



Sack Supper Sentinel

The Newsletter of Kids' Food Basket

Volume 8, Issue 3 • Fall 2011

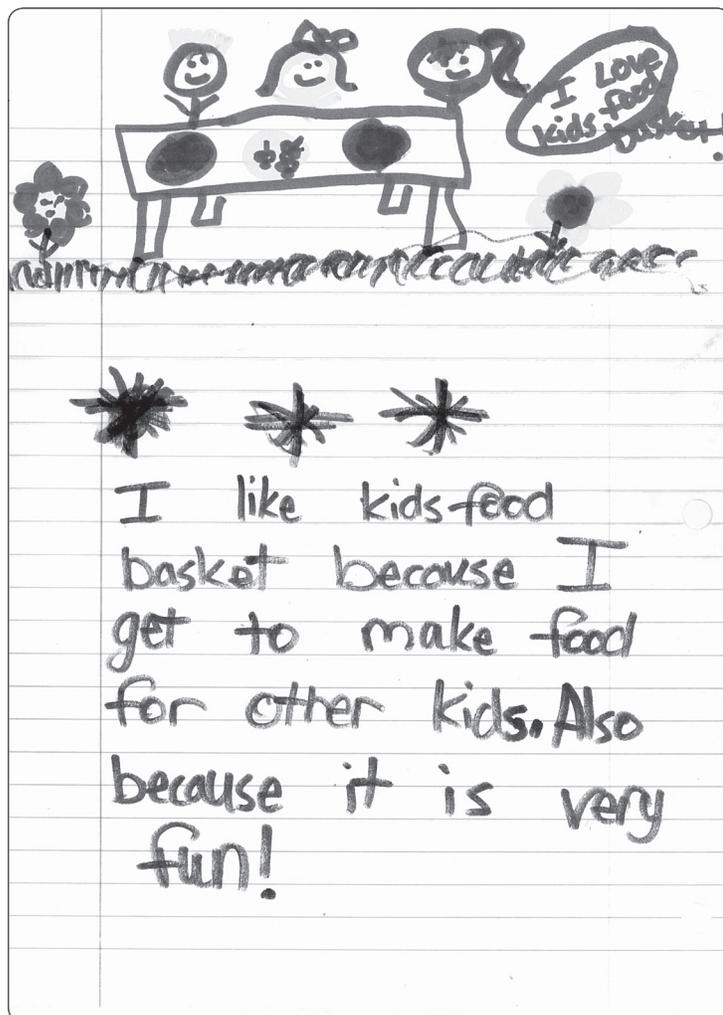
Attacking Childhood Hunger

MISSION STATEMENT:

We exist to ensure that children in our community don't go to bed hungry.

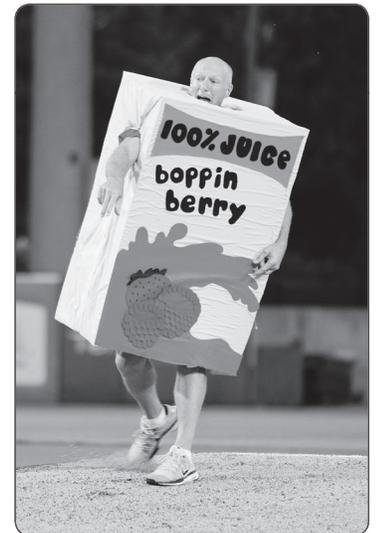
Childhood hunger hurts. It denies dignity, lessens human energy, erodes community stability and impairs the potential of children to achieve. **To break this cycle of hunger, Kids' Food Basket of greater Grand Rapids is committed to providing healthy, tasty, efficient and cost effective sack suppers to children who are nutritionally at-risk.**

As a community based volunteer organization, our volunteers, ages 5 to 95, come from all walks of life to give their time, talent and treasure to end hunger amongst our children. We seek to provide life sustaining meals to those in need and to silence the pain that hunger brings.



JuiceBox Strikes Out Hunger at Fifth Third Ballpark

On a balmy July evening, in front of a packed crowd, JuiceBox (aka KFB Board President Jay Ertl) took the mound at Fifth Third Ballpark and threw a strike in an effort to increase local awareness regarding childhood hunger in the Greater Grand Rapids area. Over 125 fans sporting red Kids' Food Basket t-shirts and hundreds more who donated wish-list items at the gate, helped spread the word about our program. Special thanks to our very good friends, the West Michigan Whitecaps, for a memorable night out and their weekly support as volunteer drivers for KFB!



United Way

Did you know that you can designate your United Way dollars to Kids' Food Basket? Write our name in the designation line and your generous deduction will turn into delicious Sack Suppers! Please consider supporting us this fall when you pledge to help our community become a better place. KFB currently receives gifts from United Way agencies as far as Chicago!

Grandwich

Talk about a competition made for foodies! Nicole Infante's idea of a sandwich that our city could call its own (Grandwich) turned out to be a HUGE SUCCESS. Forty restaurants participated throughout July and an incredible top ten were selected by popular vote. On August 6th hundreds of Grand Rapiidians came to Rosa Parks Circle to taste each sandwich and find out which one the judges would name the official Grandwich. Entrance into the event was a donation to KFB or Wish List item. The B.O.B. - Bobarinos won with a "crispy seared Big B Farms pulled pork, spiced barbeque sauce, local andouille sausage, spicy pickle 'slaw' on BBQ spiced Naan bread." More than 400 pounds of food and more than \$2,000 in donations were raised throughout the Grandwich competition to support Kids' Food Basket!



ATHENA Young Professional Award

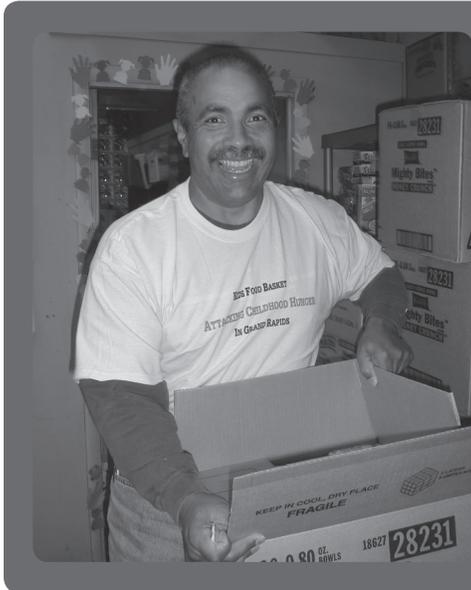
Congratulations to the top 10 finalists of the ATHENA Young Professional Award. The award is presented to "an emerging leader who demonstrates excellence, creativity, and initiative in her business or profession." Bridget Clark Whitney, executive director of Kids' Food Basket is one of the dynamic ten!

THE TOP 10 FINALISTS INCLUDE:

Carrie Borchers, IT Resource
Janay Brower, Grand Rapids Area Coalition to End Homelessness & the Roofs to Roots Campaign
Bridget Clark Whitney, Kids' Food Basket
Jen Crowley, The Highland Group
Shaquanda Gordon, Meijer
Holly Karasinski, Principal Financial Group
Jennifer Maxson, Varnum Consulting
Tera Qualls, Johnson Center for Philanthropy
Kristin Revere, Revere Consulting
Amanda Rogalski, viastore systems, Inc.

Congratulations to all nominees! The winner will be announced at the ATHENA Award Luncheon on September 14, 2011.

KFB is excited to announce we'll be a charity partner for the Fifth Third River Bank Run again on May 12, 2012. Start your training now!



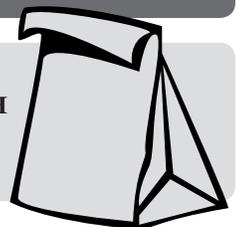
KFB Facilitator Program

Ever wonder who is leading volunteer groups at KFB on nights and weekends? The answer is facilitators! Our facilitator program gives about 40 monthly volunteers the opportunity to train and lead other volunteers in their service projects. They are trained, highly skilled volunteers who save KFB money by eliminating the need for paid staff. Facilitators revel in the opportunity to spread awareness about childhood hunger. If you're interested in learning more about becoming a facilitator, please call Austin at 235-4532 or email Austin@kidsfoodbasket.org.

Kelly (pictured to the left) was one of our awesome facilitators until he moved out west last year.

NATIONAL SACK SUPPER BAG DECORATING DAY IS SEPTEMBER 14TH

Learn more at www.kidsfoodbasket.org/decorate



Kudos From Bridget

Bridget Clark Whitney, Kids' Food Basket Executive Director



Bridget Clark Whitney, Executive Director

One in four children in Michigan face hunger daily. Just the other day, Feeding America reported that, shockingly, **36,860 children in Kent County live in food-insecure homes**. These are homes where parents and children are unsure of when or where they will have their next meal. There's no issue more pressing—or more heartbreaking—than childhood hunger in our own community.

But the truth is, Grand Rapids does not lack food. There are still hungry kids in Kent County because they lack access to programs that provide adequate, nutritious food. Together, we can solve this problem.

We have 15 schools on our waiting list. In each of these schools, over 80% of children live at or below the poverty level. It costs Kids' Food Basket (KFB) approximately \$25,000 to take one school off of our waiting list for an entire school year. This September, we want to take four schools off of the waiting list! Can you please help us?

In addition to the schools on our waiting list, we have the data that shows us that kids desperately need this food. You can be assured that an investment in KFB is one of the more cost effective investments you can possibly make, creating a measurable difference in attacking childhood hunger. That 25k breaks down to a cost of just over a dollar every time one of our Grand Rapids children doesn't have to worry that lunch will be the last meal of his or her day. Every dollar donated makes a difference!

A quick thing that you can do now to make a tangible difference is

making a gift to act upon and address the problem that children in poverty face every day. We are ready to go. We have an amazing army of volunteers, and healthy evening meals, "sack suppers", can be made in no time. What we need is your financial investment to put this into action at the beginning of the school year. Help us take schools off of the waiting list and make the biggest difference immediately.

We know that poverty has been rapidly increasing in Grand Rapids. The new "Kids Count" report from the Annie E. Casey Foundation indicates that, in the past decade, there was a 64% increase of childhood poverty in Kent County.

Together we've done so much to fight childhood hunger in Grand Rapids this year. But we have even more to do this upcoming school year to ensure that every child in GR has the nutrition they need to grow and thrive.

To attack a problem as big as childhood hunger and win, we'll need to continue to build a strong base of supporters united around one goal: making sure that children in West Michigan don't grow up hungry AND don't suffer the irreparable effects of undernourishment.

Thank you, in advance, for helping Kids' Food Basket take **four** schools off of our waiting list this September!

With warm regards,

Bridget



606,942!
500,000
400,000
300,000



3,793 CHILDREN AT 28 SITES



53009

Volunteer Hours



ALL-STAR CONCERT WITH
MLC
10 YEARS

BRIAN VANDER ARK
TROLL FOR TROUT
DOMESTIC PROBLEMS!
ANDY & BILLY

\$15 KIDS' SPECIAL GUESTS
\$20 FOOD BASKET

TICKETS AVAILABLE AT TICKETMASTER.COM

SEPTEMBER 30 2011

6:30PM DOORS OPEN & 8PM CONCERT DEVOS PERFORMANCE HALL WWW.MLCBAND.COM/10YEARS

Join Us on September 30th

“We are humbled to be the beneficiary of this event to celebrate their 10 year anniversary of great music and generous community involvement. The band Mid-Life Crisis has been an incredible supporter of Kids’ Food Basket over its ten year history. Even more exciting is that proceeds from the event will help Kids’ Food Basket take four schools off our waiting list starting this fall,” said Bridget Clark Whitney, executive director of Kids’ Food Basket.

Last September they played at Mary K. Hoodhood’s event honoring her acceptance of the Presidential Citizens Medal!

“There is one organization that has become very near and dear to our hearts: Kids’ Food Basket. KFB’s mission is to attack childhood hunger in West Michigan, and MLC has long been impressed by the growing energy, vision and success of this group—so we want to help,” said Steve Bloom, drummer.

The Biggest Sack Supper EVER!

Visit the Kids’ Food Basket Inspired ArtPrize® Installation at DeVos Place Between Sept. 21-Oct. 2011

We are pleased to be working with InterActive Studio LLC, who also designed the Kids’ Food Basket facility, to present a Kids’ Food Basket inspired piece at the 2011 ArtPrize® Event.

View and vote for this ArtPrize® piece to help spread awareness about Kids’ Food Basket and the issue of childhood hunger in our community. To vote, register online at ArtPrize.org and then follow voting instructions. Voting can be done online or via text.

ABOUT THE WORK

Title: Sack Supper

Artist: Interactive Studio LLC – Collaborators include Rick VanGeldereren and Dwayne Masselink

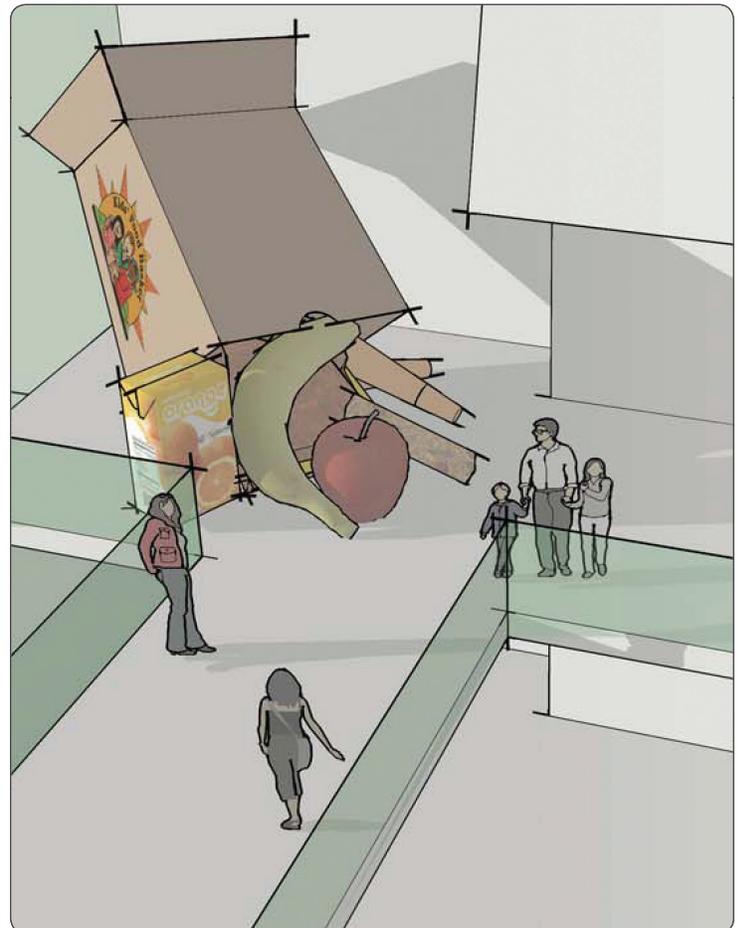
Location: DeVos Place Convention Center

Art form: 3-D

Medium: Juice boxes

Description of work: Inspired by the work of Kids’ Food Basket we have looked for a way to represent the large and growing impact of the program on the community—particularly the kids who need good nutrition every day. It is also intended to pay tribute to the hundreds of generous volunteers and organizations in the community who generously give of themselves to provide food items, assemble the Sack Suppers and deliver them to the kids at school.

Vote Up: 43731



30 under 30

Congratulations to Mike Goorhouse, KFB Board member, for his recent recognition by Splashlife as one of the top 30 civic leaders under 30 in the nation. Mike played an important role in the Expansion Task Force last Fall and joined the Board of Directors this Spring. He works for the Council of Michigan Foundations as the Director of Membership and Project Management Systems. Great work, Mike!



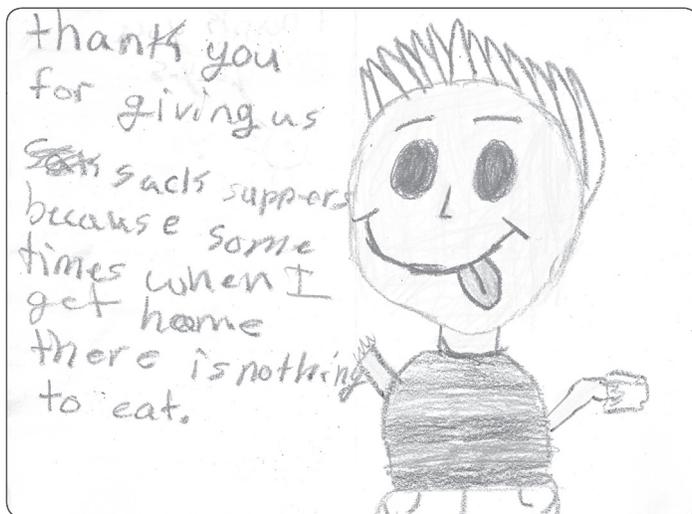
Supper Club Challenge

This is not your traditional supper club, but a special designation for friends that make the generous commitment to help provide 1,000 meals or more for children in our community. Giving to Kids' Food Basket comes in many varieties, including volunteer time, food donations and fiscal support. Supper Club members can give 50 hours of volunteer time, 460 lbs. of food, a \$1,000 monetary donation or a combination of all of these that equals a value of \$1,000 within the fiscal year. Last fiscal year we had close to 75 individuals that generously gave at this level. That said, we are so grateful for all of the individuals that give of their time, talent, and treasure to Kids' Food Basket no matter the level.

This year we wanted to issue a challenge to see if we can increase our Supper Club participation by 30% to just over 100 members. The 30% increase relates directly to the amount of children we aim to increase serving by the end of this fiscal year. It means taking four schools off our waiting list, adding 1,200 new kids to each day! Growing our program takes a significant amount of volunteer time, food donations, and fiscal support. If you have the capacity, we hope you will consider joining the Kids' Food Basket Supper Club to help provide 1,000 meals to children this coming school year.

EXAMPLES:

- Nine visits to KFB to volunteer + \$65 monthly gift = SUPPER CLUB!
- 200 lbs. food drive + four hours picking fruit for KFB + \$40 monthly gift = SUPPER CLUB!
- \$84 monthly gift = SUPPER CLUB!



If you have the capacity, we hope you will consider joining the Kids' Food Basket Supper Club, to help provide 1,000 meals to children this coming school year.

Community Supporters

Thank you to all of our incredibly generous sponsors for last school year. All of the corporations below contributed \$1,000 or more in food or financial assistance.

Ace Bakery
American Culinary Federation
Greater Grand Rapids
Amway
Amway Grand Plaza Hotel
Art Van Furniture
Barnes & Thornburg LLP
Betz Industries
Burke E. Porter Machinery Company
CareSource
Chubb & Sons
Coca-Cola Company
ConAgra Foods
DuBois Marketing
Johnson Controls Inc
Edelweiss Club of Grand Rapids
Fifth Third Bank
Founders Bank and Trust
Golden K Kiwanis Club of Grand Rapids
Grand Rapids Foam Technologies
Great Lakes Scrip Center
Highlight Industries
Hobart
Humana
Irwin Seating Company
It Works Marketing Inc
J&H Family Stores
Leon Plastics
Meijer Inc
Morgan Stanley
Nurcraft Furniture Company
Pepsi Beverage Company
PNC Bank
Pidgeon and Clay Inc
Rhoades McKee PC
Royal Technologies
Sara Lee/Bimbo Bakery
Service Express
Spectrum Health
Top Distributing
Umlor Orchards
US Signal Company LLC
Van Andel Arena
Warner Norcross & Judd, LLP
West Michigan Multisport Racing

Look for our incredible school and faith community sponsors in the next edition of the Sack Supper Sentinel.

KFB Recipient School Recognized as Bright Spot School

Recently a Kids' Food Basket recipient school, North Godwin Elementary, was featured in the Grand Rapids Press for their recognition as a Bright Spot School. Kids' Food Basket has been sending Sack Suppers to North Godwin for the last year, with approximately 330 children being served each day. Congratulations to Principal Mary Lang, all the wonderful teachers and priceless support staff for the incredible work they are doing!

North Godwin Elementary School named Bright Spot School for achievements in reading

WYOMING – Here's another good mark for North Godwin Elementary School: The K-4 campus at 161 34th St. SW has been named one of the country's first Bright Spot Schools for high achievement in reading.

The Campaign for Grade-Level Reading identified 12 U.S. Schools—North Godwin is the only one in the Midwest—as models for a 10-year effort to boost the number of low-income children reading at grade level. Of the 442 students at North Godwin, four out of 10 are English language learners and 71 percent qualify for free or reduced-price school meals. Yet, on the reading portion of the Michigan Educational Assessment Program, or MEAP, test, 94 percent of third-graders were proficient.

"Many of us have long believed that with the right supports, low-income children can achieve at high levels," said Ralph Smith, executive vice president of the Annie E. Casey Foundation that's leading the campaign.

"The success of North Godwin Elementary and other Bright Spots Schools proves that this is a fact, not just theory."

Mary Lang, North Godwin principal, said Dynamic Indicators of Basic Early Literacy Skills, or DIBELS, tests help teachers keep students on track. And an Accelerated Reader program keeps kids motivated, she said.

"We're very clear about expectations," Lang said. "We set them sky-high and have fun reaching them."

North Godwin previously was one of five U.S. schools to receive a 2010 Dispelling the Myth award for high achievement despite high rates of poverty and minority students. The school is 42.5 percent Hispanic and 11 percent black, with just over one-third white. Most other students are Asian or multiracial.

Bill Fetterhoff, who becomes district superintendent next month, was principal when the school got that award. Another former North Godwin principal, Arelis Diaz, who became the district's assistant superintendent for instruction and now works for the W.K. Kellogg Foundation, was recognized earlier this year by Education Trust for her work in transforming the school.

From The Grand Rapids Press/MLive.com. Written by Matt Vande Bunte.

KFB Updates



Christine Lentine, fund development and community outreach manager

Toyota Truck

August 4th was an incredible day to watch the power of social media. As a participant in the Toyota Cars for Good campaign, KFB was competing against four other nonprofit organizations to win a FREE Toyota Tundra. When I logged into Facebook first thing in the morning, the entire front page of the KFB wall was filled with extremely generous businesses and organizations already asking people to vote! Throughout the day it became apparent that regardless of if KFB won this truck or not, we are very fortunate to have such remarkable support in our community! With about 45% of the total votes, KFB was named winner of the truck around noon the following day. We are VERY excited that we'll receive the truck in about five months! (Note: Due to the tsunami and earthquake in Japan, production has been delayed.) In addition to the vehicle, as a result of this campaign, KFB received online donations from as far as Hawaii! Thank you so much to everyone for your votes and for simply "Liking" Kids' Food Basket.

CONTACT: christine@kidsfoodbasket.org or 616-235-4532



Austin Roelofs, program coordinator

Driving out Hunger

A brand new school year means many new opportunities to help! We're looking for drivers to deliver meals once per week or substitute as needed. The deliveries happen around 2:00 each weekday and usually take no longer than one hour. We also have a need for drivers in the morning to help with pickups. Please call Austin at 235-4532 or email

Austin@kidsfoodbasket.org for more details!

CONTACT: austin@kidsfoodbasket.org or 616-235-4532

KFB's Kids Helping Kids celebration will take place this Spring.



Ways to Help

What a challenging, yet fun summer this has been! Serving 2,400 kids at 38 different sites really kept everyone on their toes. We were very thankful to be able to take on so many different sites and it was great to see so many new faces coming into KFB to make this happen. The volunteers, food drives and donations made this summer session of sack suppers very successful – THANK YOU, ALL!!!

*Jane Berkey,
operations
manager*

Now is the time of year that we start gearing up for the start of the new school year. It will be a busy one! By our calculations, we are going to see an immediate, significant increase in Sack Supper distribution. We will be adding four new school sites so volunteer opportunities will also be on the rise.

Our greatest needs going into this new school year are:

- **Food Drives (lots)** – contact jane@kidsfoodbasket.org for any questions or concerns
- **Sponsorships** – contact Christine@kidsfoodbasket.org or tracy@kidsfoodbasket.org for more information
- **Volunteers (of course!)** – go to our website www.kidsfoodbasket.org and fill out the volunteer info sheet or call 235-4532

We are considering a cardboard baler as a way of being more “green” around KFB. This would allow us to defray some of our garbage pick-up costs and earn money to put back into the program. If anyone has any leads on a new or used baler, please contact me.

CONTACT: jane@kidsfoodbasket.org or 616-617-3318 (cell)



Volunteers

It's hard to believe that summer is over already. I'm in awe of the response to summer service that our volunteers have given. This summer, you have taken a trip to the Whitecaps to raise awareness about hungry kids in GR, volunteered at third party events like the Millennium Triathlon, assisted in naming a new sandwich for GR through Grandwich (concept created by one of our very own volunteers), picked seasonal fruit at local farms, golfed in outings benefitting KFB's mission, packed over 64,000 sack suppers, AND you won us a new Toyota truck through your social media prowess! All of that in just eight service weeks! I'm so excited for the fall and meeting more and more volunteers, new and veteran. Speaking of fall ... the volunteer calendar for fall will be available at the end of August. If you are thinking of spending some time with us during the school year whether or not you are a first time volunteer or someone who has been here 100 times, I'd ask that you go to our website and fill out the individual or group form located under the “get-involved” tab. Our needs are great this fall as we bring in additional schools from our wait list and work out the logistics of procurement, production and delivery of somewhere in the neighborhood of 5,000 sack suppers per school day. This means in addition to actual manpower on site, we are in dire need of food donations from our KFB Wish List AND seasonal fruit picked on our behalf—details about both of these super important activities can be found on our website under “get-involved”. Thank you, thank you. A million times, thank you.

*Adrienne
Wallace,
manager of
volunteer
services*

CONTACT: adrienne@kidsfoodbasket.org or 616-235-4532



Unique Holiday Giving Cards Available Soon

*Tracy
VanSolkema,
fund
development
coordinator*

It's never too early to think about your holiday shopping. We hope you will consider giving the gift of a hunger free community. Again this year, Kids' Food Basket will allow you to purchase holiday cards for your friends, family, teachers, colleagues or anyone that is difficult to buy for. This unique gift allows for you to donate to Kids' Food Basket in the gift recipients' name, and we will provide you with a special card to present to them. This year we are excited to introduce new custom designed giving cards that will feature designs by local artists and friends of KFB from Grand Rapids-based Visualhero Design Studio (visualhero.com). We hope you will take advantage of this unique gift idea for any occasion this coming year. The new cards will be available starting November 1 either online or by calling or stopping in to KFB.

CONTACT: tracy@kidsfoodbasket.org or 616-235-4532



*Catrina
Harvey, Kids
Helping Kids
program
coordinator*

Kids Helping Kids

The Kids Helping Kids team has truly enjoyed working with so many wonderful youth this summer. Between ice cream socials, off-site projects, on-site meetings, and many more activities, we had an opportunity to learn quite a bit about how important volunteering is to youth. It has been an inspiring summer for our staff! We look forward to working with the schools, youth programs and other organizations during the school year and have many more opportunities for you to get involved. Please remember, it's never too early to start working on food drives and fundraisers for Kid's Food Basket this year. This is your chance to answer this call to action beyond volunteering this summer. To check out what the Kids Helping Kids program has to offer, please check out our website or call KFB.

CONTACT: catrina@kidsfoodbasket.org or 616-235-4532



*Brad Littell,
office manager*

FREE EVENT – Join EPS to Help Protect Your Children

EPS is welcoming the Klaas Kids Foundation to their community event picnic on September 17th from Noon to 4:00 p.m. to provide parents with a Bio-Doc for their kids, free of charge! Bio-Docs feature forensic quality, magnified fingerprints, updated photographs, and blank form fields for personal and identifying information. For each child fingerprinted, EPS Security will be donating \$10 to Kids' Food Basket!

Along with the Klaas Kids Foundation Print-A-Thon, food, live music, bounce house, airbrush tattoos, police and fire truck vehicles and access to the zoo will all be occurring during the event. This event is free to the community! The goal is to have 500 children fingerprinted, which results in a \$5,000 gift to KFB. Please support Kids' Food Basket and help protect your children by attending this event!

CONTACT: brad@kidsfoodbasket.org or 616-235-4532



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 Grand Rapids, MI 49505

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GO GREEN!

Save paper and valuable resources. Sign up to receive our newsletter online instead of by post.

To make the switch, email christine@kidsfoodbasket.org.

I love the carrots
 from Kids Food
 Basket because
 it is
 good
 thank!