

THE DISH



SPRING 2022

BACKPACK PROGRAM COMES FULL CIRCLE

The Backpack Program is one of many Food Bank for the Heartland programs focused on childhood hunger. It's designed to provide weekend meals to children whose families have limited resources. In portions of our service area, this program is the only food assistance option to which families have access.

Our friends at Woodhouse Auto Group are stepping up to help provide for the 1 in 6 Heartland children facing hunger through a special Backpack Program match opportunity. They are matching all gifts—dollar-for-dollar—up

to \$250,000, until the end of this school year, in May—allowing supporters to double their impact.

Woodhouse has partnered with Food Bank for the Heartland in a variety of ways over the last twelve years to fight childhood hunger and raise community awareness.

They developed various in-store promotions, including one that ran from August 2020 through December 2021, donating \$10 for every car sold, and encouraging customers to participate by donating \$10 or more.

For several years, Woodhouse employees have supported the Food Bank's Backpack Program

through payroll deductions or personal donations.

Woodhouse employees made an additional impact to the Backpack Program by dedicating 257.5 volunteer hours and packing individual Backpack meals in FY 2021. This year they're running a campaign with their employees to volunteer 2,022 hours in calendar year 2022.

While the program has made a direct impact on thousands of at-risk children across the Heartland, it also has made a lasting impact on Woodhouse employees. For one employee in particular—his Backpack journey with Woodhouse has come full circle...



A few years ago, my family was struggling. On a Friday, my kids came home with a bag of food that was placed in their backpack without my wife or me knowing it. I felt as if I was failing as a father to support my family. For many weeks this continued until the end of the school year. For a few years, I sat back wondering why! I worked my tail off to make sure it wouldn't happen again. Then I started at Woodhouse. I listened to leaders discuss the importance of the Backpack Program and why they support it. It opened my eyes and made me realize after all these years why. It wasn't that I was a terrible father or husband. It was because at points in people's lives, sometimes we struggle. It is because of Woodhouse and what they do for their community and kids that I was able to make it through those tough times. Now I'm able to give back and help another struggling family get through their tough times so that one day they can be like me and take a step forward in their life!

I can never pay Woodhouse back for what they did for me.

Don, Woodhouse Employee



LETTER FROM THE PRESIDENT & CEO

April is my favorite month of the year. Winter is over, golf season is here and it's National Volunteer Month. At Food Bank for the Heartland, volunteers play a crucial role in helping our neighbors in need gain consistent access to nutritious food. With their dedication, thousands of community boxes and more than 8,000 BackPacks are packed each week—providing nourishing food for Heartland neighbors and students. It's because of our committed volunteers that events like Celebrity Chef are a huge success for our organization.



I had the pleasure of touring our facility with Chef Richard Blais prior to our event. During the tour, we chatted with one of our longtime volunteers, Alan, who shared his joy of volunteering with the Food Bank. He mentioned how much he enjoys volunteering with high school students and seeing how proud they are once they realize the impact they've made. It was an eye-opening moment

for me to see the passion and joy this volunteer has for serving others and his dedication to our mission.



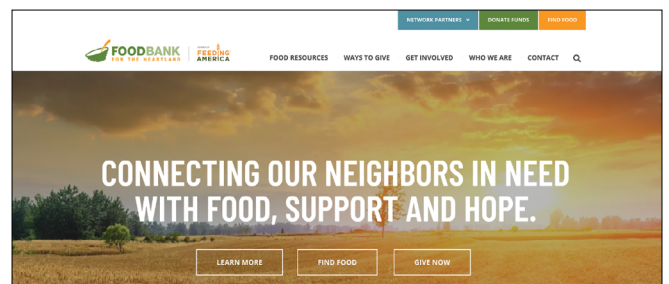
In FY 2021, more than 32,000 hours of time—the equivalent of 15 full-time employees—were donated by individuals, corporations, and

civic groups. Every volunteer hour provides Heartland families with hope for a better tomorrow. Thank you to our volunteers for joining us in the fight against hunger.

Brian Barks
President & CEO

CELEBRATING 40 YEARS WITH 40 FACES

November 4, 2021, marked 40 years of nourishing neighbors together. Despite significant changes and challenges during that time, our core beliefs have remained the same: everyone deserves access to nutritious food. To celebrate this exciting accomplishment, we want to highlight authentic stories of those who have helped deliver our mission. Throughout 2022, we will showcase 40 people who have contributed to the Food Bank's history. This could be anyone from a former employee to a mobile pantry volunteer, to a schoolteacher involved in our Backpack Program. Our website will be updated continuously as we share stories, photos and more from the Food Bank's journey from past to present—and the steps we are taking to secure a hunger-free future. We look forward to sharing these stories with you!



NEW FOOD BANK WEBSITE IS LIVE

If you've visited our website recently, you may have noticed some changes. Our marketing team has been hard at work for the last several months launching our new website. The updated site provides a more user-friendly experience while being informative and impactful. This site will constantly evolve with new content to assist neighbors in need and inform users on our collective efforts to fight hunger in the Heartland, and how they can get involved.

Visit foodbankheartland.org to see it!



Photos provided by:
Green Room Studios Photography

CHEF RICHARD BLAIS WOWS CROWD AT CELEBRITY CHEF EVENT

More than 600 in-person guests and many others attending online were captivated by chef and television personality Richard Blais at the Food Bank's 21st annual and 1st hybrid (in-person and virtual) Celebrity Chef fundraiser on March 3. Chef Blais demonstrated some of his favorite recipes on stage during an interactive culinary presentation, infusing delicious ingredients and innovative cooking techniques such as using liquid nitrogen.

With your help, we raised more than \$500,000 for neighbors in need. These funds will provide more than two million meals—helping feed thousands of hungry children, families, seniors and veterans across Nebraska and western Iowa.

Thank you to everyone who made this event a huge success. Whether you attended in person or virtually, bid on an item, or made a gift to 'Feed the Need,' each of you has made a difference for neighbors struggling with food insecurity. We are grateful for your steadfast support.

Please save the date for our next Celebrity Chef event, which will take place on March 2nd, 2023—and stay tuned for more details!

HONOR LOVED ONES WHILE HELPING HUNGRY FAMILIES

When you make a memorial or tribute gift to Food Bank for the Heartland, you are honoring a loved one's memory or thoughtfully celebrating a special person or occasion—while providing urgently needed meals for families in Nebraska and western Iowa. The person you are honoring (or another designated individual) will receive a colorful card by email or postage mail notifying them of your gift in their name. With Mother's Day and Father's Day around the corner, this is a fitting tribute opportunity. Visit our website to learn more.



TOP FOOD DONORS CONTRIBUTE NEARLY 8.2 MILLION MEALS

Thank you to our top food donors in FY 2021. Collectively, these companies donated 8,195,905 meals to the Food Bank! We are tremendously grateful to those listed below, along with the thousands of other organizations and individuals who support our mission through food donations.

Aldi	LALA	Sam's Club
Baker's	Mondelēz	Smithfield
Conagra Brands	Omaha Steaks	Target
Costco	Performance Foodservice	Tyson
Fareway	Rotella's Italian Bakery	Walmart
Hy-Vee		
Jack Link's		

APRIL IS NATIONAL VOLUNTEER MONTH



Volunteers are the heart of our mission. Without their dedication, we would not be able to provide this life-changing support to neighbors in need. Five days a week, our volunteers package non-perishable items for our mobile pantries, and Backpack meals for at-risk children. They also help sort and box donated food.

April is National Volunteer Month, and we want to say THANK YOU! We appreciate everyone who has generously given their valuable time to assist Food Bank for the Heartland. This extraordinary service is critical to our operations. Our volunteers are helping feed thousands of children, families, seniors and veterans across Nebraska and western Iowa.

If you or your organization are interested in volunteering, please visit FoodBankHeartland.org.

DO GOOD DAYS

SHARE Omaha's Do Good Days campaign runs from May 17 through May 19. Check out the schedule below for ways to get involved and stay tuned for more details on our website.

MAY 17



GIVE ON TUESDAY

MAY 18



WISH LIST WEDNESDAY

MAY 19



VOLUN-THURSDAY



FOODBANK
FOR THE HEARTLAND

EXECUTIVE TEAM

Brian Barks

President & CEO

Donna Naimoli

Senior Executive Assistant

Leslie Delperdang

VP Finance & Accounting

Kelly Ptacek

VP External Affairs

Ericka Smrcka

VP Operations

LEADERSHIP TEAM

Marjory Bell

Senior Director of Human Resources

Travis Carlson

Director of Marketing & Communications

Joanne Kamppinen

Director of Development

David Love

Senior Director of Operations

Jason Moucka

Director of Food Procurement & Processing

Michelle Sause

Director of Network Relations



Strike Out Hunger



GET READY TO STRIKE OUT HUNGER

Food Bank for the Heartland is gearing up for another Strike Out Hunger campaign this June. More details will be announced on our website in May about getting your company signed up to compete for bragging rights.