

# NOURISHING NEWS

FROM THE GREATER BERKS FOOD BANK

Spring 2014  
VOLUME 24  
ISSUE 1

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## What you made possible last year...

2013 marked another year of record growth for the GBFB. We may say it all the time, but it deserves repeating. We could not do what we do without you. You donate the funds that allow us to sustain and expand programs. You donate the food that fills the bags and plates. You volunteer your time to pack senior food totes and Produce 4 Kids bags. You also advocate for the hungry by contacting your state legislators and by sharing our Facebook messages. Although we are concerned that demand remains high, we consider ourselves extremely fortunate we have all of you standing behind us in the fight against hunger. Here is what you helped accomplish last year:

- 7.2 million pounds of food distributed to our network of 310 charitable food programs.
- Of the food distributed, 3 million pounds were fresh and frozen foods - the foods typically the most nutrient-rich but often the most lacking in the diets of those in need.
- 105,000 food assistance packages distributed at food pantries.
- 1,101,000 meals and snacks served with food partially or fully supplied by the GBFB at area shelters.
- Another 488,000 meals and snacks served at area soup kitchens and meal programs.
- Our Kids Cafes served 104,000 meals.
- 23,500 backpacks full of food sent home through our Weekender Backpack Program.
- 20,000 bags filled with fresh and nutritious fruits, veggies and dairy items (90,000 lbs.) distributed to low-income elementary students through Produce 4 Kids.
- 21,000 lunches were served to low-income children through the Summer Food Service Program.
- More than 1,300 low-income senior citizens received a food tote monthly through the federally supported Commodity Supplemental Food Program (administered by the GBFB for Berks and Schuylkill Counties).
- We established new food pantries in under-served communities such as Cumbola, Schuylkill County.
- We purchased a used refrigerated "cube" box truck to assist with deliveries and donation pickups. It complements the four larger refrigerated box trucks already in our fleet.
- More than 6,200 volunteer and community service hours were worked.

Thank you to all who donated, volunteered or advocated to feed the hungry in 2013. You made all of the above successes possible.



## We Thank Our Top Ten Food Donors



Associated Wholesalers, Inc.  
**294,768 lbs.**



Clover Farms Dairy,  
Reading  
**101,716 lbs.**



Giant Food Stores,  
**228,201 lbs.**



Gordon Food Service  
Distribution Center,  
Pottsville  
**102,899 lbs.**



Hillshire Brand Foods,  
Pottsville  
**398,880 lbs.**



Redner's  
Warehouse Markets  
**314,724 lbs.**



Sam's Club,  
Temple  
**155,215 lbs.**



Walmart Distribution  
Center #7030, Pottsville  
and area stores  
**961,225 lbs.**



Weis Markets  
**92,175 lbs.**



Wegman's Retail  
Service Center,  
Pottsville  
**231,477 lbs.**

The pounds of food received from each donor in 2013 is listed.

## Board of Directors

**Eric White, President**  
Redner's Warehouse Markets  
**Ann Howe, Vice President**  
Howe Creative  
**Ed Williams, Treasurer**  
Discovery Federal Credit Union  
**Isabelle Moon, Secretary**  
Penske Truck Leasing

**Therese Bogia**  
Bogia Engineering, Inc.  
**Judy DeTemple**  
M & T Bank  
**Kirsten Deysler**  
Liberty Environmental Inc.  
**Gwen Didden**  
Family Promise  
**Lori Endy**  
Met Ed/First Energy  
**Andrew Howe**  
Hartman Shurr  
**Kim Johnson**  
YMCA of Reading & Berks County  
**Vickie Kintzer**  
Verizon (retired)  
**Br. Raymond Knapp**  
Franciscans of Reconciliation (OFR)  
**Matthew Langdon**  
Merrill Lynch  
**Peter Molinaro, Jr.**  
Adhezion Biomedical  
**Rick Ott**  
Vanity Fair Corp.  
**Bob Rippley**  
Associated Wholesalers, Inc.  
**Susan Rohn**  
The Yocum Institute for Arts Education

## Staff

**Peg Bianca**, Executive Director

**Tim Becker**, Operations Manager  
**Dave Bradbury**, Warehouse/Transportation  
**Phil Ciofalo**, Warehouse/Transportation  
**Wayne Cockrell**, Project Manager  
**Ed Cox**, Warehouse Supervisor  
**Francis Delauretis**, Warehouse/Transportation  
**Deb Gehris**, Finance Manager  
**Doug Long**, Marketing & Development Manager  
**Lori Lowery**, Agency & Volunteer Services Coordinator  
**Tom Marsh**, Warehouse/Transportation  
**Deb Mest**, Agency & Volunteer Services Manager  
**Duane Miller**, Warehouse/Transportation  
**Ashley Snyder**, Agency & Volunteer Services Coordinator  
**Jane Vitalo**, Customer Service Representative  
**Zach Witman**, Warehouse/Transportation

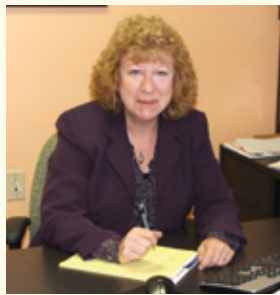
If you have any comments or questions, please contact the editor.  
Editor: Doug Long  
E-mail: [dslong@feedingamerica.org](mailto:dslong@feedingamerica.org)

A copy of the official registration and financial information of the Greater Berks Food Bank may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania 1-800-732-0999. Registration does not imply endorsement.

a member of  
**FEEDING  
AMERICA**



## From the Executive Director



By the time this issue arrives in your mailbox we will have closed on our new warehouse, located at 117 Morgan Drive, Sinking Spring. It is a very exciting time for the Greater Berks Food Bank as we enter the next phase of our growth. The new warehouse, formerly the Ran Floor Distributors/Ted Smith Flooring building, has twice the capacity of our current site. Inside we will be installing over 6,000 sq. ft. of refrigeration and freezer space, tripling our current capacity. Just about half of our total distribution last year consisted of three million pounds of fresh and frozen foods. These foods are the most nutrient dense and require specific handling and storage that our new building will provide.

This new location already has numerous parking spaces for our loyal volunteers. In addition it will increase the number of docks for loading and unloading freight and the area for order pickups. The warehouse area itself will be racked to accommodate twice as many pallets of food. The list of improvements goes on and on all leading to better efficiencies and the infrastructure required to feed the hungry.

It is not surprising that we need a larger warehouse. The 1990 census recorded 42,188 people in Berks and Schuylkill Counties living in poverty. Today, nearly 80,000 individuals have fallen into poverty. This new location will provide us with the physical structure we need to continue to fill the empty plates with nourishing food. Hopefully by the time Fall arrives we will have moved into our new location. Thank you so much for all of your support you have given and for the support we have not yet received as we "Bring More to the Table."

## GBFB's Peg Bianca to serve on state committee

Recognizing the valued input she offers as a veteran in the fight against hunger, Pennsylvania Department of Agriculture Secretary, George D. Greig, recently appointed the GBFB's Executive Director, Peg Bianca, to serve on an important state committee.

In January, Bianca was appointed to a three year term on the Emergency Food Assistance Advisory Committee (EFAAC). She is serving as the representative of county government/emergency

food providers. The committee's goal is to best direct the administration of the Department of Agriculture's food assistance programs. Peg also served a three year term on this committee from 2010 through 2012.

"I am honored by the trust the Secretary has placed in me and I look forward to the opportunity to improve the efforts to feed the hungry across Pennsylvania," stated Bianca.

## Susquehanna Bank "likes" food banks!

In February, Susquehanna Bank representatives Rhonda Skoacek and Dave Roland (right) presented a check for \$5,426 to the Greater Berks Food Bank's Manager of Marketing and Development, Doug Long. The proceeds were from their Million Meal Mission Campaign conducted on Facebook this past holiday season.

This was the fourth consecutive year Susquehanna Bank ran either a Twitter or Facebook campaign to assist food banks throughout their service areas. The four campaigns have raised, in total, more than \$15,000 for the GBFB!

Thank you to all who participated in their campaign by liking their daily Stellar Deeds on Facebook.

## GBFB welcomes new Board members

In January, the Greater Berks Food Bank welcomed six community members to our Board of Directors. Board members play a crucial role, providing advice, guidance and setting policy. We truly appreciate the time and dedication they each provide in helping us reach our mission of feeding the hungry. Our new Board members are:

**Kirsten Deysher** is a native of Berks County, Kirsten grew up on a dairy farm in Oley and now resides in Exeter Township with her husband Jason and their son Sam. With more than 12 years of experience in business development and marketing, Kirsten serves as the Business Relations Manager for Liberty Environmental, Inc. She is a previous board member of the Home Builders Association of Berks County, where as executive secretary, she led the non-construction activities of the Extreme Makeover build in Berks in 2010. "I joined the GBFB Board with the desire to broaden the awareness of the Food Bank's critical role in our community."

**Andrew Howe, Esq.** is originally from Wayne, Pennsylvania, Andrew is a founding shareholder at Hartman Shurr, concentrating his practice in labor and employment law. He served many years on the Opportunity House Board, including serving as chair of the Board (and holding all other Board executive level positions prior to Board Chair). On joining the GBFB Board, Andrew stated, "I decided to join the Board because I have seen all of the great work the GBFB and its Executive Director Peg has done over the years and I wanted to be involved!"

**Kim Johnson** was born and raised in Kutztown, Kim graduated from Kutztown University with a degree in elementary education. She worked for the Fleetwood School District for five years doing various long term sub positions. Never planning to work for the YMCA of Reading and Berks County long-term, she took a summer job in 1984 as Summer Day Camp Director and never left. She worked through the ranks of Y positions and since 2011 is the President and CEO. "I wanted to join the Food Bank Board because I am amazed at the work that is done and the amount of food served. It's purely wonderful work."

**Victoria Kintzer** was born and raised in Reading, she retired after 33 years with Verizon, last working as the CWA Healthcare Benefits Coordinator covering seven states of the Mid-Atlantic region. She is the Chair of the Berks County Agricultural Land Preservation Board and is Director of a non-profit she started, Adopt An Acre, Inc., which preserves farmland. She has also volunteered with the Olivet Boys and Girls Club, Big Brothers/Big Sisters and Co-County Wellness. "I had been volunteering for the GBFB for years and now that I am retired, I have more time to serve. I hope to bring some ideas and experiences I gained from working with other agencies."

**Matthew Langdon** is a native of Berks County, Matt is a Vice President/Senior Financial Advisor for the Weeber/Langdon Group at Merrill Lynch, which he joined in 2008. He is a graduate of Penn State University with a degree in accounting. Matt resides in Shillington with his wife Renee and their three daughters Mackenzie, Madison and Riley and their son Daniel. Matt is an avid offshore fisherman and a passionate Penn State football and Philadelphia Flyers fan. Matt has also been a PIAA Wrestling official for 12 years and he officiated the State Championships in 2013 and 2014. "I decided to join the GBFB Board because of the unique opportunity to help with children in need. The opportunity to give back to young children and make a direct impact on their lives was what ultimately made me decide to serve."

**Susan Rohn** was born in Pottsville, Schuylkill County. Susan's parents were in the wholesale food business so there has always been a strong connection to food! She once worked as the Marketing and Development Manager for the GBFB and served a previous term on our Board. She is now the Executive Director of The Yocum Institute for Arts Education – a position she has held for nearly ten years. Susan served on the Boards of: Friends of the Reading Museum; Star Series; and Literacy Council of Reading-Berks. Currently she serves on the Board of the Alliance of Community Theaters and on the Arts Advisory Committee at Alvernia University. "Since working for the Food Bank 15 year ago it has always had a special place in my life – especially the children's programs. Peg is an outstanding Executive Director and I am happy to support her efforts in our community."

The GBFB would also like to recognize and thank those who recently completed their terms on our Board – John Badal, Robert Barto, Mary Kay Bernosky and Jay Mahoney.

## We thank the following businesses, organizations and places of worship that recently hosted food and fund drives\*:

- 100 Park Apartments at Wyomissing Square
- ADECCO Staffing
- Albright College
- Berks Co. Intermediate Unit
- Boscov's Department Stores
- Brentwood Industries
- Centre Park Chiropractic
- Christ Church U.C.C.
- Cornwall Terrace Elementary School
- Cumru Elementary
- Customer's Bank
- Exeter Junior High School
- First Commonwealth F.C.U.
- First U.C.C.
- Fleetwood Middle School
- Genesius Theatre
- Godiva Chocolatier, Inc.
- Jacksonwald Elementary School
- J.O.Y. Bookstore
- Karate for Kids
- Lambda Chi Alpha Fraternity, Kutztown U.
- Legends Nightclub
- Lutheran Home at Topton
- MOMS Club of Douglassville West
- Monica Hamill Massage Works/St. Peter's Inn
- Muhlenberg Elementary Center
- Office of Vocational Rehabilitation
- Reading-Berks Assoc. of Realtors
- Reading Eagle Company
- Reading Health System
- Rittenhouse Senior Living
- Susquehanna Bank
- Union Lodge No. 479, F. & A.M.
- Vist Financial
- Waterwheel Foundation
- West Reading Elementary Center

\* Food drives of at least 100 lbs. and fund drives of at least \$100 from 11/28/13 to 3/14/14

FRIDAY MAY 9TH, 2014 ~ WILLOW HOLLOW GOLF COURSE

# 2014 SCRAPPLE SCRAMBLE

TO BENEFIT THE GREATER BERKS FOOD BANK

SHOT-GUN START AT 12:30 ~ REGISTRATION 11:00-12:00



## JOIN LAUNCH DYNAMIC MEDIA FOR A REGIONAL DELICACY & GOLF OUTING

The 2014 Scrapple Scramble is scheduled for May 9, 2014 at Willow Hollow Golf Course. All proceeds will directly benefit The Greater Berks Food Bank. We're hoping to turn a bunch of fun on the golf course and great food into a collective helping hand to fight hunger in Berks County. Lunch and dinner will be provided.

It's like a loaf of scrapple... the whole is greater than the sum of its parts.

INDIVIDUAL GOLFER REGISTRATION ~ \$125 FOURSOME REGISTRATION ~ \$500

Golfer #1 _____	Golfer #2 _____	Golfer #3 _____	Golfer #4 _____
Address _____	Address _____	Address _____	Address _____
City _____	City _____	City _____	City _____
State _____ Zip _____	State _____ Zip _____	State _____ Zip _____	State _____ Zip _____
Phone _____	Phone _____	Phone _____	Phone _____
Email _____	Email _____	Email _____	Email _____

Please make **GOLFER** checks payable to: Launch Dynamic Media. Please send checks and forms to Launch Dynamic Media, 828 Penn Ave., Wyomissing, PA 19610.  
NOTE: A portion of these donations will be tax deductible and outlined in a letter you will receive from The Greater Berks Food Bank following the event.

## SPONSORSHIP OPTIONS

### THE SILVER SPOON ~ \$3,000

8 golfers : logo on the sponsor banner : individual large vinyl banner : 4 signs on the course : logo in the digital signage loop  
social media promotion : logo on golfer gift

### FAT DUTCHMAN ~ \$1,500

4 golfers : logo on the sponsor banner : 2 signs on the course : logo in the digital signage loop : social media promotion : logo on stadium cup

### SALTY PRETZEL ~ \$1,000

4 golfers : 2 signs on the course : logo in the digital signage loop : social media promotion

### PLAIN UND FANCY ~ \$150

1 sign on the course

## SPONSORSHIP REGISTRATION

In order to ensure you get the most out of your sponsorship and are included on all event publicity, we need your commitment now.  
Please include your level of sponsorship by writing your choice in the space provided below.

Contact Person _____	Name of Company _____
Address _____	City _____
State _____ Zip _____ Phone _____	Email _____
Name on Publicity _____	Sponsorship Choice _____

Please make **SPONSORSHIP** checks payable to: Launch Dynamic Media. Please send checks and forms to Launch Dynamic Media, 828 Penn Ave., Wyomissing, PA 19610.  
NOTE: A portion of these donations will be tax deductible and outlined in a letter you will receive from The Greater Berks Food Bank following the event.

REGISTER ONLINE AT [LAUNCHDM.COM/GOLF](http://LAUNCHDM.COM/GOLF)

## Agency Feature - Berks Encore's Wernersville Center

Every week, Berks Encore Wernersville provides about 300 area seniors a welcoming gathering spot where they can take part in programs, obtain services and simply enjoy the company of other seniors. Exercise classes, bingo, card games, crafts, karaoke, and tax and Medicare assistance are amongst the most popular activities and services offered.

On one day a month, the Center opens its doors to the entire Wernersville community and provides food assistance to any family or individual in need, regardless of age. Between 60 and 70 families a month (representing about 150 people) receive the food they need to help fill their plates and nourish their bodies. Of those receiving food, about 45 a month are seniors and another 40 are children. Providing the pantry (Berks Encore also hosts a pantry at their Mifflin Center in Shillington) is part of Berks Encore's overall mission of being a good neighbor. In May, the Wernersville Center's food pantry will celebrate its 15th anniversary of serving the hungry of their community.



A volunteer prepares a pantry bag for distribution

In addition to the families served through the food pantry, the Wernersville Center is also one of the GBFB's distribution sites for senior food totes. Each month, eight low-income senior citizens pick up a box filled with nutritionally-balanced (low-fat and low-sodium in respect of senior dietary needs) food items

provided by the GBFB through the federally-supported Commodity Supplemental Food Program (CSFP). Hunger amongst our senior population is unfortunately a growing problem. Programs like CSFP can have a profound effect on maintaining the health of the participating seniors.

In 2013, the GBFB provided more than 23,000 pounds of food (valued at \$38,000) to Berks Encore's Wernersville Center food pantry. "Our positive relationship with the Greater Berks Food Bank allows us to serve many families and seniors in need and is greatly appreciated by all," stated the Wernersville Center's coordinator, Rachel Kline.

In turn, the GBFB appreciates having such a dedicated partner as Berks Encore Wernersville!

## Met Ed "Harvests" funds to feed the hungry

Take home soup day, carnations to send to coworkers, silent auctions and a hot dog luncheon, are just a few of the fun events Met Ed, a First Energy Company, held throughout the month of March as part of their thirteenth annual Harvest for Hunger fundraising campaign for the GBFB.

All of those soup, hot dog and carnation sales certainly added up to a lot of money to help feed our neighbors in need! Met Ed officials



expect to once again top their goal of \$20,000, which will include proceeds from a golf tournament planned for late September. In the previous twelve years, the campaign has raised over \$250,000!

In the photo, members of the Harvest for Hunger planning committee prepare the silent auction items for bidding.

If your company is interested in initiating a similar company-wide fundraising campaign please contact Doug Long at the GBFB at 610-926-5802 ext. 212.

## Pound Per Person food drive

The Reading Health System staff did a fantastic job in their third annual Pound Per Person Food Drive to benefit the GBFB. They set a goal of collecting a pound of food for every one of their employees – more than 6,000 staff members. When the GBFB's trucks picked up the food in late February, a total of 7,384 pounds was collected!

The concept for the food drive was originally conceived by the Reading Hospital Nurse Champions – a group that understands the important role proper nutrition plays in maintaining good health. The food drive comes at a particularly good time for the GBFB as the winter months are typically a time when community food drives are scarce.

Thank you to all of the Reading Health System staff members for the amazing effort. We are excited to partner with them again in next year's Pound Per Person Challenge!



Reading Health System staff members line up to load their food collections into a GBFB truck



Anything with wheels helped deliver the food!

Greater Berks Food Bank

1011 Tuckerton Court  
Reading, PA 19605

Phone: (610) 926-5802

Fax: (610) 926-7638

Email: [pbianca@feedingamerica.org](mailto:pbianca@feedingamerica.org)

[www.berksfoodbank.org](http://www.berksfoodbank.org)

About Our Organization . . .  
The Greater Berks Food Bank, established in 1983, collects, purchases, stores, and distributes over seven million pounds of food annually to the more than 300 programs which feed the hungry in Berks, Schuylkill, and western Montgomery Counties.



## Ways you can help

### Help us meet the match!

For the fourth year, a generous local couple (who wish to remain anonymous) has offered a donation match to support our important work.

This year they will match \$1 for every \$4 we receive from new donors – up to \$100,000 in new donations. This means they will personally donate \$25,000 to the GBFB if we raise \$100,000 from new donors!

If you have never donated, please consider doing so today. Your gift will multiply because of the match! If you are a loyal supporter, please

encourage your friends and family to donate for the first time to help us meet the match!

### Plant a row

After a long and harsh winter, spring has finally arrived and it's almost time to plant our gardens! This year, plant an extra row or two and donate the harvest to the Greater Berks Food Bank. Fresh veggies and fruits are a delicious and healthy food to distribute to those in need. Produce can be dropped off at our warehouse Monday through Friday from 8 a.m. to 3:30 p.m.

**Please support the 22nd Annual  
National Association of Letter Carriers  
“Stamp Out Hunger” Food Drive  
on Saturday, May 10**

Nonprofit Org.  
U.S. Postage  
PAID  
Reading, PA  
Permit No. 14

The Greater Berks Food Bank  
1011 Tuckerton Court  
Reading, PA 19605  
Return Service Requested