

# feeding MATTERS

2019 Fall Newsletter

## Spreetail's on a Mission to End Childhood Hunger in Nebraska

*Stronger Than Hunger partnership kicks off this Husker Football season*

Across Nebraska, more than 82,000 children face hunger and food insecurity. Most Saturdays in the fall, 90,000 fans fill Memorial Stadium to cheer on the Husker Football team. This fall, Spreetail, an e-commerce company that started in Lincoln, plans to lead a charge against child hunger in Nebraska. Below, our friends at Spreetail share the details about the company's focus on philanthropy and a special campaign to tackle hunger in Nebraska.

**At Spreetail, we care about supporting our communities just as much as we care about supporting our customers.** Giving is part of our DNA and finding ways to create value, empowerment, and positive change is the passion behind our purpose.

We're exceptionally proud to call Lincoln, Nebraska our hometown. Wanting to make a tangible, long-lasting impact on the state that has given us so much, we recently took a look at issues affecting those right in our own backyard. When we realized 1 out of every 6 kids in Nebraska doesn't have the proper nutrition needed to thrive, we couldn't sit back.

**We have a plan to help. This fall we'll kick off a 3-year partnership with the Food Bank of Lincoln, Food Bank for the Heartland, and the Husker Sports**

**Network to put an end to childhood hunger.**

Some quick math: \$1 donated to local food banks equates to nearly three meals. We'll donate \$20 for every offensive yard the Huskers team gains during the regular season. On average, the team gains 450 yards per game, netting out to 27,000 donated meals. Add up all the games in the season, and we're looking at a potential of 320,000+ meals – enough to feed nearly 300 children for an entire year.

**Our hope is that as this program grows, our collective efforts motivate other businesses to follow suit, creating value and empowerment for their own communities as part of their daily work.** Together, we know we can create lasting, impactful change in a meaningful way.

You can get involved at the Stronger Than Hunger campaign kickoff by visiting [StrongerThanHunger.org](http://StrongerThanHunger.org) beginning Aug. 30 to contribute to the effort or learn more about this promotion.



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## A Letter From the Executive Director

The 2019-2020 school year is here. One of the oft-repeated phrases we hear from our partners in the Lincoln and rural schools is "These are our kids." Southeast Nebraska has thousands of dedicated people working in schools that care about all the kids for whom they are responsible.

The Board and Staff of the Food Bank subscribe to the notion these are our kids, too. At the Food Bank we care about our kids. And worry about them. And we have collective responsibilities for them.

On April 26th around 4 a.m. the short, hardship-filled life of a 14-year-old came to an abrupt, violent end near the Food Bank after a collision in a stolen car she was driving. Margaret Reist of the Lincoln Journal Star shared this girl's story with her readers in the May 3rd edition of the paper.

This girl's brief life reportedly included sexual abuse from a "few years earlier" for which a man was convicted, a record of domestic violence between her parents, and more recently an existence that included living in a shed and a garage with her older brother.

Who can imagine living that life? Who among us could bear the kind of weight with which she was burdened? Who might she have become? The possibilities, good and bad are endless, and unfulfilled.

The guess here is hunger's fingerprints can probably be found on this girl's story. A child living in a shed is not getting enough to eat. Research tells us there are 18,740 kids under 18 in our 16-county service area who are food insecure. We hope this child was extended some kindness through our programs.

As a shiny, brand new school year begins with all its promise and possibility, and yes, peril, your Food Bank is committed to serving more kids and families than ever before. More of our kids. More of our families.

Best regards,

A handwritten signature in blue ink, appearing to read "Scott Young".

Scott Young  
Executive Director  
Food Bank of Lincoln

*Thanks for sharing  
that commitment.*



## Please Help

### Provide Food for Tomorrow

You can leave a legacy in the fight against hunger when you include the Food Bank of Lincoln or Food Bank Foundation in your will or trust. Join our Food for Tomorrow Legacy Society by letting us know your intentions. When discussing your plans with your attorney, you will need our full organization names and Federal Tax ID numbers, which are:

**Food Bank of Lincoln, Inc. – 47-0640293**

**Food Bank of Lincoln Foundation – 20-5474034**

We want to help in any way possible, so please contact John Mabry to let us know how we can help. John can be reached at [jmabry@lincolnfoodbank.org](mailto:jmabry@lincolnfoodbank.org) or (402) 466-8170, ext. 110. Thank you.

# Lincoln CAN, but not without You!

Lincoln CAN, a growing tradition in partnership with the University of Nebraska-Lincoln, is a community wide event that encourages students, faculty and staff to partner with community groups to raise awareness about food insecurity and hunger. The campaign culminates in a one-day food and monetary donation collection to benefit the Food Bank of Lincoln.

**Registration for the 3rd annual event is open through mid-September. The collection and event date is set for Friday, Sept. 27, from 4 to 5:30 p.m. at Gateway Mall. To date, Lincoln CAN has resulted in the equivalent of 217,266 meals.**

Sandhills Global has been a title sponsor for this event since its start. Chief Admin. Officer of Sandhills Global Nancy Paasch said, "We are proud to be part of a generous community of organizations that has supported the Food Bank of Lincoln and its annual Lincoln CAN food drive. We are strong believers in the Food Bank's overall mission ... and other initiatives geared toward the most vulnerable among us."

Cornhusker Bank looks to defend its 2018 food donation top-spot finish. "We take our responsibility to give back to our community very seriously," said Barry Lockard, Cornhusker Bank president/CEO, "and we know that it is only through our entire community's success, that the bank and its employees are truly successful. Bank associates understand the importance of trying to assure no one in our community faces food insufficiency and give generously to alleviate the problem."

**To learn more or sign up, visit [lincolnfoodbank.org/LincolnCAN](http://lincolnfoodbank.org/LincolnCAN) or call Corrine at (402) 466-8170, ext. 121.**



## Double Your Donations to fight child hunger

The Child Hunger Challenge is back, thanks to donors Craig and Ginger Gies. Once again, Craig and Ginger are matching all Child Hunger donations up to \$30,000 through the end of September. For more information, visit [www.lincolnfoodbank.org](http://www.lincolnfoodbank.org) or contact John Mabry at [jmabry@lincolnfoodbank.org](mailto:jmabry@lincolnfoodbank.org).

## September is Hunger Action Month. You can make a difference

Hunger affects communities all across the country — rural, urban, and suburban. In the Food Bank of Lincoln's 16-county service area, we know an estimated 57,960 people, including 18,740 children, face food insecurity.



September is Hunger Action Month. We're asking you to join us in the fight by helping raise awareness. Visit our website: [www.LincolnFoodBank.org/HungerActionMonth](http://www.LincolnFoodBank.org/HungerActionMonth) to download a 30 Ways in 30 Days calendar. Each day offers a small suggestion you and your

family can complete to help fight hunger, from advocating and raising awareness to making donations of time, talent or treasure.

**Together, we can fight hunger in Southeast Nebraska, especially during Hunger Action Month.**

## Events

- Sept. 11: Dine Out to Help Out
- Sept. 17: Runza Feeds the Need
- Sept. 19: Agency Gathering & Hunger Banquet
- Sept. 27: 3rd annual Lincoln CAN *(see side panel for details)*
- Oct. 9: Food Fight! Kick Off
- Oct. 10: LNE Rocket Fundraiser



# From Giving to Gratitude:

## The Ripple Effects of Your Donations

### The Opportunity to Try

*We visited the [Lincoln Fresh] food truck today and my kids LOVED it! Thank you for helping share fresh produce with our family. We really appreciate the opportunity to try new foods like this."*

– Anne, Lancaster County



Kadence, 13, and sister Reagan, 9, display the goods the family brought home after a visit to the Lincoln Fresh free produce truck.

### Growing Family, Shrinking Budget

*I attended the food distribution today in York. I want to say thank you for visiting York. I recently had two family members move in with me, and my budget is already stretched pretty thin. The food I got today will really help out this month. Thank you so much!"* – Susie, York County



### Paying It Forward

*I'm on a fixed income and I had to put four new tires on my vehicle. Plus, my car insurance was due. The food I got is a huge help. I wouldn't have much of anything to eat without the Food Bank's help.*

*When I get food for my family from the Food Bank, it feels, like someone is thinking of us. Caring about us. It feels good to know that there are people out there who consider some of us out here are doing our best, but still struggling. Thank you."*

– Anonymous Client from Saunders County



Purchase a meal for your family and make up to six meals available for neighbors in need, thanks to Chef Aaron at ChefauChef. With every pan purchased through the weekly Wham Bam Meal in a Pan (WBMiaP) promotion, the Food Bank receives \$1. Chef Aaron is doubling down on his offer. On the second Tuesday of every month, \$2 from every pan sold will be donated to help further the Food Bank's mission. Learn more at <http://www.whambammealinapan.com>



**HOURS**  
8 a.m. to 4:30 p.m.  
Monday through Friday

**LOCATION**  
4840 Doris Bair Circle, Suite A  
(next to Doris Bair softball complex)

**MAILING ADDRESS**  
Food Bank of Lincoln  
4840 Doris Bair Circle, Suite A  
Lincoln, NE 68504

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