

Harvest News

Metro Detroit's Only Mobile Food Rescue Organization—Driving Hunger From Our Community Since 1990 (Fall Crop—2010)

The Food Crisis Continues To Grow In Metro Detroit

The U.S. Department of Labor estimates that up to 21.6% of Michigan's residents were "underemployed" in early 2010—far more than reported in the official jobless rate. (U.S. Bureau of Labor Statistics, July 2010)

In 2008, 500,000 people in Wayne, Oakland, and Macomb Counties lived in poverty, including 1 in 5 children under age 18. (U.S. Census Bureau, September 2009) Based on poverty rates, almost 1 in 2 children in the City of Detroit are at risk of hunger.

Michigan lost one million jobs over the past decade. Those lost jobs were high and middle-wage, lower-education jobs in lower-education industries. (January 2010, Jim Jacobs, President, Macomb Community College) It is unlikely these jobs will ever return.

Many people receiving emergency food are new to hunger. They have some type of income but not enough to purchase needed food. Nearly 38% of the client households that receive emergency food from pantries have one or more working adults. (Feeding America, "Hunger in America 2010")

In the summer months, only 1 in 6 children who qualify for federally-funded school meals have access to summer meals. (Food Research and Action Center, June 2010)

According to Feeding America's study of Southeast Michigan, the number of individual recipients receiving food each week grew by over 78%. (2006: 56,700; 2010: 101,200)



Our Metro Detroit Neighbors Need Your Help

Our Goal – Raise \$3 Million By January 31, 2011

These are truly desperate days for our neighbors in every corner of Metropolitan Detroit. Record unemployment, stagnant wages and rising health care costs are just a few of the many threats that face the new poor, working poor and less fortunate.

An unprecedented wave of hunger and "food insecurity" has swept across our community. Current research studies by McKinsey and the USDA show that the need for food in the region is projected to increase by 300 million pounds by 2013.

For the new class of poor and underemployed, life now represents an agonizing series of choices between putting food on the table or paying medical and utility bills.

*1 in 4
Face Hunger
by 2013*

You can make a difference. Join us in our Good Neighbor Campaign. Every \$1 you donate will provide 5 meals for our neighbors—plus, every dollar you donate qualifies for a 50% Michigan tax credit. A \$400 donation could feed an entire family one meal a day for a total cost to you of around \$60-\$80 after tax credits and deductions. Call us at (888) 332-7140 or donate online at www.forgottenharvest.org.

Together, we can win this fight!



**DRIVING HUNGER FROM
OUR COMMUNITY**

OUR MISSION

The mission of Forgotten Harvest is to relieve hunger in our community by rescuing surplus, prepared and perishable food and donating it to emergency food providers.



FORGOTTEN HARVEST NAMED TO TOP 10 CHARITY LIST BY CHARITY NAVIGATOR

Charity Navigator has named Forgotten Harvest to its national “10 Slam-Dunk Charities” list.



Forgotten Harvest also received its fourth consecutive 4-star rating for its ability to efficiently manage and grow its finances.

Forgotten Harvest is among only eight percent of the more than 5,000 nonprofits evaluated by Charity Navigator to receive at least four consecutive 4-star evaluations.

Charity Navigator is the nation’s largest and most-utilized evaluator of nonprofit organizations across the country.

The Eyes Of The World Are On Our Fight Against Hunger

On November 5, the eyes of the world will be on metro Detroit and Forgotten Harvest as Evander Holyfield steps into the ring at Joe Louis Arena in his quest to become the undisputed heavyweight champion of the world and join Forgotten Harvest in our fight against hunger. Proceeds from his fight will be donated to Forgotten Harvest. Mr. Holyfield’s spirit, generosity and compassion for those less fortunate should serve as an inspiration to all of us in metro Detroit.

We are facing a fight of epic proportions in our community--the region’s desperate economic crisis has been documented in headlines across the country—it’s why Mr. Holyfield came to our side to help us fight hunger. The facts are stark.

Studies conducted by the USDA and McKinsey estimate that by 2013 one in four people will be food insecure in the metro area.

The good news is that our fight against hunger can be won. There is enough food to meet the needs of those in need—25 % of all food produced is thrown away and never consumed. The key is to “rescue” wasted food and donate it to partners who will share it with those who are hungry. We can’t do it without your financial support—your donation ensures that our trucks will stay on the road—so that no child or family will go hungry.

Mr. Holyfield will fight for your neighbors in need on November 5. His fight will serve as the centerpiece of our Good Neighbor Campaign this year. Our goal this year is to raise \$3 million. If we embrace his spirit, courage and compassion we will win the fight against hunger in metro Detroit.

Susan Ellis Goodell
President & CEO



Forgotten Harvest Facts

Forgotten Harvest is metro Detroit’s only food “rescue” operation.

On a per capita basis, Forgotten Harvest “rescues” more food than any other organization in America and distributes that food at the lowest cost per meal of any organization in the country.

Last year, Forgotten Harvest “rescued” 19.4 million pounds of food or 19.4 million meals in the tri-county area—a 55% increase over the previous year. Our fleet of 25 trucks “rescues” food six days a week and covers a 2,000 square mile area.

Forgotten Harvest “rescues” surplus and prepared food everyday from over 455 food businesses and is the “lifeline of support” for emergency food provider agencies. We distribute food free-of-charge everyday to 158 emergency food providers like Focus: HOPE, Salvation Army, Capuchin Soup Kitchen, Mariners Inn, and the Michigan Veterans Foundation. Without our food, many agencies and hunger programs might not exist.



Hunger Warriors Help Us Fight Hunger Every Day!

They are truly "Warriors." Every day, hundreds of individuals throughout metro Detroit help Forgiven Harvest fight the hunger battle. In Forgiven Harvest's 2010 annual survey of the metro Detroit emergency food providers which it serves –

- 19% turned away people--Not enough food was available for distribution.
- 84% said the numbers of people seeking help has increased dramatically.
- 79% said they could distribute more food if it was available.

95¢ of every dollar donated to Forgiven Harvest goes directly to the distribution of food that helps our "Hunger Warriors" keep their doors open and feed the growing number of families in the area who desperately need the food and assistance these agencies provide. Every \$1 you donate provides 5 meals to those in need.



Jim and Dana Adams left their home in Rochester Hills and moved to the Brightmoor neighborhood of Detroit to dedicate their lives to families in need in that area at the City Mission agency. Jim serves as Director of Development at City Mission and Dana serves as principal of the Pre-K through 6th grade licensed academy at the agency. Last year, Forgiven Harvest delivered over 250,000 pounds of food to City Mission. Students at City Mission school get free lunches through the Forgiven Harvest rescued prepared food program.



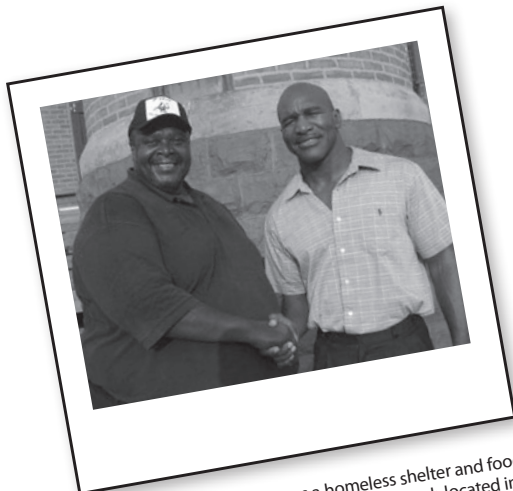
Steve and Jackie Darr operate Open Door Ministries in Canton. Every week they provide food for over 400 families in the area. Forgiven Harvest has been able to deliver over 40,000 pounds of food a week to Open Door this summer to meet the growing need in Canton. Steve is Director of Open Door Ministries and a retired engineer from the Ford Motor Company.



Margaret Margraff is Assistant Coordinator of Programs for Waterford Senior Center. Every week Margaret is able to provide 100 senior households with healthy, nutritious food. She also provides food for Waterford families that come to the agency for help.



Jerry Mercado, FH Driver pictured with Jeff Wheeler. Jeff suffers from neuropathy – Every other week he comes to First Baptist Church in Holly to get groceries he could not otherwise afford. Pastor Ed Pedley of First Baptist Church began a partnership in June with FH to increase the amount of food he could distribute to the growing number of individuals in that area who were requesting food.



Pastor Henry Covington runs a homeless shelter and food distribution program at Pilgrim Assembly Church located in the Woodbridge area of Detroit. He is pictured with Evander Holyfield who visited the site and met with him to discuss the issues faced in the City of Detroit. Pastor Covington's amazing life and dedication to the needy was featured in Mitch Albom's recently published book, "Have A Little Faith."



Michelle Jackson serves as Director of the Von Steuben Community Council and operates a food distribution program for residents in the Osborn area of Detroit from Our Lady of Good Counsel. Food is distributed through the Forgiven Harvest Mobile Pantry twice a week to families in need in that area.



Forgotten Harvest Family And Friends

FEBRUARY 2010 - AUGUST 2010



FEBRUARY

Paul W. Visits Forgotten Harvest

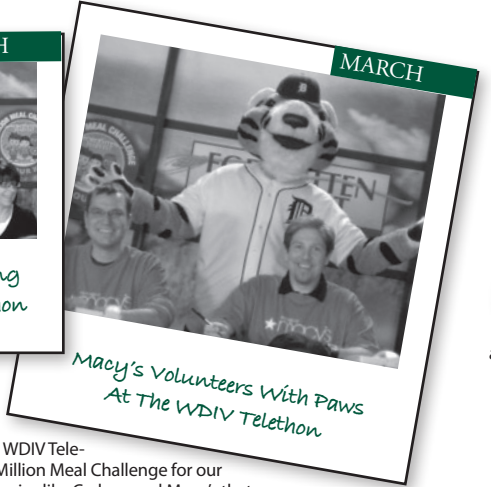
Over 200 people joined us at a pancake breakfast held at FH headquarters to thank metro Detroit for their generous contribution to our Help For Haiti campaign. Over \$1 Million was raised. Paul W. Smith of WJR broadcasted our tribute that day. Paul W., far left, was joined by Bruce Nyberg, center, former FH Board Chairman, Susan Goodell, right, FH President & CEO; and Russ Russell, FH Chief Development Officer.



MARCH

Mary Lou & Carlson Marketing Volunteers At The WDIV Telethon

Mary Lou Gasiorowski, center, and the Carlson Marketing volunteers consistently support our major events. We couldn't manage without their dedicated efforts. The WDIV Telethon was the kick-off of our successful One Million Meal Challenge for our kids. Our heartfelt thanks to the many companies like Carlson and Macy's that give of their time so unselfishly.



MARCH

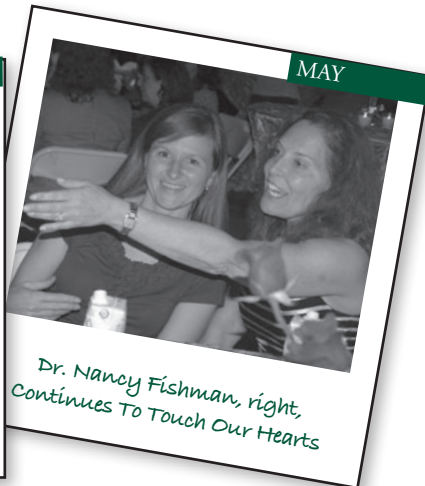
Macy's Volunteers With Paws At The WDIV Telethon



MAY

Alexander Zonjic Lit Up Our 20th Anniversary Celebration

He started our organization twenty years ago from the back of Jeep and continues to be an inspiration to us today. Over 300 guests celebrated our 20th anniversary and Nancy's amazing dedication and commitment to our community.



MAY

Dr. Nancy Fishman, right, Continues To Touch Our Hearts



MAY

We Love You, Bruce!

We'll never say good-bye to Bruce Nyberg! Bruce presided over his last Board meeting in May. He leaves us in the good hands of Jennifer Shroeger the new FH Chairman. Bruce has played an outstanding role in our growth over the past eight years. He co-chaired the capacity campaign which funded our current building, actually burned the mortgage that he made for the building and directed the development of a strategic plan that will guide us well into the future - Thanks, Bruce!



JULY

FH and Gleaners partnered with Caribou Coffee in a 10-day campaign. Caribou customers were able to receive discounts on beverages when they donated food items.



AUGUST

Senator Stabenow Visits FH

Senator Debbie Stabenow visited FH in August with FH Board Members from left to right: Christine Seppala, Alice Osburn, Mike Fezzey, Jacqueline Sellers, Senator Stabenow, Susan Goodell (FH President & CEO), John Carter and Leon Tupper.



AUGUST

FH At The Dream Cruise

FH, in partnership with Gleaners Community Food Bank and the Greater Pontiac Community Coalition, collected food during the Woodward Dream Cruise. On Sunday, August 22 FH distributed over 13,000 pounds of food to more than 300 Pontiac families. Gleaners provided 400 boxes of food for the effort. Pastor Doug Jones, President of the Coalition and Pastor of Welcome Missionary Church in Pontiac, sponsored the event.

Holyfield Partners With FH

On November 5, 2010 Evander Holyfield will defend his heavyweight championship at Joe Louis Arena in Detroit. Holyfield scheduled the fight in Detroit when he learned of the food crisis in our community and through his participation in the Forgotten Harvest Million Meal Challenge Campaign during the summer. Proceeds from the sale of his Holyfield Choice Water benefitted the campaign. The fight was announced in a press conference at Joe Louis arena on August 12. Walgreens will continue to partner with FH throughout the fall in a fundraising effort. Shoppers will be able to purchase "Challenge" wrist bands for \$2. In addition to Holyfield Choice Alkaline Water, Vitamin Spice, Great Taste and Margarita's Salsa will donate a portion of the proceeds from the sale of their product to Forgotten Harvest when purchased at Walgreens this fall. Check out the FH website for full details for the purchase of fight tickets and Evander's personal campaign to fight hunger. He is pictured with Russ Russell, FH Chief Development Officer.



LIFE

FORGOTTEN HARVEST



APRIL

Robin Schwartz Of Fox2 News With FH Driver James Moseley

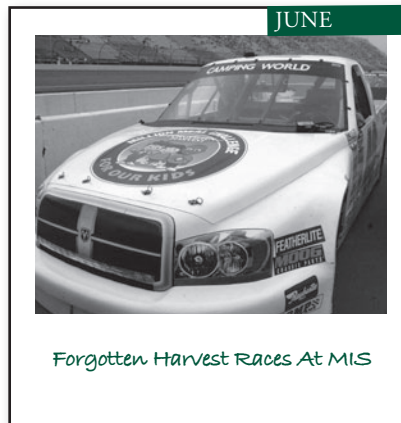
Schwartz of Fox 2 news rode with us for a day on a major story on Forgotten Harvest. See Fresh section of our web site to view the story.



JUNE

Walgreens Joins Million Meal Challenge For Kids

Walgreens joined the FH Million Meal Challenge for Kids. Walgreens shoppers were able to purchase lunch items and buy "Challenge" wristbands for \$2. FH received proceeds from the sales of products like Holyfield Water, Vitamin Spice.



JUNE

Forgotten Harvest Races At MIS

Chase Austin and the United Race Group helped raise awareness of Forgotten Harvest among race fans all over the country in a June race at Michigan International Speedway. Chase returned to race for us again in August.



JUNE

Detroit Mayor Dave Bing Visits FH

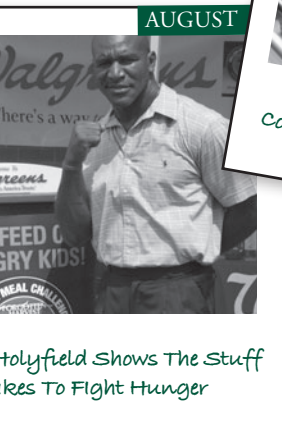
Mayor Dave Bing visited the FH facilities in June. He is pictured here with Dave Nichols, First Vice Chairman and Jennifer Shroeger, Chairman of the Forgotten Harvest Board of Directors.



AUGUST

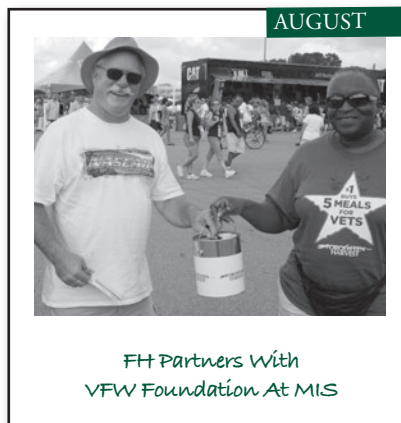
Kids From Detroit Christian Community Center Cheer on Chase Austin At MIS

Evander Holyfield, the United Race Group and MIS Cares sponsored a trip for 39 kids from the Central Detroit Christian Community Development Center to attend the Carfax 250 race on August 14. The kids met Chase Austin of United Race Group, Evander Holyfield and drag racer Brian Olatunji. They were treated to race tickets and a luncheon in their honor. Holyfield was honored as Grand Marshall of the CARFAX 400 race the following day at Michigan International Speedway.



AUGUST

Holyfield Shows The Stuff We Need To Fight Hunger



AUGUST

FH Partners With VFW Foundation At MIS

Over 40 volunteers and staff members collected donations at Michigan International Speedway on August 14 and August 15 in partnership with the VFW Foundation. The FH Mobile Pantry was on exhibit and volunteers were able to roam the MIS Fan Plaza soliciting donations to help feed veterans and their families.

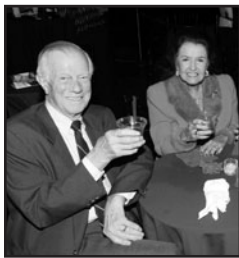


COMEDY NIGHT 2010

WITH DAVE COULIER

Another Great Success!

A huge thank you to our sponsors, patrons, live and silent auction donors and supporters who helped provide 600,000 meals to those in need at the Annual Comedy Night on May 15th. Check our website for soon for the date and details regarding Comedy Night 2011!



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Dick Shafraan

Our Best Cruise Yet!



Our annual Champagne Cruise is the summertime party to attend! The event took place on Friday, August 20, 2010 at Westborn Market in Berkley. Through ticket sales and sponsorships we raised enough to provide 720,000 meals to those in need. Many thanks to this year's live and silent auction donors!



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The Huntington National Bank

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Pointe Dairy
Roast
Shriners Silver Garden Events Center
Sysco Food Services of Detroit
The Cupcake Station
The Henry
Versacom, Inc.
Westborn Market
What Crepe?

Summer Vacation From Hunger A Success For Third Year

40,000 Sack Lunches Prepared For Our Kids

Through a grant from the Charter One Foundation, Forgotten Harvest was able to provide sack lunches for children throughout metro Detroit over the summer. This is the third year of the partnership with Charter One Foundation. Kroger was also a partner in the program and provided 100 loaves of fresh bread everyday. Customer-purchased donated items from 124 Walgreens stores throughout the area were donated for lunch sack items. Sack lunches were also assembled at Welcome Missionary Church in Pontiac for agencies in that area.



The program helped fill the gap this summer for children can't participate in breakfast and lunch programs at schools. Gleaners Community Food Bank was also a participant in the Charter One program.



Marilyn Beckham Led Sack Lunch Production at FH

Feel Good About Doing Good & Help FH Feed The Hungry

Companies and organizations throughout metro Detroit are lining-up to take the Forgotten Harvest Challenge! Forgotten Harvest can orchestrate a volunteer day that members of your company or organization will never forget. Since February, volunteers have assembled over 65,000 FH Meal Packs on their FH Challenge Day. We'll take you through a quick orientation and have your Company or organization volunteers assembling meals like pros. Volunteers can assemble 10,000- 20,000 meals within 3-4 hours. We can accommodate up to 100-125 volunteers for a major meal assembly. Call Krista Poole at (248) 967-1500 x114 if you think your company or organization is up to the FH Challenge! Many thanks to Bank Of America, Mitch Albom, Hartford Financial and AAA for their outstanding efforts.



Mitch Albom's Volunteers Assembled 10,000 Meals



Over 100 Bank Of America Volunteers Assembled 20,000 Meals



Kieth Cockrell, President Of Bank Of America, Michigan



Hartford Financial Assembled 15,000 Meals



Thanks For Our New Trucks

CHASE

Our two new “Harveys” are on the road thanks to a generous grant by our friends at Chase. Chase announced its national grant to food banks across the country at FH headquarters this past December. The donation marked the single largest corporate donation Feeding America had received from a corporation to date. We estimate that 17 million meals will be delivered over the lifespan of the trucks.



THIS SEASON'S HARVEST

FH Thanks The Generous Funders Who Make Our Mission Possible

The following foundations, corporations and faith-based organizations awarded grants of \$5,000 or more from February 2010 to present:

McGregor Fund	\$300,000	The Trustmark Foundation	\$12,000
The Skillman Foundation	\$150,000	Busch Inc.	\$11,949
The Kresge Foundation	\$75,000	MAZON	\$11,000
Charter One Bank	\$50,000	William G. & Myrtle E. Hess Charitable Trust	\$10,000
Chase	\$33,352	The Kresge Foundation (Matching Gift)	\$7,500
Tesla Motors, Inc.	\$29,468	Barbara L. Amundson Revocable Trust	\$5,000
Feeding America	\$22,024	Myrtle E. & William G. Hess Charitable Trust	\$5,000
Oak Pointe Church	\$18,537	Lula C. Wilson Trust	\$5,000
Oliver Dewey Marcks Foundation	\$15,000	Stifel Nicolaus	\$5,000
The King's Daughters & Sons, Inc.	\$12,000		

Forgotten Harvest's Upcoming Events

OCTOBER 22 -23

Fashion In Detroit Event
Motor City Casino

NOVEMBER 5

Evander Holyfield Fight
Joe Louis Arena

NOVEMBER 20

Community “Stuff the Truck” Event

NOVEMBER 23

Thanksgiving Dinner
for the Homeless

NOVEMBER 29

WDIV Telethon

DECEMBER

WJR Radiothon



We're very social! Join us on:   

Driving Hunger From Our Community Since 1990

For all the freshest information—Visit our website at: www.forgottenharvest.org

