



## HUNGER TASK FORCE

### NEWS RELEASE

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## **FUELING YOUNG MINDS SUMMER MEALS COLLABORATION GROWING, ADDING MEAL SITES THROUGHOUT MILWAUKEE**

### **\$125,000 HARLEY-DAVIDSON FOUNDATION GRANT HELPS INCREASE DINNER LOCATIONS, OUTREACH FOR AWARD-WINNING PROGRAM**

Milwaukee (June 13, 2007)—Funded by a \$125,000 grant from the Harley-Davidson Foundation, the Fueling Young Minds summer meals program is expanding this summer to serve dinner to Milwaukee children at 20 school sites across the city, an increase from 13 dinner sites in 2006. Fueling Young Minds, a collaboration among Hunger Task Force, Milwaukee Public Schools and other local social-service agencies, provides meals to children at locations throughout Milwaukee during the summer, traditionally a high-risk period for a lack of nutrition because children are not receiving school meals.

According to Sherrie Tussler, Hunger Task Force Executive Director, the increase in dinner service, from four sites in 2005 and 13 sites in 2006, is an attempt to provide nutritious meals to children when they are most likely to eat them.

“For three years we’ve monitored eating patterns during the summer meals program, and we’ve found more and more kids lining up outside meal sites during traditional dinner times looking for food,” Tussler said. “In a staggeringly large number of cases, the food that the kids were eating at the site was the only food they had, or would have, all day. Milwaukee Public Schools, which is keeping doors open at summer school and recreation program sites later in the day to feed hungry children, is to be commended for their commitment to feeding all of our kids.”

Fueling Young Minds served 592,161 meals to children from June-August 2006—a 10-percent increase over 2005—including 155,371 meals at the 13 dinner sites. Organizers kicked off the 2007 program with an event at Bethune Academy in which students raced remote-control Harley-Davidson motorcycles and members of the Harley-Davidson Screamin’ Eagles race team discussed good nutrition and the importance of staying physically fit.

This summer, 79 Milwaukee Public Schools will be open to provide meals. Other meal providers—including the YMCA, Boys and Girls Club and Salvation Army—will open meal sites at recreation centers and playgrounds to ensure service in the areas of highest need.

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## Fueling Young Minds/ Add One

The Fueling Young Minds summer meal program begins June 18 and runs through the end of August. All children ages 18 and under can receive free meals at area summer food sites—there's no paperwork or proof of eligibility required. Parents and students are encouraged to dial 211 to find the meal location nearest them. Cell phone users should dial (866) 211-3380.

### **New Partners in the Fight Against Hunger**

This summer, Fueling Young Minds is adding local social service organizations into the collaboration to provide meals to kids in locations not previously served, including Family House, Journey House and the Latino Community Center. Again this summer, Fueling Young Minds will expand service to children in communities surrounding Milwaukee, including West Allis, West Milwaukee and South Milwaukee.

“Fueling Young Minds continues to be a story of collaboration—every time we seem to face an obstacle to getting meals to kids, someone steps up and pinch hits for us,” said Mary Anne Martiny, Manager, Harley-Davidson Foundation. “We’re building a powerful coalition, keeping doors open and feeding kids. That’s what this program is all about.”

### **Unique, Award-Winning Partnership**

Although many cities have summer meals programs for kids, Fueling Young Minds is one of the only programs in the United States that receives funding from private donors such as Harley-Davidson. The United States Department of Agriculture, which awarded Fueling Young Minds the prestigious Summer Sunshine Award in 2005, has studied Fueling Young Minds as a model for merging public and private leadership to serve meals to children from low-income families during the summer months.

The Summer Food Service Program provides federal reimbursement for meals provided to children while school is not in session. However, federal funding only supports meal preparation and food. The Harley-Davidson Foundation’s gift of \$125,000 provides much-needed funds for program staffing, child supervision and public awareness and outreach.

In addition to the USDA Summer Sunshine Award, Fueling Young Minds won the 2005 Milwaukee Award for Neighborhood Development Initiative (MANDI), sponsored by the Local Initiatives Support Corporation.

**Hunger Task Force** is an anti-hunger organization which believes that every person has a right to adequate food obtained with dignity. Hunger Task Force works to prevent hunger and malnutrition by providing food to people in need today and by promoting social policies to achieve food security tomorrow.