



# THE LINK

FALL 2011

*"Fighting Hunger... Feeding Hope"™*



REGIONAL  
**FOOD  
BANK**  
*of Oklahoma*

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

A Member of  
**FEEDING  
AMERICA**

Thanks To You,  
Kids Are Ready To Learn!

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**RODNEY W. BIVENS**

EXECUTIVE DIRECTOR

FROM THE DIRECTOR

Dear Friend,

With the new school year underway, the flurry of “back to school” activity will soon die down. Kids and parents are settling into their routine and making sure they’re on the path to success in the classroom this year.

And for most families, an important part of their school-night routine is sitting down to a good, balanced meal. It’s a time for kids to talk about what happened at school that day and for parents to make sure kids are eating their green beans.

But this weeknight tradition that most of us are fortunate enough to experience, is a luxury many Oklahoma families can’t afford.

The need for food is greater now than ever before. As federal assistance programs are cut, families are turning to the Food Bank and our partner agencies more and more often.

Right now, the [Regional Food Bank](#) has a lower supply of food in our warehouse than we’ve experienced in the past five years. More food is going out than coming in.

Although the need is growing quickly and it’s difficult to keep pace, we’re very grateful for the tremendous support of friends like you who help us get food to hungry Oklahomans every day.

And right now, through a special matching gift campaign, you can help provide even more weekend food to the Oklahoma children most at risk of chronic hunger. Thanks to the Harris Foundation – OKC, Trusted Choice – Independent Insurance Agents of Oklahoma, Top of the World and an anonymous family donor, all gifts to our *Food For Kids Backpack Program* will be matched, up to \$100,000, from now through September 30!

I can’t tell you enough how privileged I feel to do the work of feeding our Oklahoma neighbors in need, and it’s only possible because of your support. Thank you.

**“There can be no keener revelation of a society’s soul than the way in which it treats its children.”**  
*- Nelson Mandela*

# You're Helping Families Find Success

Mavis and her husband have a beautiful young family. Eight-year-old Jessica and 9-year-old Mike know they're loved beyond measure, and their smiling faces show it.

Although they give them all the love in the world, Mavis and her husband can't always provide for their children's physical needs, even though they try their hardest.

Mavis is in school, studying to become an accountant while her husband works. Unfortunately, his income doesn't always stretch far enough to cover all of the family's expenses. Mavis knows that the best thing for her family is for her to finish her degree and start a career that will make a better future for them. Her family just needs a helping hand to get them through this tough spot so they can come out self-sufficient and successful on the other side.

With no extended family to fall back on, Mavis had to look for help from generous strangers. That's when she found Other Options, a [Regional Food Bank](#) partner agency in Oklahoma City. As a mother who's very concerned about her children's health, Mavis was thrilled when she got to walk through the food pantry and choose her own fresh produce, eggs, meat, yogurt, bread, pasta, cereal, juice and other healthy staples.

Especially with Jessica and Mike back in school, having enough nutritious food is vital for their success in the classroom and beyond. Although both children qualify for their school's free meal program, Mavis likes to



supplement those meals with as much healthy, fresh food as she can.

Mavis couldn't be more grateful for the significant role you play in feeding her family. It's your gifts to the Food Bank that help make it possible for her to get what she needs from the food pantry.

"You're doing a great job supporting my family," she says, with tears welling up in her eyes.



# You're Feeding Hungry Oklahomans this Fall!

## THANK YOU!

### LOCAL HUNGER HEROES MATCH YOUR GIFTS

Between now and September 30, all donations to the *Food for Kids Backpack Program* will be matched dollar for dollar, up to \$100,000, thanks to the generosity of Top of the World, Harris Foundation-OKC, Trusted Choice-Independent Insurance Agents of Oklahoma and one local anonymous donor!

### FEEDING HOPE & LETTER CARRIERS FOOD DRIVE, PRESENTED BY DEVON ENERGY & CHESAPEAKE ENERGY

Nearly 150 businesses and letter carriers in 83 cities raised a record 1,031,438 pounds of food and more than \$1,061,122 during the Feeding Hope and Letter Carriers Food Drive in May. This translates into more than 8.2 million meals for hungry Oklahomans! Thank you to all of the sponsors, letter carriers, volunteers and donors who made this food drive such a success!

### SAXUM STEP UP GRANT AWARD

SAXUM, one of the largest and most experienced public relations firms in the region, recently selected the [Regional Food Bank](#) as the recipient of a \$50,000 services grant. Thank you SAXUM!

### AARP DRIVE TO END HUNGER

Join Jeff Gordon, AARP and AARP Foundation in solving the problem of senior hunger in America. During this three year campaign, the AARP will hold food drives, which will help raise awareness of hunger in Oklahoma. For more information visit [drivetoendhunger.org](#).

### POUND FOR POUND CHALLENGE

Thank you to everyone who participated in this year's Pound for Pound Challenge. Because of the pounds you pledged to lose, the [Regional Food Bank](#) received a generous product donation from Green Giant and will receive more than \$3,500 in the coming months.

### OLIVIA MUNN JOINS CELEBRITY COUNCIL

Olivia Munn, actress and best-selling author, joined the Food Bank's Celebrity Council in June. She's a correspondent on Comedy Central's Emmy-winning hit *The Daily Show with Jon Stewart* and stars in the upcoming comedy, *I Don't Know How She Does It*. She says she's very excited to work with the Food Bank in her home state.

### CHAMPION WINDOWS

A big thanks to Champion Windows for its "Close the Window on Childhood Hunger" campaign to benefit *Food for Kids*. All 80 Champion Windows locations donated more than 2.6 million pounds of food nationally to fight childhood hunger.

### KRAFT HUDDLE TO FIGHT HUNGER

Visit the Kraft Huddle to Fight Hunger Facebook page at [Facebook.com/kraftfighthunger](#). For every "Like," Kraft Foods will donate a meal to your local Food Bank! Also, look for more "Huddle to Fight Hunger" in-game promotions during OSU and OU home games.

### EatAroundOKC

Through EatAroundOKC, foodies can get fantastic discounts of 50% off or more at the best restaurants around the metro while fighting hunger. The money-saving site will donate 20% of net proceeds to the [Regional Food Bank](#) for every deal sold. More than \$3,000 was raised for childhood hunger in the first month alone!

## SAVE THE DATE!

### OKLAHOMA'S OWN RIDE AGAINST CHILDHOOD HUNGER SEPTEMBER 17TH

Join Stan Miller of News 9 for the first annual "Ride Against Childhood Hunger" to raise funds for the [Regional Food Bank](#). For more information, visit [news9.com/stansride](#).

### DAY OF SERVICE | SEPTEMBER 10TH

Board Members and Partners in Hope are invited to volunteer at the [Regional Food Bank](#) on this special Day of Service! Contact Jennifer Arlan at 405-600-3155 for more information.

### HUNGER ACTION MONTH | SEPTEMBER

This annual event, celebrated nation-wide, provides an opportunity for individuals and entire communities to get involved in the fight against hunger by holding food drives, donating time or resources and becoming advocates for the hungry. Keep an eye on our website for ways to get involved!

### STUDENTS AGAINST HUNGER FOOD DRIVE SEPTEMBER 24-OCTOBER 26, 2011

Presented by the Oklahoma County Bar Association – Young Lawyers Division, Devon Energy Corporation, Chesapeake Energy Corporation and United Way of Central Oklahoma, this student-led food drive helps provide food for our partner agencies during the Thanksgiving and Christmas holidays. If your school would like to participate, please contact Angie Gaines at 405-604-7109 or [againes@regionalfoodbank.org](#).

## WORKPLACE GIVING

The Combined Federal Campaign, the State Charitable Campaign and the Heart of the City Campaign are just around the corner. To support the [Regional Food Bank](#), please mark designation code #67922 (CFC) or #9220 (SCC and HOTC). If your business would like to establish a workplace giving campaign to benefit the Food Bank, please contact Melanie Anthony at 405-604-7114 or [manthony@regionalfoodbank.org](#).

## THANK YOU TO THE FOLLOWING ORGANIZATIONS FOR THEIR GENEROUS GIFTS TO THE FOOD BANK:

- |                                 |                                |
|---------------------------------|--------------------------------|
| Anait Foundation                | McCasland Foundation           |
| Caddo Electric Trust, Inc.      | J. Lyndall McCrory, Robert     |
| Donald W. Reynolds Foundation   | Fulton McCrory and Montie      |
| George Kaiser Family Foundation | Ray McCrory Foundation         |
| The Grainger Foundation         | MDRT Foundation                |
| Greater Salina Community        | New York Life Foundation       |
| Foundation                      | The Nix Foundation             |
| The Home Depot Foundation       | OGE Energy Corp Foundation     |
| Inasmuch Foundation             | The Priddy Foundation          |
| J. Kenneth Davidson Trust       | Simmons Charitable Foundation  |
| Kirkpatrick Family Fund         | of Oklahoma                    |
| Massey Family Foundation        | Sodexo Foundation, Inc.        |
| MAZON: A Jewish Response        | Walmart Foundation             |
| to Hunger                       | Walton Family Foundation, Inc. |

# You're Keeping Young Families Afloat

Linda and her husband are in a tough spot right now. He's between jobs, which means their only income is Linda's small monthly disability assistance.

In the past, Linda never would've asked for help to put food on the table. But with baby daughter Danny depending on her to meet all her needs, Linda will do whatever she has to so that Danny grows up strong and healthy.

They receive food stamps, but they nearly always run out after the first couple of weeks of each month.

Fortunately for Linda's young family, there's help, thanks to you. Now, when she runs out of food and food stamps, Linda goes to the food pantry at McFarlin Memorial United Methodist Church in Norman. This [Regional Food Bank](#) partner agency provides healthy grocery staples to close to 2,000 families every year – and most of that food comes as a result of your support.

Linda is very grateful for the help you provide – especially because of what it means for Danny.

"I know that my baby will never go hungry, thanks to people like you," she says.

Linda says that it's her faith in God and the good people like you who donate money and food to the Food Bank that keep her going. She hopes her family will be back on their feet soon and won't need help for much longer. But in the mean time, you've been a lifeline in their time of need.



"Thank you very much – you are God's blessing," she says, earnestly. "If it weren't for you, a lot of families would go hungry."

On behalf of all of the struggling families you're helping to feed everyday – thank you!

## YOU'RE INVITED!

We want to know more about the fight against hunger in your community. The [Regional Food Bank](#) is hosting a series of town hall meetings throughout central and western Oklahoma. Please join us to find out how you can help amplify the local voice for creating a hunger-free Oklahoma. To learn more, contact Ashley Stokes, Advocacy and Public Policy Manager, at 405-600-3129 or [astokes@regionalfoodbank.org](mailto:astokes@regionalfoodbank.org).

*The Advocacy and Public Policy Department was made possible through a generous grant from MAZON: A Jewish Response to Hunger.*

# Devon Energy Makes Extraordinary Contribution

Phil Cook, vice president of production and operations for Devon Energy Corporation's Central Division, started early to get his team motivated for Devon's annual week-long employee fundraising drive benefitting the [Regional Food Bank](#). Although the event isn't until May, Phil's team started warming up in January – after all, they had a title to defend.

Their efforts paid off, and for the second year in a row, Phil's floor beat out close to 50 other floors of Devon's downtown employees for the coveted trophy awarded to the team that raised the most money. They boasted \$1,930 donated per team member!

"But the real winner is the Food Bank," says Phil, who's personally passionate about the mission of feeding hungry Oklahomans.

This year's employee drive totaled \$350,187.50, which was matched dollar-for-dollar by Devon for an extraordinary total contribution of \$700,375!

To say that Devon is a strong community partner to the Regional Food Bank is an understatement. This generous company and its caring employees provide financial and volunteer support year-round. Whether it's an employee fund drive, the annual "Stuff the Truck" volunteer event or helping with the Feeding Hope and Letter Carriers' Food Drive – Devon and its employees go above and beyond.

Phil says he's very grateful to Devon for supporting the Food Bank in such a big way and giving employees the opportunity to be involved in a great cause. After being introduced through their company, Phil and other Devon



**Phil Cook, center right, poses with his team, their trophy and a check from Devon for the Food Bank.**

staff have even chosen to participate with the Food Bank on their own time with their own families.

Phil particularly loves supporting the Food Bank because he sees its local impact. It makes him emotional to think about what it means to provide food to a hungry neighbor – especially an innocent child. This spirit of compassion and empathy seems to resonate across the entire Devon Energy Corporation.

We are endlessly grateful to each Devon employee who has chosen to support the Food Bank and to Devon for generously matching every single dollar its employees raised.

## REMEMBER THE FOOD BANK IN YOUR WILL, ESTATE OR TRUST



You have the opportunity to pass on your values and make a lasting impact on a cause that is important to you through a will, trust or bequest. For more information, visit our estate planning page on the web at: [www.regionalfoodbank.org](http://www.regionalfoodbank.org). Simply follow the link to "Take Action/Financial Planning" for abundant planning resources. You can also email us at [plannedgiving@regionalfoodbank.org](mailto:plannedgiving@regionalfoodbank.org).

# Thank You for Feeding the Future of Oklahoma

“FIGHTING HUNGER... FEEDING HOPE”™

“I love school!” says Krystal with enthusiasm.

Krystal’s favorite subject is math, but playing basketball in P.E. class takes a close second. At 11 years old, she says she’s more of a tomboy than her twin sister, who prefers skirts to gym clothes.

Krystal and her siblings are typical happy kids. They work hard, they play hard and they look out for each other. And for Krystal, part of looking out for her brothers and sisters means sharing her *Food for Kids* snacks on the weekends.

Both of their parents love them more than anything and work really hard to take care of all their needs. On top of her job, their mom goes to nursing school, trying to make a better future for her family. But even with all their best efforts, Krystal’s parents still struggle to have enough food to go around.

During the week the kids at least have a free breakfast and lunch they can count on in the school cafeteria, but over the weekend, they don’t have access to those same meals.

Fortunately, your support of the [Regional Food Bank](#) means Krystal and her siblings who attend Arbor Grove Elementary School in Warr Acres can take home backpacks full of kid-friendly weekend food every Friday.

Arbor Grove’s school counselor, Duston Lambakis, says she can see the *Food for Kids Backpack Program*



working almost immediately when a child is enrolled. She no longer sees kids trying to go through the breakfast line twice on Monday mornings, or putting food in their pockets to take home.

Duston says the nutritious food in the bags helps kids keep up their energy and helps them stay healthy, which is a big deal in a school with a 92 percent poverty rate. She’s so grateful for the role you play in feeding the kids she loves.

“I thank you deeply,” she says, sincerely. “I feel like it’s changed a lot of kids.”

*The Link* is published quarterly by the Regional Food Bank of Oklahoma, a member of Feeding America.

Send your comments to Angie Gaines, Marketing Manager, at [againes@regionalfoodbank.org](mailto:againes@regionalfoodbank.org).

The mission of the Regional Food Bank of Oklahoma is to help the charitable community effectively feed people in need.

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