal reimbursement rate for school meals
• Supporting improvements to direct certification for school meals and other strategies to reduce red tape in helping children obtain school meals
• Allowing state Women, Infant and Children (WIC) agencies the option to certify children for up to one year instead of every six months
• Mandating WIC electronic benefit transfer (EBT) implementation nationwide by October 1, 2020
• Excluding federally funded jobs in state child nutrition and WIC agencies from state lay-offs and furloughs
• Improving area eligibility rules so more family child care homes can use the Child & Adult Care Food Program (CACFP)
• Making “competitive foods” offered or sold in schools more nutritious

The passage of the Healthy Hunger-Free Kids Act is a great victory and will be a valuable tool in helping to curb the obesity epidemic, which impacts 30% of Humboldt County’s children. Unfortunately, the only way Congress would pass the bill was if it was “deficit neutral” and did not incur additional spending, so they elected to cut SNAP/food stamp benefits by $2.2 billion by April 2014 in order to pay for the child nutrition program improvements outlined in the bill. This seems short-sighted, since more than one in seven American households are currently receiving SNAP benefits; in California, 60% of the recipients are children. This cut will translate to a family of four having their monthly benefits lowered by $59, a substantial loss for a family with an already limited grocery budget. Both President Obama and the Democratic leadership in Congress have vowed to make reinstating the funding a top priority for the future; however it will likely be an uphill political battle.

For more detailed information on the Healthy Hunger-Free Kids Act, visit the Food Research and Action Center (FRAC) at www.frac.org or call Food for People at (707) 445-3166 ext. 308. You can also stay up-to-date on this and other policy issues, as well as get tips on contacting your representatives on important legislation by subscribing to Food for People’s electronic newsletter, the Hunger Action E-News. Just send an e-mail to HungerAction@foodforpeople.org to subscribe.
Hunger Fighter Challenge Teams

Holiday Spirit Food & Fund Drive

Continued from page 1

and the Eureka Co-op. This year, the on air food drive netted 8,000 pounds/dollars. We deeply appreciate all the effort that goes into putting together a week of remote broadcasts. We send a heartfelt thank you to all the folks at KHUM, and everyone from the community who donated food and funds.

The donors mentioned in this article represent a sustained commitment to ending hunger in Humboldt County. We would like to reiterate how fortunate we are to have so many caring organizations, groups and individuals that regularly contribute to the Food Drives Program. Thanks again to everyone who donated in 2010. North Coast residents really came through to help their friends and neighbors in need this holiday season. Every donation is important and we appreciate each dollar and every food item that is given to help relieve hunger. If you would like to get involved with the food drives program, please get in touch with us. We look forward to a successful year ahead in 2011.

Back Country Horsemen of California Redwood Unit kicks off the Holiday Spirit Food & Fund Drive with several hundred pounds of food donated and unloaded straight from the saddlebags of the horses!

2010 Gold Star Hunger Fighters
Each team collected over 500 pounds/dollars this Holiday Season!

Catalyst Church

The Federal Building

Thank You Bear River Casino
for your valued sponsorship of the Annual Holiday Spirit Food & Fund Drive!
Social Services Branch Staff
Department of Health & Human Services

Pan Dulce Steel Orchestra

Recology Humboldt

Cuddly Bear Thrift Store

Hospice of Humboldt

Environmental Technology Inc.

PG&E

Rio Dell School District

Community Wellness Center

Donate online at: www.foodforpeople.org 707-445-3166

Thanks to the former Trinidad Community Garden for your donation to Food for People!
Tributes, Memorials & Gift Contributions

We would like to sincerely thank the friends and family of those who have made donations in honor and in memory of others. Your generous donations go a long way toward helping the 10,000 to 12,000 people we feed each month, including children, seniors and working families in need.

Would you like to honor a friend or family member by making a charitable donation to Food for People? Simply add a notation to your donation. If you include an address, we’ll send an acknowledgement to that person to let them know about the donation in their name or the name of their loved one. You can also let us know if there is a favorite program of theirs and we’ll make sure the donation goes to their program of choice. It is a great way to celebrate and/or honor the memory of someone you love.

If you would like to make a donation in someone’s name for a birthday, special event or holiday, we can do that too! We will let them know a generous donation has been made in their name. Just be sure to include the address of the individual and we will send them a card to let them know about your donation.

We are always happy to know a bit more about the folks for whom you are making donations in honor or memory. Let us know if you would like to include a photo or briefly tell their story and why you wish to honor your friend or family member and we will publish it in our newsletter.

I’d like to be a Regular Donor!
Please send an 800 Club Packet to:

Name: ________________________________
Address: ______________________________
City, State, Zip: _______________________

Please charge my credit Visa or Master Card:
Monthly □ Quarterly □ Amount: $ __________

Card Number: __________________________
Exp. Date: __________ Sec. Code (on back of card): __________

Clip and mail to:
800 Club, Food for People, 307 W 14th St., Eureka, CA 95501

I want to become a Volunteer at Food for People!
Call 707-445-3166 or email:
Volunteer@foodforpeople.org. Or fill out and send in:

Name: ________________________________
Address: ______________________________
City, State, Zip: _______________________

Please have someone contact me:
Phone: _______________________________
Email: ________________________________

Senior Spotlight - Deirdre “Dee” Villier
By Chris Smiley, Community Foods Coordinator

Dee Villier has lived in Humboldt County for 47 years, currently residing in McKinleyville with her 10 dogs. After retiring from the sawmill business, she began volunteering at the local animal shelter and the Grace Good Shepherd food pantry in McKinleyville where she found out about our Senior Brown Bag program. Being a very sociable gal who loves to work with people, she started volunteering to help with Senior Brown Bag distributions, eventually enrolling as a client herself. When asked what inspired her to help, she responded, “Well, they needed help and I liked all the nice people volunteering here already. You get to meet new and wonderful people who appreciate everything you are doing.” Dee helps distribute food from the McKinleyville pantry twice a week as well as being an invaluable part in coordinating the Senior distribution every third Thursday of the month. The knowledge of the local community and the hands-on help that Dee and all the other volunteers provide at the Grace Good Shepherd Church makes the distributions efficient and fun. Dee loves to crack jokes while helping the local seniors, contributing to the high morale held by all of those she works with and helps. She has volunteered with the food pantry for more than three years now and continues to encourage and inspire others with her charming personality and charitable spirit.

Special kudos go to Sally Hewitt from one of our donors, acknowledging her many years of service as a leader in the non-profit community and her current work for the county DHHS. Thank you Sally!!

We thank Rent-A-Center for their generous donations of funds & food to Food for People with special thanks to Billie Spurlock & Juan Delgado for including us in their ribbon cutting as well. Rent-A-Center is a great addition to our community!

IN MEMORIAL

Randy Hines
Ron Brisker
John Rodriguez Euley
Grandma Carolyn
Floyd Damassa
Aaron Slade
Harold Fisher
John & Jason
Diamond
Thelma Soutar
Kay Gilliland
Glen Schirmann
Walter Bognuda
Charles Kidder
Carol Akins
Robert Talmadge
David Ferch
Nathan Wolfe
James Bordman
Delmar
Rebecca Edwards
Bernice Portugal
Betty Workman
Bette Dobkin
Townya Leavitt
Tom Smith
Robert Gray
Jane & Mario
Brenta
Fred Duerst

IN HONOR

Edith Watson
Genia Garbaldy
Keith Newcomer
The Homeless
Mickey & Olga
Yonkovig
Painting Group
Berget Jelane
Bea Renner
Cynthia Chason
Joel
Mike & Katy Yanke
Bruce & Shirley Miner
Mary Jo Renner
Karen Angel
Susan Anderson
Anne Holcomb
Jim & Janet Buckley
Mark Bird
Doris Davis
Robert Gray
Mike Dronkers
Sally Hewitt
David & Lin Glen
Jason & Teresa Hood
Sally Theu & Jay
Biancalana
Denis Murray
Bud & Missy Talbot
Erika Makino
Carrie & Jerry Sams
Ronald R. Young
Khum Staff
Harriet Pecot
Judy & Dick Longshore
Khsu Staff
The Gaxiola Family
Lura Winzler
Bonita Banducci & Jay
Shahgoub
Food for People’s Board of Directors

Rent-A-Center is a great addition to our community!
**2010 Silver Star Hunger Fighters**

**Worked to collect food and funds throughout the Holiday Season!**

- Back Country Horsemen of California Redwood Unit
- Changing Tides Family Services
- Coast Central Credit Union
- Eureka High School
- Eureka Post Office
- Humboldt County Community Development (Planning Department)
- The Job Market
- Mad River Brewing Company
- Power N Fitness
- Public Health Branch (DHHS)
- Redwood Coast Regional Center
- Sempervirens Psychiatric Health Facility
- Six Rivers National Forest
- Six Rivers Planned Parenthood
- Social Security Administration Office
- St. Joseph's Hospital
- Redwood Coast Regional Center

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**Hunger Fighter Winners by Category**

**Commerce Champion Awards**

Presented to the high-traffic retail company with the highest donations:

1. Mad River Brewing Company
2. Coast Central Credit Union
3. Power N Fitness

**Community Champion Awards**

Presented to the community based organizations with the highest donations:

1. Humboldt County Community Development (Planning Department)
2. The Job Market
3. Social Security Administration Office
4. Changing Tides Family Services
5. Hospice of Humboldt
6. Redwood Coast Regional Center
7. Back Country Horsemen of California Redwood Unit
8. Public Health Branch Staff (DHHS)

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- Six Rivers National Forest
- Six Rivers Planned Parenthood
- Social Security Administration Office
- St. Joseph’s Hospital
- Redwood Coast Regional Center

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**United Bikers of Northern California Support FFP!**

Thanks go to The United Bikers of Northern California who donated 1108 pounds of non-perishable food to the food bank this past fall!

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**The success of our Holiday Food & Fund Drive depends, in part, on our Bronze Candle Sponsors**

Janssen, Malloy, Needham, Morrison, Reinholtsen & Crowley LLP
Les Schwab Tires

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**The success of our Holiday Food & Fund Drive depends, in part, on our Red Ribbon Sponsors**

Anderson, Lucas, Somerville & Borges, CPAs
Cher-Ae Heights Casino
Eureka Floor Carpet One
Humboldt Land & Title Company
Recology Humboldt
Rings Pharmacy
Target Eureka
Tomas Jewelry

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**Thank you Davidson Bros. Lock & Safe for your support of our Annual Holiday Spirit Food & Fund Drive**

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**Thank You Redwood Broadcasting for your valued sponsorship of the Annual Holiday Spirit Food & Fund Drive**
A Year in Gleaning
By Jason Whitley
Local Food Resources Coordinator

Fresh fruits and vegetables are plentiful in Humboldt County. Food for People strives to provide a healthy, balanced diet to the clients that take part in our Choice Pantry. Many times we try to ensure there are no limitations on the amount of produce that a family can receive as part of shopping the Choice Pantry. Thanks to the many farmers and gardeners in the region, we are able to give out large amounts of fresh food. The goal of the gleaning program is to make sure there are plenty of fruits and vegetables available to our programs at all times. Despite a challenging and rainy season, farmers and gardeners still managed to donate more than 55,000 pounds of produce in 2010.

The Plant a Row for the Hungry Program is a nationwide initiative that encourages backyard gardeners to plant a little extra in their garden and donate it to hunger relief agencies. Food for People actively promotes this program by giving away seeds, plant starts, and soil, and also by holding a once a year gardening workshop where folks are invited to come in to the food bank and hear a talk by a local farmer. For the past two years, Eddie Tanner of DeepSeeded Community Farm has been kind enough to participate and share his expertise in this workshop. Look for flyers advertising this activity in the spring. Overall, Plant a Row for the Hungry Program accounted for more than 9,500 pounds of donated produce in 2010.

Farmers’ Markets are an essential piece of the gleaning that takes place during the farm season. During peak season, Food for People can acquire up to 350 pounds of fresh fruits and vegetables at the end of each farmers’ market that we glean. We extend our deepest gratitude to the North Coast Growers’ Association for allowing Food for People to glean the local farmers’ markets in Eureka, Arcata and McKinleyville. These markets alone brought in 11,000 pounds of produce in 2010. Considering the markets are only open from April until November, this number is quite substantial.

Some of the produce that is received by Food for People is used in our cooking or preservation classes, where clients are invited to learn how to use or preserve the food that is growing in their backyards and local community. This year the Community Education and Outreach team held canning classes for making both applesauce and tomato sauce. The apples were gleaned at Earthly Edibles in Blue Lake. Many of the tomatoes were gleaned from New Moon Organics located in Shively. Each produce donation received at the food bank makes its way into one or more of the various programs operated by Food for People. For instance, certain produce items are given directly to the Senior Brown Bag program and gleaned pumpkins donated by Shakefork Farm were given to the Backpacks for Kids program around Halloween.

Food for People has worked hard to cultivate a positive relationship with many of the agricultural producers in Humboldt County. We are grateful to be invited to farms located throughout the area for harvest trips. If you would like to volunteer with the gleaning program to help us on one or more of these trips, please don’t hesitate to get in touch with us.

A heartfelt thank you goes out to all the farmers and gardeners that put so much time and effort into growing food, and then donating a portion to the food bank. We appreciate every head of lettuce, every tray of berries, and every apple that is donated; every bit of food helps alleviate hunger in our community. We also realize that due to the realities of agriculture, many times farmers donate extra vegetables or fruits because they cannot sell them for one reason or another. We like to show our appreciation and give back to them by encouraging support of our local farmers for the valuable service they provide to our entire community. The beauty of this program – and all gleaning programs, is that this food does not have to become waste. So the next time that your garden is brimming with cucumbers or squash call us and we will be happy to accept your donation.
Food for People Welcomes & Bids Farewell

Chris Smiley  
Community Foods Coordinator

Chris finds great reward in providing nutritious food to folks at all points of the income spectrum. He has been a chef and kitchen manager in Humboldt County restaurants for more than ten years and has put his culinary talents to work raising money for a Mendocino County nonprofit at an annual benefit for the past five years. Inspired by the food needs of seniors and homebound folks in our community, he now oversees the Homebound Delivery Program and the Commodity Supplemental Food Program and will make sure hundreds of seniors a month receive nutritious foods via the Senior Brown Bag Program. We’re excited to welcome the multi-talented Chris to our team!

Jasmine McCracken  
Community Foods Coordinator

During the three and a half years that Jasmine McCracken worked at Food for People, she went out of her way everyday to make clients, volunteers and staff feel important. Whether it was in her starting position as receptionist, then administrative assistant or finally as Community Food Programs Coordinator, Jasmine made it a point to know everyone by name and give them her time, humor and compassion. She truly loved working with senior clients and often went above and beyond by making last minute food deliveries for her homebound clients. Jasmine was a wonderful co-worker, always stepping up to help fellow staff members during a hectic day. We would like to take the opportunity to thank Jasmine for her warmth, hard work and dedication in helping to ensure that everyone in our community has enough to eat every day!

Hector Diaz  
Food Stamp Assisstor

During his past year with Food for People as our Food Stamp Application Assisstor, Hector Diaz (also known affectionately as “the food stamp guy”) has been a valuable asset to the organization and touched the lives of many throughout the community. In his position, Hector was able to step out into the community and provide information about CalFresh (formerly the Food Stamp Program) and help families in need to apply, reducing the stigma associated with receiving benefits and helping folks navigate the bureaucratic hurdles of the process. Hector spent much of his time visiting local food pantries, farmers’ markets, and other community events, directly connecting with those in need. Hector was able to make significant progress with our outreach efforts targeted at Spanish-speaking households, which has historically been a difficult task. All of us at Food for People would like to wish Hector the best of luck as he starts his next chapter. His commitment to the community we serve and warm personality will be greatly missed.

Jessica Collar  
Nutrition Education Coordinator

Everyone at Food for People is thrilled to welcome Jessica Collar to the team, as our Nutrition Education Coordinator. Jessica will be filling this newly created position, designed to refine and expand our nutrition education activities and promote healthy diets and lifestyles. A recent transplant to Humboldt County, Jessica comes from Chico, California where she grew up and attended university. In May of 2009, Jessica earned her Bachelors degree in Nutrition and Food Science from California State University, Chico. Jessica has always had a strong interest in food and health and is incredibly passionate about sharing her wealth of knowledge with the community. Jessica has already hit the ground running, helping our pantry in McKinleyville with its transition to a choice-based model of distribution and developing a great many new resources encouraging the consumption of fresh fruits and vegetables. Welcome aboard, Jessica!

Nick Deruyter  
Truck Driver

It is bittersweet to announce that Nick DeRuyter is re-entering retirement. Nick, a long time volunteer and staff Pantry Network driver during the past year, is expecting his first grandchild soon and will be increasing his traveling. While working at Food for People he has become the go-to guy for everything from fixing our roll-up doors to installation of anything, earthquake proofing our warehouse and solving any issue that we run into. Over the past year Nick has been our Pantry Network driver and a good friend to all of our pantry coordinators. Previously he was the head of the IT Department at Humboldt State University, and has also worked in and taught accounting. We are all very grateful to Nick for everything he has done. You rock!

Caleb Gribi  
Truck Driver

Our new lead Pantry Network driver is Caleb Gribi. A disc golf enthusiast, Caleb owns KB’s Disc Wagon, a mobile disc golf pro shop (www.discwagon.com). He is also Member Liaison on the board of the Par Infinity Disc Golf Club, a non-profit organization dedicated to maintaining the disc golf parks across the county. Caleb filled in for Nick as our Pantry Network driver in August and has done a great job. Welcome to the Food for People family.
Interview with a Backpacks for Kids Champion!

By Nicole Gribi
Child Nutrition Coordinator

John Bradley is the kind of citizen any community would be proud to call their own. We are lucky he lives in Humboldt County! John moved here in 1972 after living in South America with his wife for several years. He started a small business making screen printed shirts and note cards. Over the years, J. Bradley Design grew into a commercial graphics business specializing in digital signs, banners, graphics, and fine art reproduction. In 2007, John sold his business and retired, but that did not slow him down.

John keeps busy giving back to our community through the Rotary Club of Eureka which he joined in 1999. John has served as the chairman of the youth exchange committee and as a member of the board of directors with the Rotary. He is currently serving on the membership and youth service committees. Since 2007, Food for People has partnered with the Rotary Club of Eureka to provide the Backpacks for Kids program to students at three Eureka schools. In 2008 John spearheaded an unprecedented partnership between the three Rotary Clubs of Eureka, dramatically expanding the number of children who get enough to eat on weekends. This partnership has also broadened the scope of service for the Rotary Clubs.

On December 16th, I had the pleasure of sitting down to lunch with John and asking him a few questions about his history and future with Backpacks for Kids.

**How did you become involved with Backpacks for Kids?**

In 2007, I was asked to come up with an idea for the Club President’s annual project. The President wanted something that would benefit children locally. I had heard that the Fortuna Rotary Club was involved with Backpacks for Kids and looked into it. It seemed like a really great project that was useful and effective. I thought, why should we come up with a whole new project for Eureka when this model is already up and running? It seemed like all we needed to do was advocate for the program and step in with funding. But I wanted to do more. I saw it as an opportunity for our club to change gears. I wanted to see the club members physically participate in the program. I thought the Rotary Club could organize to volunteer as part of our involvement. The President of the Club accepted the project, and this is our 4th year working with Backpacks for Kids.

**What drew you to the program?**

Backpacks for Kids satisfied two important goals for me. One, using Rotary’s extensive financial resources for good in our local community. And two, getting the members involved in a local, long term, team project.

**After your President accepted the project, how did things progress?**

We approached Food for People about our club’s interest in sponsoring children in Eureka, as well as picking up and packing the food. Humboldt Moving & Storage provided a place to pack, we started doing weekly packing and people really liked it. The members enjoyed having a concrete act of service. The project even received recognition from our Rotary District which includes 43 clubs from Marin to Crescent City. I went down to the regional meeting and did a PowerPoint presentation about Backpacks for Kids and our involvement.

Our goal for the following year was to get all three Eureka Rotary Clubs together to expand the program. In 2008, all three Eureka Clubs contributed and the project took off. With all three Clubs involved, more than 300 business people in the community became involved and aware of the need. Other Rotary Clubs in Fortuna, Arcata, and Garberville also support Backpacks for Kids in their communities.

**What is your role now? How are you staying involved?**

My principal role has been and continues to be a liaison between the three Eureka Rotary Clubs. I visit each of the Clubs, give updates, and make sure they continue to participate. If they have any problems or concerns, I troubleshoot. I try to add specificity to the overall effort by giving them even more concrete ways they can help like bringing guests to help pack bags, or donating peanut butter. My other role is to look ahead. I am working to develop a funding model that gets us out of the loop of seeking new support each year. I am seeking financial security for the program. I’m working on a five year plan for the program that would involve both a service commitment and a multi-year financial commitment from individuals, service and social organizations, and business partners.

I also still volunteer. I try to get out and help pack bags as often as I can. I helped put together the volunteer calendar for the three Clubs this year. And I try to mentor people who are new to working with Backpacks for Kids.

**What results have you seen through participating in Backpacks?**

Well, of course, there are the students we serve. My wife taught at South Bay Elementary before retiring, and she told me the project made a huge difference for the children. I also know the current administrators at Alice Birney and South Bay Schools and they give me ongoing affirmation that the program is helping their students. These are kids who cannot change their own situations - they’re just kids! It falls on the community to answer the need.

For the donors, I have seen a big change. The Rotary has always been a generous, service based organization, but this has redirected our efforts to doing something locally and on a sustained basis. This is a long term service project, not an edifice like a soccer field. Giving both money and time is an opportunity for the Rotary to implement its motto “service above self” in a concrete way.

Another benefit I never expected has come from our partnership with a non-profit organization. People might have heard of Food for People, or the need in our communities, but they did not have a personal connection prior to participate in Backpacks. Working with Backpacks has created advocates for the program and for the food bank. Rotary members now recognize Food for People as a financially sound, well managed organization. We have gained a new perspective of knowledge and respect. We have subsequently realized that the work of all nonprofits is important and that these organizations are not just always asking for something. Our understanding has changed.

**What do you like most about being a part of Backpacks?**

Everyone likes being part of something successful and Backpacks for Kids is now running successfully.

I like that the program is very direct. I think people want to correct imbalances in our society and there are very few concrete avenues to do so. You can vote and exercise your political power, but it’s pretty abstract and politicians don’t always keep their promises. You can give your money to a third party and let them figure out how to use it. But Backpacks for Kids is a direct act of service. We pack food into bags with our own hands and then we give those bags to real children at schools in our neighborhood.
Donate online at: www.foodforpeople.org  707-445-3166

Women in Timber

Many thanks to Women in Timber’s North Coast Chapter who delivered almost 200 lbs of non-perishable food to Food for People during the holiday season. Pictured here are Eileen Amos, Amber Gomes, Lisa Perry, our own Ivy Matheney, and Cindi Panusha. Thank you for your generosity & continued efforts on behalf of the work we do here!

Female Flame Off

Last fall, the Female Flame Off took place in Arcata during which women glassblowers competed within several categories and created works of glass art which were then auctioned off to benefit Food for People. Shown here is the Mommy & Me category where moms (& dads) competed with their kids against other families.

Food for People

The Food Bank for Humboldt County

HUNGER FIGHTER CHALLENGE TEAMS 2010
GOLD STAR WINNERS
(Raised 500 lbs/dollars or more)
Caltrans
Tj Turner's Church
Community Wellness Center (DHHS)
Cuddly Bear Thrift Store
Environmental Technology Inc.
The Federal Building
Hospice of Humboldt
Pan Dulce Steel Orchestra
PG&E
Recology Humboldt County
Rio Dell School District
Social Services Branch Staff (DHHS)

HUNGER FIGHTER CHAMPIONS
Back Country Horsemens of California
Redwood Unit
Changing Tide Family Services
Coast Central Credit Union
Eureka High School
Eureka Post Office
Humboldt County Community Development
(Planning Division)
The Job Market
Mad River Brewing Company
Power N Fitness
Public Health Branch (DHHS)
Redwood Coast Regional Center
Sempervirens Psychiatric Health Facility
Six Rivers National Forest
Six Rivers Planned Parenthood
Social Security Administration Office
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Redwood Coast Regional Center

MEDIA SPONSORS
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Lost Coast Communications
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Redwood Times
Suddenlink Communications
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TV 23 KAEF

We would like to thank all of the local individuals, businesses, civic groups and organizations that helped make our 2010 Holiday Spirit Food & Fund Drive the most successful in our 32 year history!

HOLIDAY BAG & AD SPONSORS
Anderson, Lucas, Somerville & Borges
Bear River Casino
Cer-Ae Heights Casino
Davidson Bros. Lock & Safe
Eureka Floor Carpet One
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Les Schwab Tire Center
North Coast Co-op
Recology Humboldt County
Rings Pharmacy
Suddenlink Communications
Target Eureka
Tomas Jewelers

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County of Humboldt MCAH
First 5 Humboldt
Green Diamond Resource Company
Humboldt Area Foundation
Humboldt Association of Realtors
Mel and Grace McLean Foundation
St. Joseph’s Health System - Humboldt County
Patricia D. & William B. Smullin Foundation
Union Labor Health Foundation

ADDITIONAL COMMUNITY DONORS
Blue Lake Casino
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Dell’ Arte
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Eureka Interfaith Fellowship
Faith Center U-Turn
Fog Dogs
Humboldt State Child Development Lab
Humboldt State Service Learning
Ladies of Second Street:
Booklegger
Ciara’s Irish Shop
Art Center
Going Places
The Linen Closet
Ray’s Food Place & Shop Smart
Redwood Empire Quilters Guild

Rotary Clubs of Eureka, Fortuna & Arcata
Safeway Stores, Inc.
Saint Bernard’s School
Temple Beth El
United Methodist Churches
United Bikers of Northern California
Unity Church of the Redwoods
UPS
Women in Timber

FOOD DROP OFF LOCATIONS
Community Credit Union of Garberville
Country Club Market
Eureka Co-op
Fieldbrook Country Market
Ferndale Community Church
Grace Good Shepherd Church
Grocery Outlet
Les Schwab Tire Center
Murphy's Markets
North Valley Bank in Garberville
Orick Community Resource Center
Ray’s Food Place & Shop Smart Markets
Redway Family Resource Center
Redwood Memorial Hospital
Redwood Miniature Golf
Rio Dell CC Market
Rita’s Market
Safeway Stores, Inc.
Scotia Fire Hall
Scotia True Value Hardware
Shop Smart Food Warehouse of Redway
Wildberries Marketplace
Willow Creek Community Resource Center
Umpqua Bank
US Bank Branch Offices
US Post Office in Trinidad
Valley Grocery in Ferndale
Willow Creek Community Resource Center

Thank you for helping Food for People make sure our friends and neighbors in need have enough to eat during these challenging times. This season, community members donated 39,673 pounds of non-perishable food - Thank you Humboldt County!

Thank You Ad
UNDERWRITTEN BY:

Davidson Bros. Lock & Safe

Extreme Couponing =
Extreme Donating

By Deborah Waxman
Director of Programs

It is a delight to be reminded that there is no end to the creative donation ideas our community comes up with. This past December, McKinleyville resident Joanie Demer, co-founder of the website TheKrazyCouponLady.com and co-author of Pick Another Checkout Lane, Honey, made a very unique donation of hearty non-perishable foods she obtained through a massive amount of smart shopping. For Joanie, clipping coupons started out as a hobby three years ago, and just three months in she turned it into a career of sharing her knowledge with others. She sought out Food for People after filming a segment for the TLC cable network show Extreme Couponing, which aired at the end of December. During the show, she filled four carts full of 250 items with a retail value of $638.64. Joanie’s cost for the four carts of food, after utilizing her coupons was only $2.64! After filming for the show, she contacted Food for People to donate the food. Her video of that donation can be viewed online at http://www.youtube.com/watch?v=-872kIP3pq8.

We are so impressed with Joanie’s budget shopping skills and the generous spirit she brings to sharing with our food bank. She has even offered to teach classes for us on budget shopping with coupons. We look forward to sharing her skills and donation with the food bank community. Everyone can surely learn a lot from her coupon clipping skills, both as a way to stretch our grocery budgets and to utilize smart shopping to maximize donations to the food bank.
I also like the people who jump into helping with this project. There are a wide variety of people on the packing line. I've never been on a flood brigade or disaster relief team, but I imagine there's the same single-minded sense of efficiency and purpose that we have on our packing line.

What challenges do you face in working with Backpacks for Kids?
I get frustrated by the never-ending story. There are always needy people and needy kids in those families. Does Backpacks for Kids enable parents to use money they would otherwise spend on food for cigarettes, alcohol, or drugs? How do we know? But then I come back to the idea that Backpacks for Kids is a gift given out of love and charity to kids who do not ask to be in this situation. It's not a contract. It's not give and take. It's just a gift. This can be a tough concept for the business people in Rotary who are used to working with contracts. But you just can’t make a contract with a second grader who hasn’t eaten since Friday. On Monday, all you have is a disaster!

Where would you like to see the program go? What long-term dreams/goals do you have for it?
Given the resources at FFP, there are a finite number of kids we can serve. We think that number is around 500, and we believe that corresponds to the neediest 10% of children in our community. I have no doubt that we will reach that number and that the support exists in our community to do so.

There is so much goodwill for the program it behooves us to do more outreach to create broad based support. In the coming years, I would like to see Backpacks become stable at 500 students both financially and in volunteer support.

- Backpack Champion continued from page 10

Suddenlink Communications continues to fight hunger in Humboldt County! Shown here, Wendy Purnell of Suddenlink Communications, presents a check for $4,325 to Food for People’s executive director, Anne Holcolm. The funds were corporate incentive dollars based on sales during the time frame of Nov 29 through Dec 23, which ended up exceeding the company’s 2010 goals by 200%.

Suddenlink rallied the community in the fight against hunger in several ways last year. September was ”Suddenlink Food Connection Month” which challenged customers to donate nonperishable food. Blues by the Bay served as the kick-off event for the Suddenlink Food Connection. And Suddenlink also challenged local elementary schools in a friendly food drive competition last fall. Suddenlink continues to work with the community and support our work here at Food for People. They are also an annual media sponsor of our Holiday Spirit Food & Fund Drive.

The Ladies of Second Street
There are five wonderful, women-owned businesses in Eureka’s Old Town known as the ”Ladies of Second Street” who have established a generous holiday tradition. Each year, they select nonprofit organizations that are working to address local needs and donate 5% of their sales from the first seven days of December. Customers can direct their donations to their organization of choice, knowing their purchase helps support nonprofits that are working to improve the lives of our friends and neighbors in need. We encourage you to patronize these local businesses in thanks for their support of Food for People which include:

Going Places, Clara’s Irish Shop, The Art Center, The Linen Closet and Booklegger

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Thank You, Eureka Television Group for your valued sponsorship of our 18th Annual Holiday Spirit Food & Fund Drive!