



Kids' Food
Basket

Sack Supper Sentinel

vol. 11 • Issue 4 • May 2014



"It's not about feeding an empty belly. It's about maximizing the nutrition to support these children's overall growth and development."

- Monica Smith, MA, RD, Public Health Program Supervisor, Kent County Michigan

Join The Nourish Challenge

At Kids' Food Basket we believe nourishment means providing kids with the food they need to live, be healthy, and grow stronger.

Your support of children in our community will provide access to fresh fruits and vegetables! Whether its apples, bananas, carrots, celery, or cherry tomatoes; **YOU** can be a part of providing each one of the kids we serve the nutrients essential for the development of brain and body, so they can reach their full potential!

How can you help?

1. Do twice the good. Donate to The Nourish Challenge, and your gift will be matched by a generous Kids' Food Basket donor! With one gift, you'll help twice as many kids get the nutrition they need to grow.

2. Raise your voice! Take part in educating others about The Nourish Challenge. Share stories, kids' letters, facts, and more with Facebook friends, Twitter followers, and LinkedIn connections using **#KFBNourish**.

For more information on how you can get involved, or to donate, visit www.KidsFoodBasket.org/Nourish.



NUTRITION TASK FORCE

At Kids' Food Basket, we believe in providing more than an evening meal. We believe in advocating for healthy food choices that are culturally sensitive. With the help of our Nutrition Task Force, comprised of experts in the field of childhood nutrition, Kids' Food Basket has gained a stronger understanding of the nutrition that kids need to learn and live well.



Through collaboration, the Nutrition Task Force assisted our team in evolving the menu to focus less on calories, and more on nutrition. These volunteers also play a critical role in building food networks and inspire us to be more innovative in securing low cost, nutritious foods. Based on their suggestions and feedback, we've introduced new varieties of fresh fruits and vegetables; more yogurt and cheese sticks, and eliminated juice boxes as an every-day menu item. We strive to teach healthy habits, like encouraging kids to drink water!

We are so grateful for our Nutrition Task Force members and the expertise they bring to our organization! To learn more about this group, or to get involved, contact us at kidsfoodbasket@kidsfoodbasket.org.

Community Partner Shout Out!

We are so grateful that our friends at Amway understand that childhood hunger is a community problem with a community solution - and they have joined us as a leading community partner this year!

Employees prepare, pack and deliver Sack Suppers, serve in leadership roles on our board and committees, and the company has generously supported our work. One of the most unique ways Amway has made an impact is helping us to better understand how to eliminate waste and optimize our systems to be the best stewards of your generosity and donated dollars.

Thank you Amway, our incredible community partner, for ensuring kids get the nutrition they need to reach their full potential!

Amway

SUMMER VOLUNTEER OPPORTUNITIES

For some children, summertime can be a time of uncertainty and lack of access to food. For that reason, Kids' Food Basket builds a community of allies to reach kids through summer programs offered by the school districts we currently serve. Sign-up for summer volunteer opportunities beginning June 9th, by visiting www.kidsfoodbasket.org/ volunteer.



KUDOS FROM BRIDGET

Commemorating Outgoing Board of Directors' President Jay Ertl

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." – John Quincy Adams

We've gone from an organization with humble beginnings – a \$3,000 seed gift, a dedicated founder, a handful of volunteers, and one intern – to a movement that is changing lives. **Each weekday we serve 6,300 kids a healthy evening meal that nourishes their bodies, minds and souls.** And we couldn't do any of that today, nor have made years of impact, without the hard work of many individuals.

Essential among our hard-working volunteers are the members of our Board of Directors, a diverse group of community leaders who ensure the organization's fiscal responsibility, sound organizational strategy, and governance. They are fierce advocates for the mission, fundraisers, and servant leaders.

Our Board of Directors' President is Jay Ertl. Jay's term as Board President is coming to an end this June, so I want to share how **Jay's extraordinary leadership has helped to make Kids' Food Basket a stronger, smarter, more sustainable organization.**

In addition to serving in a volunteer role as Board of Directors President, Jay is Vice President of Product Demand at Amway. Jay's ability to leverage the leadership and governance skills he's cultivated during his time at Amway for leading the KFB Board is one more way Amway has played a role as a community partner.



Jay's commitment and expertise has helped us see astonishing growth. In Jay's time as Board President, we

saw a 60% increase in Sack Supper distribution each weekday, which has significantly impacted our ability to fulfill our mission.

One of the greatest gifts Jay gives is his leadership by example. He inspires those around him to be the best versions of themselves, to use their unique gifts to bring good into the world, and to remember to have a good time in the process.

Jay is everything an authentic leader should be: a person of uncompromising integrity, strong values, loyalty, commitment, optimism, and love. The good that he puts out into the world is remarkable. He has an incredible ability to pull out the best in everyone he works with, and in turn, he never gives anything less than his best.

I want to extend an enormous thank you to Jay's family, immediate and extended, for your time and energy in the attack on childhood hunger. Jay has brought along his wife Barb, an advocate, donor, and committed weekly volunteer; his mom, Carol, a volunteer; and his sister Cathleen DuBault, who serves on our Muskegon Advisory Council. He has also brought along his kids, Claire and Ben, as champions of our mission.

I'm especially grateful for the time he's invested in my growth as a leader. Jay's given me a tremendous gift of time and talent by investing in my leadership - challenging me to consistently learn, pushing me to see wider and deeper perspectives, and encouraging me to constantly strive to be an even stronger leader. I'm humbled and honored by this gift. And Kids' Food Basket is better every day because of it.

Kids' Food Basket is a catalyst of systemic change. We are changing the futures of the children we serve – kids like Jaden, who told the social worker at his school, "If it wasn't for Kids' Food Basket, I wouldn't have had anything to eat since yesterday's lunch. Oh, yeah, and I also really like the yogurt!" We are a community solution to a community problem. And we couldn't have done it so well without Jay Ertl.

So, Jay, this kudos is for you.
Thank you a million times over!

Forever grateful,

Bridget



P.S. Want to send your own kudos to Jay? Consider making a gift in his name, or shouting out to him on our Facebook wall or Twitter!



Dear KFB,
 Thank you for the delightful sack suppers. I really like the Juicy apples. They help me grow taller!
 Your Friend,
 Madison

DID YOU KNOW?

Based on a study of Kids' Food Basket by Michigan State University in Spring of 2012, kids who received Sack Suppers were more eager to attend school. According to AttendanceWorks, a national and state initiative to promote school attendance, students with good attendance do better in school, and are more likely to graduate. It makes sense: kids can't learn if they're not in school, or if they are too hungry to concentrate.

Go Orange! Impact

There is nothing simple or fun about childhood hunger, and it weighs heavy on many. But doing something about it – making an impact – CAN be fun! And that's exactly what happened during Go Orange Week!

With the help of a caring, can-do community, this initiative joined businesses, families, schools, and organizations across West Michigan in raising awareness for the 1 in 4 kids in West Michigan that struggle with hunger.

With your help, we became a force against childhood hunger by dining out, hosting events and fundraisers, and simply wearing orange to raise awareness. Such overwhelming community support allows each child we serve to be not only fed, but nourished. Their bodies, minds, and souls were filled because of you!

Bridget Clark Whitney, Executive Director of Kids' Food Basket, shared the following story at the 12th Annual Feast for Kids hosted by the American Culinary Federation Greater Grand Rapids Chefs Association during Go Orange Week: "When talking with a teacher from an Grand Rapids Public Schools about the impact the meals have had for her kids, she said, 'You know, I used to think I had a behavior problem in my classroom. Now I know I had a hunger problem.' Hungry kids aren't kids who aren't smart enough to succeed, they're just kids in need of our help."

And, you are providing that help! Thank you, West Michigan, for addressing childhood hunger! Our community chose not to look away, but instead, to give children what they need to learn and live well.



Buy One, Feed One.

"Growing up on food stamps as a child, I found a constant desire to do more with my dining when eating out with friends in college. I knew my dining intention was valuable and could be channeled into aid for those who couldn't dream of eating out. So I set out to create that opportunity. FoodCircles enables you to use your hunger to directly help individuals in need," explained Jonathan Kumar, Managing Director of Food Circles.

FoodCircles is a free mobile app and website that features 20 delicious local dining options, all of whom offer a "Buy One, Feed One" dish. In partnership with local restaurants, the app allows you to buy the dish for just \$1 or more, and 100% of the purchase is donated to one of two charities, including Kids' Food Basket. The money goes straight to the charity of your choice, and the voucher goes directly to your phone or email.

"My job is not to end childhood hunger—that's Kids' Food Basket's job. My job is to give every city diner a chance to do good just by eating out," Kumar said, "Every day thousands of people right here in Grand Rapids go out to eat. Why not leverage something people are already doing and make an impact on the community? Integrating everyday kindness in one area of life will spread into others. Eating out is temporal, but a spirit of giving lasts forever." To learn more, visit www.JoinFoodCircles.org.

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VOLUNTEER + DONOR APPRECIATION

THANK YOU FOR YOUR
DEDICATION & COMMITMENT TO
KIDS' FOOD BASKET. JOIN US
TO CELEBRATE YOUR IMPACT ON
ATTACKING CHILDHOOD HUNGER!

FRIDAY, JUNE 13, 2014
BREAKFAST: 9:00 - 10:00 A.M.
LUNCH: 11:00 A.M. - 1:30 P.M.
DINNER: 4:30 - 7:00 P.M.

R.S.V.P. BY VISITING:
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