

Spring 2016

VIRGINIA PENINSULA
Foodbank

Food first

*Inspiring Hope,
Feeding Families*

Culinary Training

– Kenneth Burrell needed a new direction in his life.

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A NOTE FROM KAREN

Dear Friends,

Despite the perception that the economy has improved and unemployment rates have declined, many people are still struggling to access adequate amounts of nutritious food for their families.

Food insecurity is the U.S. Department of Agriculture's measure of lack of access, at times, to enough food for an active, healthy life for all household members. The prevalence of food insecurity across our cities and counties remains historically high and has not yet returned to pre-Great Recession levels. Map the Meal Gap 2016, an annual study by Feeding America that details food insecurity rates in every county and congressional district in the United States, has recently been released. Map the Meal Gap shares data about the prevalence of hunger in our community. This year's study reveals that 14.6 percent of the population across the greater Virginia Peninsula is food insecure – up from 13.8 percent in the previous year due to significant increases in Hampton and Newport News. This percentage, the highest of the foodbanks in Virginia, translates into almost 78,000 people who struggle to meet their daily nutritional needs.

The information received from this research study assists the Foodbank in understanding the need and in developing ways to work with partners, donors, and stakeholders to close that meal gap through our various programs. Your support continues to be the cornerstone that allows the organization to meet our annual goals for the community. However, there is more to be done.

While we await news on the latest Child Nutrition Reauthorization bill, we will continue to encourage our Congressional representatives to strengthen, not limit, the child nutrition programs to ensure greater access to eligible children. With over 20,000 children identified in our food insecure population, we recognize that an investment in nutrition for low-income children is an investment in our nation's future.

Every child has the right to the nutrition they need to grow, learn, and thrive. We appreciate all that you do to help us to make that happen.

With thanks,

Karen L. Joyner

Karen L. Joyner
Chief Executive Officer

Culinary Training Program Changes a Life

Kenneth Burrell needed a new direction in his life.

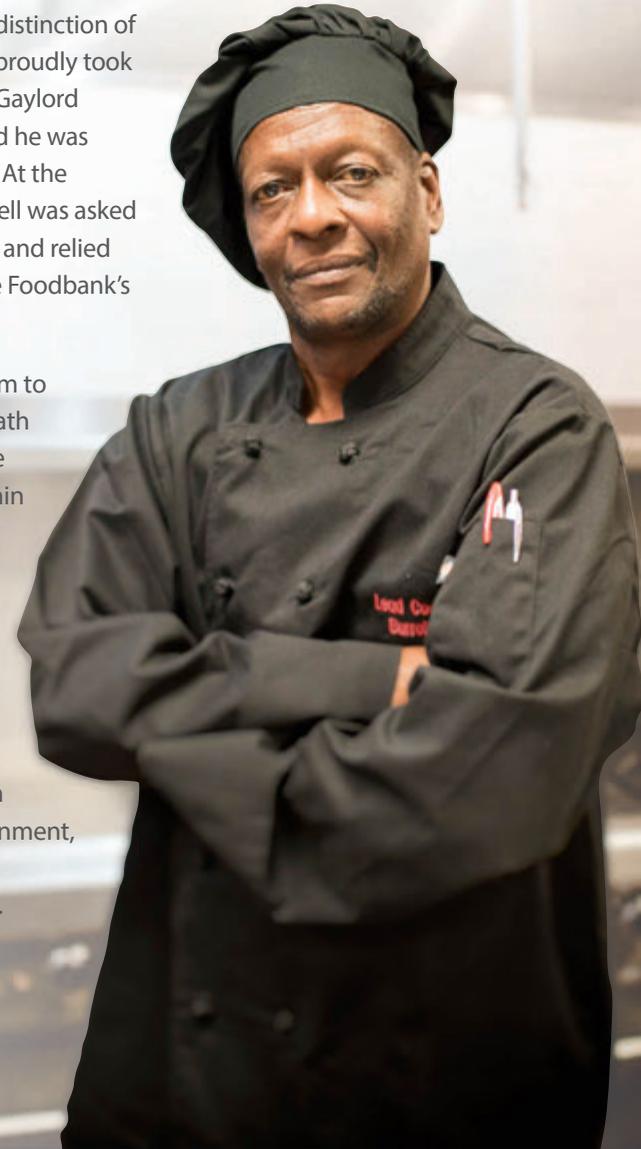
Newly retired from the military and feeling lost, his sister saw an online article about the Virginia Peninsula Foodbank's Culinary Training Program. Having an affinity for cooking, he applied instantly. Enrolling adults from different backgrounds who desire to make a positive change in their lives, this 12-week program offers its students culinary and workplace skills in an effort to place them on a path to job stability and self-sufficiency.

Burrell learned the proper way to work in and run a kitchen, including skills such as proper food handling, food safety procedures, cutting skills, and effective menu planning. Guest speakers from organizations across the Greater Peninsula spoke to students on topics including leadership, conflict resolution, teambuilding, resume writing, financial planning, interviewing, and goal setting. Culinary school can be expensive, but all costs in this program are covered by the Foodbank.

The most rewarding aspect of the Culinary Training Program, according to Burrell, was that the students are tasked with preparing meals for the Foodbank's Kids Cafe Program. These meals feed children identified as food insecure at afterschool programs, community centers, and summer feeding sites. "I have kids and grandkids, and it makes you feel good that these children are getting something to eat when they might not get enough food otherwise," Burrell says.

Known affectionately to his fellow students as "Sarge," Burrell graduated in June 2015 with a ServSafe certification and the distinction of being named Class Leader. He proudly took a position as a prep cook at the Gaylord Hotel in Oxon Hill, Maryland, and he was rapidly promoted to Lead Cook. At the interview with the Gaylord, Burrell was asked to demonstrate his cutting skills and relied strongly on his training from the Foodbank's Culinary Program.

Burrell recommends the program to anyone who wants to travel a path to make his or her life better. He stresses that you have to maintain respect for yourself, stay in the right mindset, and commit to seeing the program through. "They give you a great path. They pay for supplies and testing. They teach you the skills. It's up to you to accept it." Constantly learning new skills in a creative, yet fast-paced environment, Burrell is now able to provide a comfortable living for his family.



Local Students Creatively Help the Hungry

On April 16, students from 14 elementary, middle and high schools from Newport News,

Hampton, and York County came together for their Global Youth Service project to build structures of hope out of non-perishable canned goods for the Youth Volunteer Corps of Hampton Roads 4th Annual CANstructure Event held at Patrick Henry Mall. As a result of the generosity of the students, faculty and staff from these schools, over 22,000 pounds of high quality canned and dry goods was donated to the Foodbank. All of the students were winners because of their passion and team spirit to make a positive impact in their community.



007 

TASTEFULLY
YOURS

THANK YOU



- Bill & Barbara Benson
- Boardwalk Photo Booth Company
- BreakThru Beverage Group
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AN EVENT TO BENEFIT THE VIRGINIA PENINSULA FOODBANK



The 23rd Annual Tastefully Yours

On April 14th there was a night of mystery and intrigue with a James Bond 007 theme, and guests definitely got into character. Everyone enjoyed the delicious food samplings from participating restaurants, Forte delivered beautiful jazz sounds incorporating themes from some of the 007 movies, and there were even clips of films displayed on the wall. Casino tables, photo booths, and dancing added to the evening's festivities.

We are grateful for the support of all our sponsors, including our Grand Sponsors, BayPort Credit Union, Ferguson, Smithfield, and W.M. Jordan Company, and our participating restaurants, vendors, volunteers, and guests. Thank you to everyone who made this event a success.

**You made it possible
for us to provide
600,000 meals to
those struggling
with hunger in our
community. Thank
you for giving people
hope and for making
a difference in their
lives!
GIVING HAS NEVER
TASTED SO GOOD!**

Thanks to Our Participating Restaurants:

- Backyard Bar-B-Que
- Bailey's Sports Grille
- Bar Louie
- Captain Chuck-a-Mucks
- Catering by Farm Fresh
- Cheddar's Scratch Kitchen
- Cookie Text
- Culinary Institute of Virginia
- Cyprus Grille at Embassy Suites
- Discover Teas
- Ethereal Cupcakes & Coffee Shoppe
- Fin Seafood
- Foodbank's Culinary Training Program
- Hayashi Sushi & Grill
- J&K Style Grill
- Mango Mangeaux
- Nawab Indian Cuisine
- Nothing bundt Cakes
- Oysters for Life
- Park Lane Tavern
- PEARL 703
- Plaza Azteca
- Rajput Indian Cuisine
- Rodgers' Banana Pudding Sauce
- Sabrosa Foods
- Salsa's Mexican Grill
- Smoke BBQ Restaurant & Bar
- Starbucks
- Stratford University, NN, Culinary Program
- Thai Erawan
- Thai Siam
- The Chamberlin Retirement Living
- The Custom Cake Shoppe
- The Grey Goose
- The Point
- Trader Joe's
- Travinia Italian Kitchen & Wine Bar
- Tucanos Brazilian Grill
- UNO Pizzeria & Grill
- Vintner's Cellar Winery & Restaurant
- Wing Bistro Chicken and Waffles

Celebrating 30 Years

Peninsula Branch of the Foodbank Opens

On March 1st 1986 the Foodbank of Southeastern Virginia opens a Peninsula branch office and warehouse in Newport News on Hosier Street.

Peninsula Foodbank Independence

The Peninsula branch of the Southeastern Virginia Foodbank gains independence from its parent Foodbank in June 1987. Thanks to the hard work and generosity of community members, organizations, and businesses, the Foodbank was able to gain its independence two years ahead of the planned 1989 date. The Foodbank also became a United Way certified agency and a member of the Second Harvest national networks of food banks (now "Feeding America") in 1987.

Newport News Warehouse Grand Opening

The Foodbank of the Virginia Peninsula marked its second anniversary with the grand opening of a new warehouse on June 2, 1988. The addition of this warehouse more than tripled the Foodbank's storage space in Newport News.

"Tastefully Yours"

Tastefully Yours, an annual fundraiser started in 1994, allows community members to experience the culinary talents of Hampton Roads restaurants and enjoy live music.

Mayflower Marathon

In 1997 the Foodbank of the Virginia Peninsula held its first annual Mayflower Marathon, a 57 hour, 2 ½ day food and fund drive.

Hurricane Support

In 2003 following Hurricane Isabel, the Foodbank distributed over 450,000 pounds of food to hurricane victims. After Hurricane Katrina in 2005 and Hurricane Irene in 2011, thousands of pounds of food were also given to victims of the disasters.

Junior League Fundraising

For their 50th anniversary in 2007, the Junior League of Hampton Roads organized a fundraising event and brought "Queen of Southern Cuisine" Paula Deen to the Hampton Roads Convention Center. The event raised \$200,000 for the Virginia Peninsula Foodbank's Capital Campaign for a new facility.

Hampton Foodbank Grand Opening

In April 2011, after many years of hard work and fundraising, the Foodbank of the Virginia Peninsula celebrated its 25th anniversary with the Grand Opening of a 52,000 sq. ft. warehouse in Hampton at 2401 Aluminum Avenue. The new facility greatly increased the Foodbank's capacity to store and distribute food across the Greater Peninsula.



Years of Milestones

Culinary Training Program

In September 2011, the Foodbank of the Virginia Peninsula, now equipped with a full-scale operational teaching kitchen, begins its Culinary Training Program for low-income adults to teach them employable skills and encourage self-reliance. The program graduated its 19th class in mid-June 2016.

Name Change

In June 2014, the Foodbank of the Virginia Peninsula officially changed its name to the Virginia Peninsula Foodbank.

Bank of America Neighborhood Builder's Program

In November 2014, the Foodbank was selected as the Bank of America 2014 Neighborhood Builder for the Southeastern Virginia region. The Neighborhood Builders program empowers nonprofits to meet the changing needs in their communities by providing leadership development and \$200,000 in flexible funding. The Foodbank used these funds to transform our early Mobile Food Pantry Program.



30 Years of Service

In 2016, Virginia Peninsula Foodbank proudly celebrates 30 years of providing hunger relief across the Greater Peninsula. On March 9th Delegate Marcia Price introduced the Virginia Peninsula Foodbank to the General Assembly and passed Commending House Resolution 204 to commemorate the 30th Anniversary.



Menchville High School Wins Big for Virginia Peninsula Foodbank

Menchville High School was awarded \$25,000 for the Virginia Peninsula Foodbank by Yum! Brands for their Lead2Feed leadership and service learning project which focused on food insecurity and hunger in our communities. This past school year, the faculty and students worked extremely hard to expand their scope of community service projects to both increase the amount of

assistance they provided to their community while also raising awareness of the growing need of families struggling with hunger locally and worldwide. These projects, with measurable results, made them hunger champions for their community and the Virginia Peninsula Foodbank.

The entire high school led a variety of service learning events including collecting 6,594 canned items, participating in the Youth Volunteer Corps of Hampton Roads CANstructure contest, holding a talent show, raising \$1,000 for the Virginia Peninsula Foodbank, and boxing and bagging 10,000 packages of food for



Stop Hunger Now. Students also illustrated a coloring book with plans to distribute them to every elementary school student in Newport News and they crafted pottery bowls for the Virginia Peninsula Empty Bowls fundraiser held in March.

Last year, Menchville High School won \$10,000 for the Foodbank and were determined to be the grand prize winner this year. Because of great leadership, passion and perseverance, their mission was accomplished. Families will have the nourishment they need to not only survive, but thrive.

Upcoming Events

Feds Feed Families Food Drive
July – October

Tidewater Corvette Club Car Show
(weather permitting)
July 30th at the Foodbank

Macy's Shop for a Cause
August 26th - 28th

Hunger Action Month
September 8th – Turn Orange!

Classic Cruisers Car Club Cruz In's
(at Coastal Community Church)
Every Saturday in September

Food Lion FEEDS Hike for Hunger 5K
September 24th

106.9 The Fox and FM99
Mayflower Marathon Food Drive
November 18th – 20th

Tastefully Yours
April 13, 2017

Feeding Our Hungry Neighbors- "Hunger Heroes Circle" Monthly Giving Club

The Hunger Heroes Circle monthly giving club helps the Virginia Peninsula Foodbank alleviate hunger and consists of dedicated partners who commit to a minimum monthly gift of \$10. Your ongoing support, through a monthly gift automatically deducted from a credit or debit card, helps more children, families and seniors receive meals. Participating in the monthly giving program is easy. You choose the dollar amount and date your gift. It's flexible. You can increase, decrease or stop your donation at any time. It's rewarding. You know every dollar you donate provides 4 meals to our neighbors.

Imagine what a Hunger Heroes Circle member can do:

\$25	provides Backpack food deliveries to a hungry child for a month
\$50	provides a chefs coat for one student in our Culinary Training Program
\$100	provides 400 meals

Please consider committing to a monthly gift to help us alleviate hunger across the Greater Peninsula.

To join, contact Sarah Wilson, 757-596-7188 Ext. 138, swilson@hrfoodbank.org or visit www.hrfoodbank.org/hungerheroes/



CONTACT Us

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SOCIAL MEDIA



MISSION

The mission of the Virginia Peninsula Foodbank is to distribute food effectively through collaborative efforts that minimize hunger, promote nutrition and encourage self-reliance through education.

VISION

To inspire hope by leading the effort for a hunger-free and properly nourished community.

SERVICE AREA

The Foodbank distributes to the following cities and counties:

