

Harvest News

Metro Detroit's Only Mobile Food Rescue Organization – Driving Hunger From Our Community Since 1990 | Spring 2011 Crop

THE NEW FACE OF HUNGER

Our Community's New Hunger Reality

1 in 5 Face Hunger Daily in Metro Detroit



The economic crisis we have faced as a community has brought a new story of despair for thousands of children, families and seniors in the tri-county area. Hunger now touches the lives of a new group of people in our neighborhoods—good, hard-working people who never imagined they would lack the means and suffer the indignity of being unable to provide food for themselves and those they love.

The Specter Of Underemployment – The New Threat To Our Families

The specter of “underemployment” has left many with some income but not nearly enough to cover basic human needs. Many people are being forced, on a regular basis, to choose between putting food on the table, paying a utility bill or purchasing needed medicines. These are your neighbors who live in Detroit, Holly, Canton, Warren, Madison Heights and neighborhoods throughout Metro Detroit. Nearly 34% of the households that receive emergency food from our pantries throughout the community have one or more working adults — the food they receive enables them to stay in their home, keep their kids in our schools and lead a life that for most of us is considered close to “normal.”

One In Four Projected To Face Hunger By 2013

This is not a problem that will go away with economic recovery. A research study conducted by McKinsey indicated the annual need for emergency food in our region is projected to increase to 300 million pounds by 2013. Despite the generosity of the Metro Detroit community, we continue to need your help to meet the increasing need for food for our neighbors in need. **You can help. Call us seven days a week at 888-332-7140 to make a contribution or visit our web site and donate online at www.forgottenharvest.org.**



Remember, \$1 provides 5 Forgotten Harvest Meals



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.



It's What You Do

In this year's Super Bowl, Eminem and Chrysler stunned the world with a passionate statement about the Detroit spirit. The message made all of us justifiably proud of our home and the heart of the people in it.

We at Forgotten Harvest have witnessed, first-hand, the overwhelming compassion and giving spirit the people and institutions of Detroit have for their neighbors in need.

We began our fiscal year last July determined to dramatically increase the amount of food we rescue to meet the unprecedented need for food in the community. We rescued over 19 million pounds of food last year, a 55% increase over the previous year, and are on target to rescue over 24 million pounds of food this fiscal year.

This could not have happened without the generous support of our community. This past October through January, we tripled the number of gifts donated by institutions and individuals over the previous year. During that same time period, we doubled the number individual donors who support our mission.

According to research studies, one in four people are projected to face hunger in the metro area by 2013. We face an on-going and uphill battle in our fight against hunger and the provision of nutritious, fresh food to Metro Detroit. Simply put, the lack of food is expected to grow over the next few years, not diminish.

Despite these daunting numbers, we remain optimistic at Forgotten Harvest. We believe our food donors, financial contributors and the partner agencies who distribute Forgotten Harvest food will continue to fight and help us win this battle to drive hunger from our community. As all of you have proven throughout our 21 years of existence — **it's what you do!**

My heartfelt thanks for your genuine Detroit heart and giving spirit!

Susan Ellis Goodell
President & CEO

Forgotten Harvest Facts

Our country wastes 96 billion pounds of food a year. If just 5% of the food we wasted was "rescued," no one in our country would go hungry or be food insecure.

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

Last year, Forgotten Harvest "rescued" 19.4 million pounds of food or 19.4 million meals in the tri-county area. We are on target to rescue over 24 million pounds of food this fiscal year.

Our trucks "rescue" food 6 days a week. We have 29 refrigerated trucks, all donated, that cover 2,000 square miles a week in the tri-county area.

Forgotten Harvest rescues nutritious surplus and prepared food every day from over 455 food businesses like: Kroger, Busch's Fresh Food Markets, Costco, Whole Foods, Walmart, Sam's Club, Meijer, Plum Market, Trader Joe's, Soave and Mastronardi.

Forgotten Harvest is the **"lifeline of support"** for emergency food providers throughout Metro Detroit. We distribute nutritious food **free-of-charge** every day to 158 agencies like: Focus: HOPE, Salvation Army, Capuchin Soup Kitchen, Mariner's Inn and Michigan Veterans Foundation.

Volunteers assemble more than 3,000 healthy meals a day at our Oak Park headquarters with prepared food donated from entertainment venues like: Comerica Park, The Henry Ford and many more.

The Forgotten Harvest Mobile Pantry will distribute over 2.2 million pounds of food to neighborhoods that do not have access to emergency food provider agencies this year.



RoboCop & Twitterverse Hunger Warriors To The Rescue

RoboCharity Created To Raise Funds For Forgotten Harvest

Early in February, a tweet to Detroit Mayor David Bing set off a campaign to build a statue of RoboCop in Detroit, the setting for the 1987 movie that starred Peter Weller as the title character. Using Facebook and Kickstarter, fans of the idea were able to raise \$50,000 to build the statue.

Some Great Guys Come To Our Rescue

Artifacts writer and CBR columnist Ron Marz, however, noted on Twitter that there were probably better uses for the \$50,000 — which set off a campaign to benefit Forgotten Harvest: RoboCharity!

"This was something that happened completely organically. I saw that the Kickstarter campaign to actually build a RoboCop statue in Detroit had brought in more than \$50,000, and it just struck me as kind of ludicrous, Marz said. "So I suggested on Twitter that a chunk of money that size would be better spent doing some real good, like feeding people in a soup kitchen. I've never actually met Gary Whitta, but we've struck up a friendship via Twitter. Gary suggested that the sort of whimsy the statue represents has a place, and ultimately I agree, but maybe now is not the time or place, when there are hungry people."

Whitta, the writer of Book of Eli, said he'd donate money to a Detroit-based food charity if Marz would, and thus RoboCharity was born.

"Gary said he'd donate \$50 to a Detroit-based food charity if I would, I agreed, and then Ryan Meray from Ferndale picked it up and created the Facebook page and the #Robocharity hashtag. It spread, and pretty soon I was getting tweets from people who were also making donations to the charity we agreed upon, which is Forgotten Harvest," Marz said.

The campaign went into high gear on Twitter, Facebook and various blogs, and was covered by local Detroit news organizations. Another cartoonist, Francesco Francavilla, developed a sketch, right, "To Protect & Serve" and created an online auction for the piece.

Donate Today!



Our
RoboCharity
Heroes!



Ron Marz, CBR columnist



Ryan Meray, owner
C! Tech Solutions, Ferndale



Gary Whitta, writer
Book of Eli



Forgotten Harvest Family And Friends

SEPTEMBER 2010 – FEBRUARY 2011

OCTOBER



Detroit Pistons "Feed The Town"

Forgotten Harvest teamed up with the Detroit Pistons on the "Feed The Town" event. A rally was held downtown at lunch. Office workers were asked to donate lunch money and were given free hotdogs and Pistons tickets. From left to right: Rod Stucky, Pistons, Darryl Whitlock FH driver, Tayshaun Prince, Pistons, Chris Wilcox, Pistons, Dave Phillips, FH driver.

NOVEMBER



WDIV-Local 4 Good Neighbor Telethon

Our sports teams were well represented at our Annual Good Neighbor Fall Telethon with our media partner WDIV-Local 4. Over 1,000 viewers responded to our offers of free sports tickets for the team of their choice, or gift cards to Somerset Mall with a one hour free pampering from Christian Dior.

NOVEMBER



AARP / Wayne State Food Event

In an effort to distribute 300 food baskets to local families in need, Forgotten Harvest partnered with WSU and AARP in November and collected more than 17,000 lbs. of food.

DECEMBER



Walmart Donates 24' Truck

Walmart employees toured our building and awarded us a 24 foot refrigerated truck. Walmart announced the donation of the truck with press in attendance. The truck is valued at \$90,000. Forgotten Harvest rescued over 1.0 million pounds of food in 2010 from 27 metro area Walmart and Sam's Club stores.

New Building Addition Will Enable Forgotten Harvest to Rescue 60 Million Pounds of Food Every Year!

Never in her wildest dreams would our founder, Dr. Nancy Fishman, have envisioned foundations being set in place that would enable Forgotten Harvest to rescue up to 60 million pounds of food a year. Construction is now complete on 10,000 square feet of additional warehouse space. 7,500 additional square feet of refrigeration capacity was added that will allow us to process and store bulk produce, dairy, fruit and vegetables in large quantities. Over the next few years, we estimate that 65% of our food could originate through bulk food resources like commercial farms and food manufacturers.



DECEMBER



Westborn FPO Title Here

Cindy Corey, FH Associate Development Director, left, accepts a donation of \$14,396 from Bryan Bandyk, Westborn Market Marketing Director and Patricia Labatte, the top fundraiser for the store's holiday campaign to help feed the hungry in Metro Detroit.

DECEMBER



Christmas At The Marriott

Bob Farmery, Manager of the Detroit Renaissance Marriott Hotel, Santa and the entire Marriott staff hosted and prepared a Christmas holiday meal with all the trimmings for 1,000 people from City of Detroit agencies for whom Forgotten Harvest provides food. Over 300 kids took home presents from Santa and took advantage of face painting.

DECEMBER



Busch's Fresh Food Markets

Doug Busch, co-owner of Busch's Fresh Food Markets, is a consistent supporter of our mission. This season his company donated 10,000 pounds of turkey to Forgotten Harvest agencies and raised cash and food through the Busch's Season of Sharing Food Drive. In the left picture, he presents a check to Russ Russell, FH Chief Development Officer. Doug traveled over 2 hours in terrible December weather to help us unload holiday turkeys for those in need. He is pictured on the right with agency volunteer Jerry Anderson.

DECEMBER



Turkey Express Distribution

DECEMBER



Meijer Donates Semis

Meijer donated two reconditioned semi-tractors to Forgotten Harvest that will enable us to pick up large quantities of food at commercial farms and food manufacturers. The donation came as a part of a Meijer semi-tractor donation to local food banks and other organizations throughout the Midwest.

DECEMBER



Walgreens Joins Million Meal Challenge For Kids

Susan Goodell, FH President & CEO pictured with Detroit Mayor Dave Bing. Dole Foods recognized Forgotten Harvest for its contribution to the community with a shipment of its newest dried fruit product that was distributed to City of Detroit children and their families.

JANUARY



Farmers Donate Their Surplus

A group of 25 farmers who donate surplus food to Forgotten Harvest gathered for an appreciation lunch at FH headquarters. A strategy session was held to lay plans for the rescue of surplus crops this coming growing season. The farmers sell their crops at Eastern Market and the Royal Oak Farmers Market.

FEBRUARY



Good Neighbor Thank You Breakfast

We held our second annual Good Neighbor Thank You Breakfast with Paul W. Smith of WJR serving as on-air emcee. Over 250 people attended the event. Left picture: Congressman Gary Peters, right, prepares to go on-air with Susan Goodell, FH President and CEO. Right picture, left to right: Tosha Brown, Bank of America, Jennifer Dennis, Ambassador Bridge Co., Nora Moroun, Ambassador Bridge Co. and Peter Fezzey, FH Director of Major Gifts & Strategic Partnerships.

DECEMBER



The Detroit Shoppe

Forgotten Harvest was a proud beneficiary of the Detroit Shoppe in Somerset Mall this past holiday season. FH received a portion of the proceeds from sales of Detroit merchandise. The store was open November through January and was a smash hit with shoppers.

DECEMBER



Ambassador Bridge Promotion

The Ambassador Bridge Company partnered with us to raise funds over the holidays. A portion of every Ammex Global Marketplace transaction was donated. Thousands of people shopping at the duty free store over the holiday season saw our big screen presentation at this state-of-the-art shopping plaza.

DECEMBER



Our Great Friends From Kroger

Our friends at Kroger were able to arrange for a delivery of 10,000 pounds of chicken that were subsequently re-packed into individual meals. In 2010, Kroger donated over four million pounds of food to Forgotten Harvest. From left to right: Ken Fister, FH Food Program Director, Rick Going, President Kroger Michigan, Karen Bird, Kroger, Len Neeb, Manager, Miller Amish Country Poultry, Rick Snyder, Kroger.

JANUARY



Pepsi And Kroger Team Up

Pepsi and Kroger announced a six week Pepsi product promotion through the month of January and early February. Forgotten Harvest was awarded \$25,000 due to the promotion. The promotion was extended through the end of March and the donation to FH doubled to \$50,000!

FEBRUARY



Good Neighbor Partners



Meet The Good Neighbors You Are Helping

This past fall we asked that Forgotten Harvest food recipients help personalize the need for food in our community. In essence — help us put a face on the hunger and food insecurity crisis in metro Detroit. Their courage and willingness to help us help others resulted in an outpouring of unprecedented financial support from businesses and individuals for our Good Neighbor Challenge Campaign in November, December 2010 and January 2011.



TIMIA Timia's Mom suffered a stroke when she was born, lost use of her left arm and can no longer work. She was once a proud worker with a good factory job. Now, they struggle to make ends meet and pay for medical expenses.



THE HUFFS Keith and Elizabeth were living the American dream — solid careers, great kids, wonderful suburb. The economic crisis hit and both lost their jobs. Now, he works midnight shift at a gas station. Our Forgotten Harvest food helps them stay in their home so their children can continue their education in the same school district and lead a life most of us consider as “normal.”



EDDIE AND CHASE Eddie is one of the heroes we encounter every day. He works nights as a clerk at a large retailer so he can spend time during the day with Chase, who suffers from spina bifida. Mom works during the day. Forgotten Harvest food has made a difference in the life of heroes like Eddie who are willing to do whatever it takes to provide for their families and loved ones.



DIANA Diana and her husband worked hard all their life. She was a marketing executive and teacher at local colleges. He was self-employed and had built a lucrative business. They lived conservatively, put aside money for their retirement and were able to raise and provide an education for their seven children. When the bottom dropped out of our local economy, he lost his business and most of their life savings were destroyed in the stock market crash. Now, they struggle to pay high medical bills due to his chronic condition and support her mother who is suffering from dementia.

Volunteers At Forgotten Harvest Feel Good About Doing Good!

Companies, church groups, clubs and community organizations throughout Metro Detroit have taken the Forgotten Harvest Challenge! You can too!

Forgotten Harvest can orchestrate a volunteer day that members of your company or organization will remember.

Since September, volunteers have assembled over 282,000 meals on their Forgotten Harvest Challenge Day. We'll take you through a quick orientation and have your team of volunteers assembling meals or processing bulk foods like pros. Volunteers can assemble 10,000-20,000 meals within 3-4 hours. We can accommodate small groups of any size or larger groups of 60-100 volunteers for a major meal assembly or bulk food re-pack process. Groups can be accommodated Monday-Saturday. Sessions generally begin at nine and run to noon. Groups are requested to bring their own food or have lunch and breakfast catered. We can help with arrangements.

Children, Student Groups and Clubs Are Encouraged

We can accommodate kids as young as six years old. Groups with young children will be required to have one adult for every five children brought to volunteer. Saturday groups require four weeks advance notice. Weekday groups require two week advance notice.

Call Krista Poole, FH Volunteer Manager at 248-967-1500 x114 if you think your company or organization is up to the Forgotten Harvest Challenge!



Over 60 volunteers from Chase assembled 10,000 meals. They are pictured in front of one of two trucks donated by Chase in December 2010.



Kids can do the job, too! We welcome groups of youngsters from age six with adult supervision.



Five churches from Southfield came together for their first inter-denominational community outreach effort. The volunteers re-packed grapefruits for three hours on a Sunday afternoon. Reverend Chris Yaw of St. David's Episcopal Church conceived the idea in hopes of celebrating diversity and giving back to the community.



These four Daimler volunteers may have set a food processing record! In just four hours, they were able to re-pack 13,000 pounds of grapefruit.



Chrysler volunteers made 15,000 Meal Packs with chicken, carrots, onions and potatoes.



Carhartt Provides Full Line of Weather Apparel for Forgotten Harvest Drivers

Carhartt, a proud Detroit company, has partnered with Forgotten Harvest and will completely outfit all of our drivers with a full line of Carhartt work wear. More than \$30,000 worth of donated gear has already been supplied to Forgotten Harvest. Each driver was equipped head to toe with jackets, shirts, pants, boots and hats to handle any Michigan weather. Carhartt has agreed to equip any new driver brought into the Forgotten Harvest family. The Carhartt logo will be prominently displayed on the driver and passenger door of each FH truck.

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 September 2010 – January 2011:

PNC Foundation	\$150,000	Arts, Beats & Eats Foundation	\$13,558
Community Foundation for Southeastern Michigan with support from the Max M. & Marjorie S. Fisher Foundation	\$125,000	Lynn & Stanley R. Day Fund	\$10,000
Bank of America	\$100,000	Tuktawa Foundation	\$10,000
Pistons Cares Telethon	\$75,000	Barbara L. Amundson Revocable Trust	\$10,000
The Kresge Foundation	\$65,500	Diamond Home Health Care, Inc	\$10,000
The Kroger Company	\$62,748	Edsel B. Ford II Fund	\$10,000
Mandell L. & Madeleine H. Berman Foundation	\$60,000	Line Precision, Inc.	\$10,000
DTE Energy Foundation	\$60,000	Allied Purveyors Credit Association Inc.	\$9,500
Harry F. & Eleanore Vellmure Family Foundation	\$37,500	MARS Advertising	\$7,500
Ilitch Charities, Inc	\$35,000	Ralph L. and Winifred E. Polk Foundation	\$7,500
McGregor Fund	\$34,000	Gannett Foundation	\$7,500
Musk Foundation	\$30,000	Richard K. Thompson Foundation	\$6,000
Huntington National Bank	\$25,000	Art Van Furniture	\$5,000
Ally Financial	\$25,000	Chicago Vessel Fueling Co.	\$5,000
Elizabeth, Allan, & Warren Shelden Fund	\$25,000	First Presbyterian Church of Birmingham	\$5,000
Busch's	\$25,850	KT Family Foundation	\$5,000
The Jewish Fund	\$20,000	Jacques Nasser Charitable Foundation	\$5,000
DeRoy Testamentary Foundation	\$15,000	Foursight Foundation	\$5,000
The Philip and Elizabeth Filmer Memorial Charitable Trust	\$15,000	The King's Daughters & Sons, Inc.	\$5,000
DaimlerTrucks/Freightliner Trucks	\$15,000	The Karen & Drew Peslar Foundation	\$5,000
Mercedes-Benz Financial Services USA	\$15,000	The Raymond C. & Anna T. Johnson Foundation	\$5,000
Richard & Karen MacLeod Charitable Trust	\$15,000	Albert & Doris Pitt Foundation	\$5,000
Walgreens	\$14,482	The W. J. & Lillian Kemler Foundation	\$5,000
Westborn Market	\$14,396	John R. & M. Margrite Davis Foundation	\$5,000
DTE Energy Employees & Retirees/ DTE Energy Foundation	\$14,268	Schaller Corporation	\$5,000
		UBS Employee Giving Programs	\$5,000
		TLC Foundation	\$5,000

Thanks to the following organizations who helped us reach our Good Neighbor Challenge Goal this year!

- AARP
- ACG-Mingle Bells Event
- American Home Fitness
- Black McDonalds Operators Association
- Christian Dior
- Detroit Marriott at the Renaissance Center
- Gordon Food Service
- Grand Traverse Pie Company
- Greater Media Detroit & Milton Feldberg Meijer
- News/Talk 760 WJR Radio
- Olympia Entertainment
- Pepsi Beverage Company
- Somerset Collection
- Sysco Food Services of Detroit
- The Ambassador Bridge Company
- The Chrysler Group and Metro Detroit Chrysler, Jeep, Dodge and Ram Truck Superstore Dealers
- The Detroit Lions, Tigers, Pistons and Red Wings
- The Detroit Media Partnership
- The Detroit Shoppe
- Trinity Transportation
- U.S. Foodservice Co.
- Walmart
- Wayne State University
- WDIV Local 4
- Women's Council of Realtors (Birmingham-Bloomfield Chapter)

Eckert's Greenhouse



Free Seed To Feed The Hungry
3rd Annual Eckert's Seed To Feed Program
Begins April 25, 2011

Grow your garden and give some of the harvest to those in need

Contact Eckert's for details
Large organizations welcome
586-264-5678

We're very social! Join us on:   

For all the freshest information, visit our website at www.forgottenharvest.org

