

# HARVEST NEWS

## Metro Detroit Comes Together To Offer Our Children A Hunger Free Summer

Forgotten Harvest is metro Detroit's only food rescue operation and the second largest food rescue operation in the country.

Forgotten Harvest is the most efficient food rescue organization in America – delivering 5 meals for every \$1 donation.

Last year, Forgotten Harvest distributed over 23 million pounds of food or over 23 million meals in the tri-county area.

Our trucks and drivers “rescue” food 6 days a week. We have 30 refrigerated trucks, all donated, that pick up and distribute rescued food throughout the 2,000 square mile tri-county area.

Forgotten Harvest rescues nutritious, surplus and prepared food from over 450 food businesses: grocery stores, farms, warehouses, distributors, dairies, restaurants, caterers, entertainment venues from donors like: Kroger, Whole Foods, Walmart, Sam's Club, Meijer, Plum Market, Hollywood Markets, Trader Joe's and Mastronardi.

Forgotten Harvest is the “lifeline of support” to agencies throughout metro Detroit. We distribute food free-of-charge to over 170 pantries, shelters, soup kitchens and mobile pantry sites in Macomb, Oakland, and Wayne Counties We deliver food to agencies such as Focus: HOPE, Salvation Army, Capuchin Soup Kitchen, Mariners Inn and Michigan Veterans Foundation every day.

Volunteers assemble about 3,000 healthy meals a day at our Oak Park headquarters for distribution to emergency food providers using prepared food from donors like Comerica Park, The Henry Ford and many more high quality entertainment venues.

Last year, the Forgotten Harvest Mobile Pantry distributed 3.6 million pounds or 3.6 million meals to neighborhoods that do not have convenient access to emergency food provider agencies – a 44% increase in distribution over the previous year.

**Our mission is to relieve hunger in the Detroit metropolitan community by “rescuing” surplus, prepared and perishable food and donating it free of charge to emergency food providers.**



Pictured left to right: Over 130 children were treated to lunch at Campus Martius at the launch of the Hunger Free Summer campaign. Sandy Pierce, President Charter One, Michigan, with kids who attended the kick-off event. Chef Dan Hollinshead prepared over 1,700 lunches and snacks for our kids every morning in the summer.

Forgotten Harvest partnered with Charter One Foundation and other corporate and community donors with a goal to provide 1 million meals to hungry southeast Michigan children this summer through their Hunger Free Summer campaign.

A press conference and the official launch of the Hunger Free Summer campaign was held at Campus Martius Park in Detroit on Friday, June 24, 2011. Michigan Charter One President Sandy Pierce welcomed agency and corporate representatives as well as children from some of the organizations' summer programs. The children were treated to a picnic lunch and took home a weekend backpack of food.

More than 300,000 children in our community receive free or reduced fee lunches at school during the school year. That's about 40 percent of school-age children in southeast Michigan. Sandy Pierce, President of Charter One Bank, Michigan remarked that, “We know that when children are hungry, it is difficult for them to learn and grow – and thrive. But let's face it; our future depends on all of Michigan's children being able to thrive. We all suffer when we leave generations of children to languish from hunger. And this is not acceptable to me – nor should it be for any of us.”

This is the fourth year that Charter One has championed a summer program for children. During the ten-week Hunger Free Summer campaign, donations were matched dollar-for-dollar by Ford Motor Company Fund and Community Services, Enterprise Rent-A-Car, Hiller's and The Young Foundation. Additionally, Hiller's and Hollywood Market shoppers were able to contribute to the campaign by adding a Hunger Free Summer donation to their bill at checkout registers. Forgotten Harvest partnered with Gleaners Community Food Bank of Southeastern Michigan in the Hunger Free Summer Campaign.



Jim Harper and the staff of Magic 105.1 radio also helped feed our kids with the introduction of The Magic Lunch Bag Club. Magic listeners were asked to make a \$25 donation to become a member of the Club or bid on fabulous auction items. Kids were able to decorate bags for kids at Magic events held throughout the metro Detroit area.

Forgotten Harvest prepared over 1,700 lunches and snack packages in the Forgotten Harvest Kitchen every morning and then delivered those lunches and snacks to 25 agencies throughout the metro Detroit area. Thanks to the generosity of Kroger, kids were provided healthy, nutritious sack lunches. The lunch menu varied every day with such items as turkey breast, ham, chicken breast, fruit cups and Jell-O. Final program results will be reported in our next newsletter.

# No End In Sight To The Hunger Problem

Metro Detroit is in the grip of a food and hunger crisis. I have personally witnessed the fear and desperation in the faces of the families and children that have joined the hunger relief lines of our partner food pantries in recent months.

Many of the people receiving emergency food are new to dire financial circumstances. They represent what we believe is "The New Face of Hunger." According to the Feeding America "Hunger in America 2010" study,



**“Over 17% of food recipients previously held or currently hold professional or managerial positions.”**

More and more people entering the lines of our partner agencies have some type of income but not enough to purchase needed food. We expect to see more and more people like this in the future as energy and food prices rise.

**“38% of the food recipient households that receive emergency food from pantries have one or more working adults.”**

New and even more devastating figures were provided by Feeding America in a study published earlier this year. These grim numbers attest to the fact that the hunger situation in our community is only growing worse with no hope of improvement in the near future.

**“20% of the population is food insecure in Macomb, Oakland and Wayne Counties – about 800,000 people in our community face hunger and a lack of food daily.”**

That same study estimated that 134 million additional meals are needed each year to close the gap between the need for food and the food that people can obtain using limited incomes. Food stamps at an average allotment of \$4.30 per day, per person, simply cannot do the job.

For a large segment of our community, hunger and the lack of food is new and very real. We thank you for the tremendous support you have given us and those in need. But, I would remind you that our battle to drive hunger from the community has no end in sight and appears to be growing with each passing day.

Susan Ellis Goodell  
President & CEO

METRO DETROIT AND MICHIGAN

## Hunger Facts

When people in need speak of hunger, they define hunger as an inability to obtain sufficient food for their households. People skip meals, cut back on the quality or quantity of meals and potentially suffer malnutrition over time.

Our country wastes more than 96 billion pounds of food a year. Food comprises 14 % of our landfill waste. Based upon our metro area population, an estimated one billion pounds of food may be wasted on an annual basis in our community.

In Macomb, Oakland and Wayne Counties, one in four children lives in poverty.

In the tri-county area over 663,000 people, including more than 230,000 children, live in poverty.

In the City of Detroit, over 50% of children under age 18 live in poverty. Using poverty rates as a proxy for hunger, more than 1 in 2 children in the City of Detroit are at risk of hunger.

Nearly four million households in Michigan live at risk of hunger.

Michigan lost nearly one million jobs over the past decade. A large share of the jobs lost once resided here in Southeast Michigan. Those lost jobs were "high- and middle-wage lower-education jobs" in "lower-education industries."

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



## Volunteers At Forgotten Harvest Feel Good About Doing Good!

PriceWaterhouseCoopers volunteers helped re-pack bulk food in June. PWC also provided a \$30,000 grant through Feeding America that will enable us to expand our School Pantry program and provide 150,000 meals to kids in need during the 2011-2012 school year. Call Krista Poole, Volunteer Manager at (248) 967-1500 x114 if you think your company or organization is up to the Forgotten Harvest Challenge!

# Meet A Hunger Warrior

*A Good Neighbor Who Is Helping Forgotten Harvest Feed Those In Need*

Lisa Cain is the president and founder of God's Helping Hands in Rochester Hills. Through her efforts, up to 800 area families a month are provided food and clothing.

God's Helping Hands was founded as a clothing distribution outlet and through the inspiration of Lisa Cain's son, Kevin. Lisa had joined a support group for parents of special needs children. Kevin had suffered from cerebral palsy and seizures since birth. She found that many families like hers were forced to subsist on one income, couldn't qualify for state aid because of income limits and were in desperate need of clothing for both the special needs child and other children in the family. The clothing outlet was initially housed in a church and moved to the industrial park as word of mouth increased demand. Families coming for clothing often requested information and help for food. She expanded the operation with the help of the Food Bank of Oakland County, now Gleaners, and started food distribution. She joined the Forgotten Harvest family as a distribution agency in November 2009.

Kevin passed away at the age of seven and now serves as Lisa's inspiration every day. She states, "God used Kevin as a tool for us to give back. Because of his needs, I couldn't work and was able to give back to others." For more information about God's Helping Hands, contact Lisa at (248) 852-7400 or by e-mail at godshelpinghands@comcast.net.



# Good Neighbors You Are Helping



**Barb**  
Barb is 80 years of age. She and her husband worked hard all of their life but their savings have simply run out due to the high cost of medical care. She lives in a senior assisted community in the Holly area. Her husband Bud lives in a nursing home due to chronic health problems. Barb visits one of our recipient agencies, First Baptist of Holly, to receive food twice a month. Despite her own health and personal financial problems, Barb collects and shares food with others in her senior living community who can no longer drive. Barb's story is typical of the thousands of seniors in our community who struggle to maintain even the basics in life.



**Bryan & Tina**  
Bryan had a great job in the auto industry. He was laid off and is currently undergoing treatment for cancer. He assumed caretaker responsibilities for Tina who suffered from a rare disease called Angel Man's Syndrome. Forgotten Harvest food helped Bryan and his partner, Helen, pay for high medical costs and ensured that Tina received highly nutritious food that they could not afford. Tina passed away this past June. We are driven by the spirit, the heart and the courage of people like Bryan who remain undaunted by what life has brought them.

## For your generosity, please take some credit.

Help ensure the future of Forgotten Harvest by contributing to our endowment fund at the Community Foundation for Southeast Michigan. Until December 31, 2011, State law entitles you to a tax credit of 50 percent of the amount you contribute, subject to certain limits. Just write a check payable to the Community Foundation for Southeast Michigan, indicate the Forgotten Harvest endowment fund in the "memo" line, and mail by December 31 to:

**Community Foundation  
for Southeast Michigan  
333 W. Fort St., Suite 2010  
Detroit, MI 48226-3134**

For more information on the Michigan tax credit, call 313-961-6675.



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Thank You!

This year, our community's corporations, foundations, faith-based and other organizations continued to give generously toward our efforts to provide healthy food for those in need.

Please visit [www.forgottenharvest.org](http://www.forgottenharvest.org) for a list of those who gave at the level of \$5,000 or more.

We are extremely grateful for these generous supporters, who made it possible for Forgotten Harvest to provide more than 23 million pounds of fresh, healthy food for our most vulnerable neighbors.

## Peters Appointed To Direct New Planned Giving Initiative For Forgotten Harvest



Colleen Ochoa Peters has joined Forgotten Harvest as Senior Director of Strategic and Planned Gifts. This new position for the organization will help current and prospective donors take advantage of the many benefits of gift planning. The Planned Giving program is designed to ensure a giving legacy and have an impact on the lives of those who will face hunger in our community in the future. Ms. Peters will personally consult with donors and demonstrate:

- How simple it is to include Forgotten Harvest in a will or estate plan
- How to turn assets into income and enjoy a tax deduction by establishing a charitable gift annuity
- How to fight hunger in perpetuity by establishing a fund in your name or in memory of a loved one to benefit the Forgotten Harvest Endowment Fund at the Community Foundation for Southeast Michigan
- How, if you are 70 ½ and older, you can make a donation of up to \$100,000 from Individual Retirement Accounts (IRAs) to charities, such as Forgotten Harvest, without having to count the distributions as taxable income
- How to make a meaningful difference by engaging in the “Hunger Has An Address” Capacity Campaign

Ms. Peters is a seasoned veteran in Planned Giving consultation. Most recently, she served with the Community Foundation for Southeast Michigan, where she worked with donors and professional advisors to establish donor advised funds, endowed funds, and planned gifts to benefit charities in Southeast Michigan. Prior to joining the Community Foundation, Colleen served as a financial advisor at UBS Financial Services. She holds a Bachelor of Arts from Oakland University and a Master of Arts in Philanthropic Studies from Indiana University.

“I have been involved with Forgotten Harvest for a number of years as an Advisory Board Member. Our efforts have an enormous impact on the lives of those in need. Forgotten Harvest and its phenomenal growth over the past few years represent a tremendous success story for our metro Detroit region,” said Peters. “I look forward to working with donors and their professional advisors to share the many ways they can help ensure that families in need will not go hungry today or tomorrow.” Please contact Colleen at (248)967-1500 x115 or copeters@forgottenharvest.org.



**YES! I'd like more information on planned giving benefits. I am interested in:**

- How to include Forgotten Harvest in my will or estate plans**
- Charitable Gift Annuities**
- The new Forgotten Harvest Endowment Fund at the Community Foundation For Southeast Michigan**

NAME

ADDRESS

CITY

STATE

ZIP

DAYTIME PHONE

EVENING PHONE

## Three 2011 Tax-Savings Opportunities Due To Expire This Year

### Tax-Savings Opportunity #1

#### Business & Individuals Should Take Advantage Of The Special Michigan Income Tax Credit

The Michigan Income Tax Credit and a federal tax deduction are available to individuals and businesses who make a monetary donation to Forgotten Harvest. This special state tax credit is due to expire this year. Individuals may claim 50% of contributions up to \$200. Couples may claim 50% of contributions up to \$400. After meeting certain conditions, businesses may claim 50% of contributions up to \$10,000.

#### Single Taxpayer Example

Annual Contribution:	\$200
Approximate Federal Tax Reduction (35%):	\$70
Michigan Tax Credit:	\$100
Actual Net Cost to You:	only \$30

#### Married Taxpayer Example

Annual Contribution:	\$400
Approximate Federal Tax Reduction (35%):	\$140
Michigan Tax Credit:	\$200
Actual Net Cost to You:	only \$60

### Tax-Savings Opportunity #2

#### Forgotten Harvest Community Foundation Endowment Donation

Remember, you can also take advantage of the Michigan Income Tax Credit by making a contribution to the newly-established Forgotten Harvest endowment fund at The Community Foundation for Southeast Michigan. See the ad on page three of this newsletter.

### Tax-Savings Opportunity #3

#### Tax Free IRA Distribution Donation

In December 2010, Congress reauthorized the IRA Charitable Rollover allowing individuals aged 70 ½ and older to donate up to \$100,000 from their Individual Retirement Accounts (IRAs) to charities, such as Forgotten Harvest, without having to count the distributions as taxable income. This may be a wonderful way for you to make your next gift in support of the fight against hunger while avoiding paying taxes on your IRA income. If you are 70 ½ or older, ask your IRA custodian for special forms to take advantage of this tax-free way to support Forgotten Harvest. But don't hesitate – time is running out! You only have until December 31, 2011 to make this gift.

*For more information, consult your attorney or accountant to obtain information that is specific to your particular financial situation.*



**We're very social! Join us on:**   

For all the freshest information, visit our website at [www.forgottenharvest.org](http://www.forgottenharvest.org)



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