



# HUNGER CONNECTION



## Food for Families

Milwaukee's Tradition of Generosity



Network Partner Spotlight



Cooking with Culture in the Kitchen



Harvest in Full Force at The Farm





# Network Partner Highlight: Ascension Ebenezer Health Resource Center

Ascension Ebenezer Health Resource Center is home to one of the communities' most well-respected resources for participants in the Women, Infants and Children Program (WIC), as well as healthy emergency food and health resources for kids, moms and families.

Ascension Ebenezer Health Resource Center is located on the lower level of Ebenezer Church of God in Christ on Milwaukee's north side. In addition to being one of 18 infant needs pantries in Hunger Task Force's network, the Center provides access to the city's only diabetic-friendly food pantry, health and wellness screenings and preventive services. The pantry is managed by Julia Means, Parish Nurse, with more than 40 years of dedicated work of caring for the people within her community.

"We are more than food; we want to build relationships with the families who come to see us," says Ms. Means. We talk with our families to see if other services are needed and to ensure we are meeting them where they are in life and supporting them."

The pantry provides the "choice model," allowing pantry guests to select culturally appropriate foods that meet individuals' and families' health and



**"We are more than food; we want to build relationships with the families ... We talk with our families to see if other services are needed and to ensure we are meeting them where they are in life and supporting them.**

**- Julia Means, Ebenezer COGIC Food Pantry Parish Nurse**

dietary needs with the support of a registered nurse. Each person can select foods that are familiar to them and their family just as they would if shopping in a grocery store.

In August, along with Congresswoman Gwen Moore, USDA-FNS Midwest Regional Administrator Vista Fletcher and Wisconsin State WIC Director Kari Malone, Hunger Task Force hosted a WIC Roundtable Discussion at the Resource Center. The roundtable discussion served as the kick-off to Hunger Task Force's WIC Community Innovation and Outreach Project, supported by the USDA and Food Research & Action Center.



## Meet Aretha!

Hunger Task Force is excited to welcome Aretha "Ree" Kubera to her new role as the agency's first WIC Outreach Manager. Ree is leading the WIC CIAO project and is working to increase WIC education and engagement and reduce disparities in program delivery.

# Harvest in Full Force at The Farm

Fall is here and the harvest at the Hunger Task Force Farm is still in full swing! Working side-by-side with our volunteers, our farmers have been working hard to make sure there is an ample supply of healthy and culturally appropriate produce available for families and seniors throughout our pantry network.

This season has already seen a diverse harvest of beans, collards, corn and cucumbers, and we still have broccoli, peppers, cantaloupe, turnip greens, squash and much more on the way to feed our community.



Beans  
**12,000 POUNDS**

Bok Choy  
**4,000 POUNDS**

Green Cabbage  
**43,000 POUNDS**

Lettuce  
**16,000 POUNDS**

Napa Cabbage  
**2,000 POUNDS**

Summer Squash  
**8,500 POUNDS**



Collards  
**12,500 POUNDS**

Corn  
**16,000 POUNDS**

Cucumbers  
**11,000 POUNDS**

Watermelon  
**2,000 POUNDS**

Red and Green Tomatoes  
**22,000 POUNDS**



Make a donation online at [www.HungerTaskForce.org](http://www.HungerTaskForce.org) or place a gift in the enclosed envelope to help our team purchase seeds and fertilizer for the 2024 growing season.



## Fall Events This fall, Hunger Task Force and our partners are offering a full slate of events to support hungry families!

### November: Zurn Elkay Turkey Ticker Challenge



Zurn Elkay is once again doubling the gobbles this Thanksgiving by matching all turkey donations to Hunger Task Force! Donate a turkey online or the real deal at our food bank and Zurn Elkay will double your donation for local families!

### November: WISN 12 Food For Families Phone Bank



The WISN 12 Food For Families Phone Bank returns Thanksgiving week to raise funds for families in need. Stay tuned to WISN 12 for details on how you can give over the phone or online.

### November 17: CBS 58 Drive Thru Food Drive



Milwaukee's biggest community food drive returns to American Family Field just in time for Thanksgiving. CBS 58, the Milwaukee Brewers and Hunger Task Force will be on site at the ballpark collecting your frozen turkeys and food donations, with lots of goodies and give-aways.

### November 23: Turkey Trot



Before you sit down to your family feast, take the Turkey Trot 5K/8K Run & Walk at the lakefront on Thanksgiving Day. You can donate to Hunger Task Force on your registration form!



# Food for Families

## Hunger Task Force is thrilled to announce the return of Milwaukee's most storied tradition of community generosity—Food For Families!

For over 40 years—especially during the tough times of recessions or a pandemic—our hometown comes together during Food For Families to make sure our neighbors are taken care of. The holidays inspire joy and abundance, but for many families, they highlight the strain of putting food on the table. With higher costs and pandemic-related benefit programs in the rear-view, Hunger Task Force has seen local pantry traffic increase throughout the year.

Johnson Controls is leading the Food For Families charge for the 18th consecutive year, kicking off the campaign with a company-wide food and fund drive. The local leaders will be combining the best of both worlds by hosting a virtual AND traditional food drive with employees across the community.

On the next page, you can check out all the easy ways you can get involved in Food For Families. Thank you, Johnson Controls, and thank you to the Milwaukee community for your support of families facing hunger this holiday season!

*Custom urls, food drive boxes and posters are available to make your food drive a success!*



## Healthy Breakfast Cereal Needed!



Food For Families always focuses on the healthiest foods for our hungry neighbors. Breakfast cereal is especially in need this year, so we're asking folks who are hosting food drives or dropping off donations at 5000 W. Electric Avenue to focus on this kid-friendly staple. Cereal with no-sugar added, oatmeal and breakfast bars are all great options to donate!

Please contact Megan Sinclair Schwanke, Community Relations Manager, at 414.616.3423 for details on food drive registrations.



## Top Two Ways to Donate to Food For Families

### 1. Host A Virtual or Traditional Food Drive

Virtual food drives have become the norm, but this year Hunger Task Force is also bringing back the fun of traditional food drives to Food For Families. Over these past few years, Hunger Task Force has learned how to create a food drive experience that fits every group, whether you prefer a customized URL or a colorful food drive box—or both!

Your first step is to register your drive at [www.HungerTaskForce.org](http://www.HungerTaskForce.org). We'll create your customized URL and get in touch to find out what resources you need to make your drive a smashing success.

Virtual Food Drives offer a flexible and easy way to raise funds for healthy food purchases throughout the season. Your Virtual Food Drive webpage has a full menu of healthy and festive items that you can put on a family's table with the click of a button. You can share your Virtual Food Drive webpage link with colleagues or friends, so you can set up goals and fundraising competitions. It's great for organizations with employees working remotely or with offices in different communities. We can track your progress and give you a full report at the end of your drive!

Adding a traditional food drive component also offers a fun, creative and competitive way for your business, school, church or organization to collect healthy foods. Hunger Task Force has food drive boxes and posters available for your collection convenience!

*Customized with your name and private link*



### 2. Cash donations

Making a cash donation is the quickest, easiest and most effective way to support Hunger Task Force during Food For Families. We can stretch your gift with our buying power to purchase high-need holiday foods like turkeys or hams and deliver them to our pantry network absolutely free of charge. You can make a gift in the enclosed envelope or online at [www.HungerTaskForce.org](http://www.HungerTaskForce.org).



Register your Virtual or Traditional Food Drive today at:

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





**Meet Pasua!**

Hunger Task Force is excited to welcome Pasua Chang – who recently completed her Integrated Master of Science Degree in Nutrition and Dietetics at Mount Mary University – to the Nutrition Education Team as our first Cultural Foods Coordinator. In her role, Pasua will reduce barriers to cultural foods, lead the development and implementation of cultural food initiatives and support local school districts and the Hunger Task Force emergency food network in offering more culturally relevant food choices.

# Cooking with Culture

**“I feel like the food and the lifestyle that we live, they kind of get blurred between the lines, so just having that respect and awareness for different cultures is important in order to help us be rooted in our identities.”**



This past summer, Hunger Task Force launched the first-ever “Cooking with Culture” program at The Farm. Led by Pasua Chang, Hunger Task Force’s Cultural Foods Coordinator, this program provided a unique educational experience for elementary students from Hmong American Peace Academy. These students spent time at The Farm connecting with their culture’s foods, developing their cooking skills that will last a lifetime.



## Big League Leadership from Sargento



The #RealCheesePeople at Sargento support Hunger Task Force year-round. They just wrapped up the 6th season of Double Helping for Hunger, raising over \$40,000 for Hunger Task Force by donating \$200 for each double hit by the Milwaukee Brewers during the season.



And after the ballpark roof closes and the Frozen Tundra freezes, Sargento continues their leadership through Touchdowns for Hunger, donating \$1,300 for every touchdown scored by the Green Bay Packers. Thank you, Sargento, for your steadfast support of hunger relief in Wisconsin!

# Join the Hunger Task Force Legacy Society!



HUNGER TASK FORCE  
**LEGACY  
SOCIETY**

Support hunger relief in the future by leaving an enduring legacy of compassionate support through the Hunger Task Force Planned Giving Program and Legacy Society today.

To include Hunger Task Force in your estate plans, learn more about our planned giving program or inform us of your intentions to leave a planned gift, please contact Herb Reichelt at 414.238.6483 or [herb.reichelt@hungertaskforce.org](mailto:herb.reichelt@hungertaskforce.org). You can also visit our planned giving webpage at [www.HungerTaskForce.org](http://www.HungerTaskForce.org).

Visit the Official Hunger Task Force Legacy Society Webpage to Join!



**100%**

OF EVERY DOLLAR  
GOES TO  
CHARITY

## Hunger Relief Fund

**Local Food Banks Need Your Support**

The Hunger Relief Fund of Wisconsin is a coalition of more than 20 free and local food banks and anti-hunger organizations in Wisconsin. Choose the Hunger Relief Fund on your workplace giving forms this fall, knowing that 100% of your gift goes directly to your charity of choice—no admin fees!



**HUNGER  
RELIEF FUND**  
OF WISCONSIN

Contact Alyson Herdeman at 414.238.6479 to have the Hunger Relief Fund included on your workplace giving form.

**HUNGER  
TASK FORCE**  
FREE & LOCAL

5000 W. Electric Avenue  
West Milwaukee, WI 53219  
Phone 414.777.0483

Hunger Task Force believes that every person has a right to healthy food obtained with dignity. We work to prevent hunger and malnutrition by providing food to people in need today and by promoting social policies to achieve a hunger free community tomorrow.

### OUR CORE VALUES

**DIGNITY | JUSTICE | EQUITY  
COMPASSION | STEWARDSHIP**

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## Holiday Cards are Here!

**With Hunger Task Force's holiday cards, there's no better way to say "season's greetings" while supporting hunger relief at the same time.**



The annual Hunger Task Force Holiday Card program is a special tradition for thousands of local individuals and businesses. These cards—featuring art from local artists—can be customized with your own special greeting, with 100% of proceeds feeding families.

**Order your Holiday Cards online at [www.HungerTaskForce.org](http://www.HungerTaskForce.org), Oct. 1 – Dec. 31.**