



Tax Check-Off

Taxes can be complicated, but making a donation to feed the hungry while doing your taxes is easy. This tax season, Wisconsin residents can donate a portion of their tax returns to Feeding America food banks in the state by entering their donation amount on line 27i of the Wisconsin state income tax form. For more information see page 28 in the state tax instruction booklet. The funds donated will help feed more than 573,000 people throughout the state of Wisconsin who rely on Feeding America food banks for their next meal. •

Log on to www.feedingamericawi.org for further instructions.

330,000 people rely on Feeding America Eastern Wisconsin each year, 105,000 of whom are children.

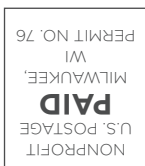
New Name, Same Mission

While our name has officially changed to Feeding America Eastern Wisconsin, our mission remains the same — feeding the hungry. Feeding America Eastern Wisconsin supplies food to 1,000 food pantries, shelters and meal programs that feed 330,000 people in eastern Wisconsin. Please join us in Feeding America.

Visit our website, www.feedingamericawi.org to learn more.

1700 W. Fond du Lac Avenue
Milwaukee, WI 53205

Formerly named America's Second Harvest of Wisconsin



Around the Table

You're Feeding the Hungry
in Eastern Wisconsin!

Look Inside
to see how
your gifts are
changing the
lives of hungry
children and
families!



Winter 2012


**FEEDING
AMERICA**
Eastern Wisconsin

Formerly named
America's Second Harvest of Wisconsin

30 Years of Feeding Hope



Flow of Food at Feeding America Eastern Wisconsin

Thirty years ago Milwaukee became home to Second Harvesters of Wisconsin, Inc., a food bank created to "bridge the gap between hunger and waste." A study in the late 1970s had shown that restaurants and manufacturers were throwing away usable food products. Milwaukee Rotarians Price Davis and Arthur Reimer set out to create the food bank with the support of the community. Second Harvesters of Wisconsin opened on August 1, 1982 with a 600 pound donation of apples. Decades later, our name, location and reach have changed but the mission remains the same: feeding Wisconsin's hungry.

Board President Bernard J. Peck and General Manager Gwen McLean led Second Harvesters to success in just a few years. The food bank was originally created as an emergency supply for community food programs that needed assistance during difficult economic times. Shortly thereafter, founders began to notice that the demand for food increased quickly in just a few years. In 1984, the food bank received donated land from the city of Milwaukee to erect a permanent 24,000 square foot warehouse. One year later, Second Harvesters opened its doors at its new north side location on 17th and Fond du Lac Avenue. In 1987, the food bank doubled in size to 48,000 square feet complete with a new refrigerated section to store perishable foods. In five years, Second Harvesters had planted its roots in the community.

Thirty years later, we're providing food to 330,000 people across eastern Wisconsin, triple the number of people we served in 1982. In 1984, Second Harvesters distributed 4.2 million pounds of food to 260 programs in the state. Last year, Feeding America Eastern Wisconsin distributed a record 15.4 million pounds of food to nearly 1,000 meal programs, pantries and shelters. This reach would not be possible without the unwavering support of generous

donors, volunteers, key community members and leaders throughout the years.

"I know the value of giving to food pantries and I feel compelled to share my good fortune with others."

-Carol Jones, donor

Norris and Carol Jones, Oshkosh, have given to the food bank since 2001. "We know how well run Feeding America is and how maximizing every dollar is critical to completing your mission," said Carol Jones, "I know the value of giving to food pantries and I feel compelled to share my good fortune with others." Norris and Carol Jones are both retired and live close to the Feeding America distribution center in Omro. As a privately funded food bank, Feeding America Eastern Wisconsin relies on donors like the Jones' who pledge their support year after year.

With more Wisconsinites living below the poverty level than in 1982, a thirty percent increase in demand for food over the last two years, a struggling economy and high unemployment; we anticipate the need for food won't diminish anytime soon. We hope you will join us in celebrating 30 years of feeding hope as we continue fighting hunger and changing lives. •

Your Generous Gifts Provided One Million Meals!



Your unwavering support helped provide 1,116,855 meals to families in need this holiday season. We set out on a Million Meal Mission on November 7, 2011 and by Christmas your donations of food and money went above and beyond our expectations. Individuals like you and your neighbors made this community effort possible. Your generous gifts helped us feed those in need throughout eastern Wisconsin. In addition, Associated

Bank, TODAY'S TMJ4 and WFRV helped spread the word about this important effort. You all came together to raise money and donate food in the fight against hunger.

Not only does this mean a lot to those of us here at Feeding America Eastern Wisconsin, it is particularly meaningful to pantries, meal programs and shelters in eastern Wisconsin, like Another Chance Ministries. Pastor Valerie Lewis runs Another Chance Ministries on the north side of Milwaukee, which serves about 75 to 80 people a week. Pastor Lewis says many of the clients are families in desperate need of food.

"Feeding America is helping my community and more. Without Feeding America I just don't know what we would do," said Pastor Lewis. At Another Chance Ministries, clients take home boxes filled with meats, canned goods, bread, cereal, produce, milk and juice.

Jim Hogenson, president of Manna for Life Ministries in Green Bay, has been a recipient of food from Feeding America for 16 years. "There is no reason in the city of Green Bay for people to go hungry," said Hogenson, "Even the poor among us are better off than those in third world countries. I'm really glad there is awareness taking place, it helps people understand there is a real need." Manna for Life serves the needs of 3,800 families a month.

As we begin a new year, we remember that hunger does not end with the holidays. Many families have to choose between heating their homes and providing a substantial meal for their children during the winter months. Your support of Feeding America Eastern Wisconsin helps bring hope to those struggling with hunger year round. Thank you for helping us exceed our million meal mission goal in 2011. •

14th Annual Stuff the Bus sets a Record!



Thank you to everyone who supported our 14th Annual Stuff the Bus on Wednesday, November 23, 2011. We filled seven Milwaukee County Transit buses and collected 280,353 pounds of food, setting a record for this event!

Feeding America Eastern Wisconsin is grateful for everyone's participation in Stuff the Bus. This event would not have been possible without the support of 99.1 The Mix, Milwaukee County Transit System, Pick 'n Save and all of our sponsors.

Thanks for making the 14th Annual Stuff the Bus such a success!

Boy Scout Food Drive



Scouting for Food is right around the corner. Look for a bag on your door on March 17 or in the Journal Sentinel on March 18. Please fill the bag with nonperishable food items.

On **Saturday, March 24** please leave the bags filled with food on your doorstep **before 9 a.m.** The Boy Scouts will pick up your bags. If your bag is not picked up, please take it to your local Pick 'n Save and place it in the Boy Scout food drive barrel.

