



HUNGER CONNECTION

Empowering Milwaukee Seniors

Providing Dignified Access to Healthy Food



Embracing Culturally Familiar Foods with New Items at The Farm



As Tussler Prepares for Retirement, King Steps Up as New CEO



Milwaukee's Unique Downtown Meal Site Provides Weekday Lunch

CEO Transition: A Conversation With Sherrie and Matt

Sherrie Tussler has set a retirement date of June 4, 2024. Matt King will become the new Chief Executive Officer at Hunger Task Force.

Sherrie: Well folks, it's time for me to work less hard! I am happy to share that Matt King, longtime Hunger Task Force employee, will be the new Chief Executive Officer!

Matt: Thanks, Sherrie. I'm deeply honored and humbled to serve our community and carry on the legacy you've helped build with Hunger Task Force.

Sherrie: Matt, you will be great! Many people don't know this, but you and I have been colleagues since you were first a Congressional Hunger Fellow in 2005. While you left the Milwaukee area for a bit, I was thrilled when you returned in 2012 to develop and manage the Hunger Task Force Farm.

Matt: The Farm is a huge passion of mine and a great example of how our values spark innovation. Dignity is a cornerstone of our mission and focus. Ensuring access to healthy and high-quality foods, like fresh produce from The Farm, is critical.

Sherrie: And along the way, you earned your MBA from our shared alma mater Cardinal Stritch University.

Matt: Looking back on it, as a father of two young kids and working so hard, I'm not sure how there was enough time in the day for studying! Leading Hunger Task Force was always a dream and goal, and it inspired me to keep learning and growing.

Sherrie: I had hoped to retire earlier, but that pandemic really required all hands on deck. I truly appreciate your leadership in managing the day-to-day operations of the organization and the construction of our new headquarters while I addressed critical needs here in Milwaukee and across the state.

“Leading Hunger Task Force was always a dream and goal, and it inspired me to keep learning and growing.” - Matt King

Matt: I am proud that we could have each other's backs through those tough times and continue to innovate while providing essential services. The teamwork was inspiring, and the partnerships we formed will be important moving forward.

Sherrie: That's what friends do! We help each other and show concern. Just know that you will be surrounded by many great people who will help you take Hunger Task Force to its next level of service.

Matt: Thank you, Sherrie! You have been a tenacious advocate and our community owes you a debt of gratitude for your commitment. I look forward to continuing our work together as you assume your CEO Emeritus role!





Network Partner Highlight: Open Door Café

For nearly 21 years, Open Door Café, Milwaukee's unique downtown meal site providing weekday lunch to food insecure individuals, has proudly been a part of Hunger Task Force's partner network. In fact, more than 85% of the ingredients used to cook the café's nutritious hot lunches come from Hunger Task Force.



Each day, the café serves around 100 individuals who are eager to sit around a table and enjoy a nutritious lunch. However, Open Door Café provides more than just food; it fosters a sense of community and

ignites meaningful connections during every meal.

The café is run by Idalia Nieves-Reyes who has a passion for working with the homeless community. She has created a warm, welcoming environment that

encourages more than 50% of the café's clients to come for lunch six days per week. Idalia also has a hand in recipe development. She, alongside the café's chef, uses food from Hunger Task Force to create hot, healthy and delicious recipes – ranging from casseroles to soups and cultural dishes – to serve to patrons.

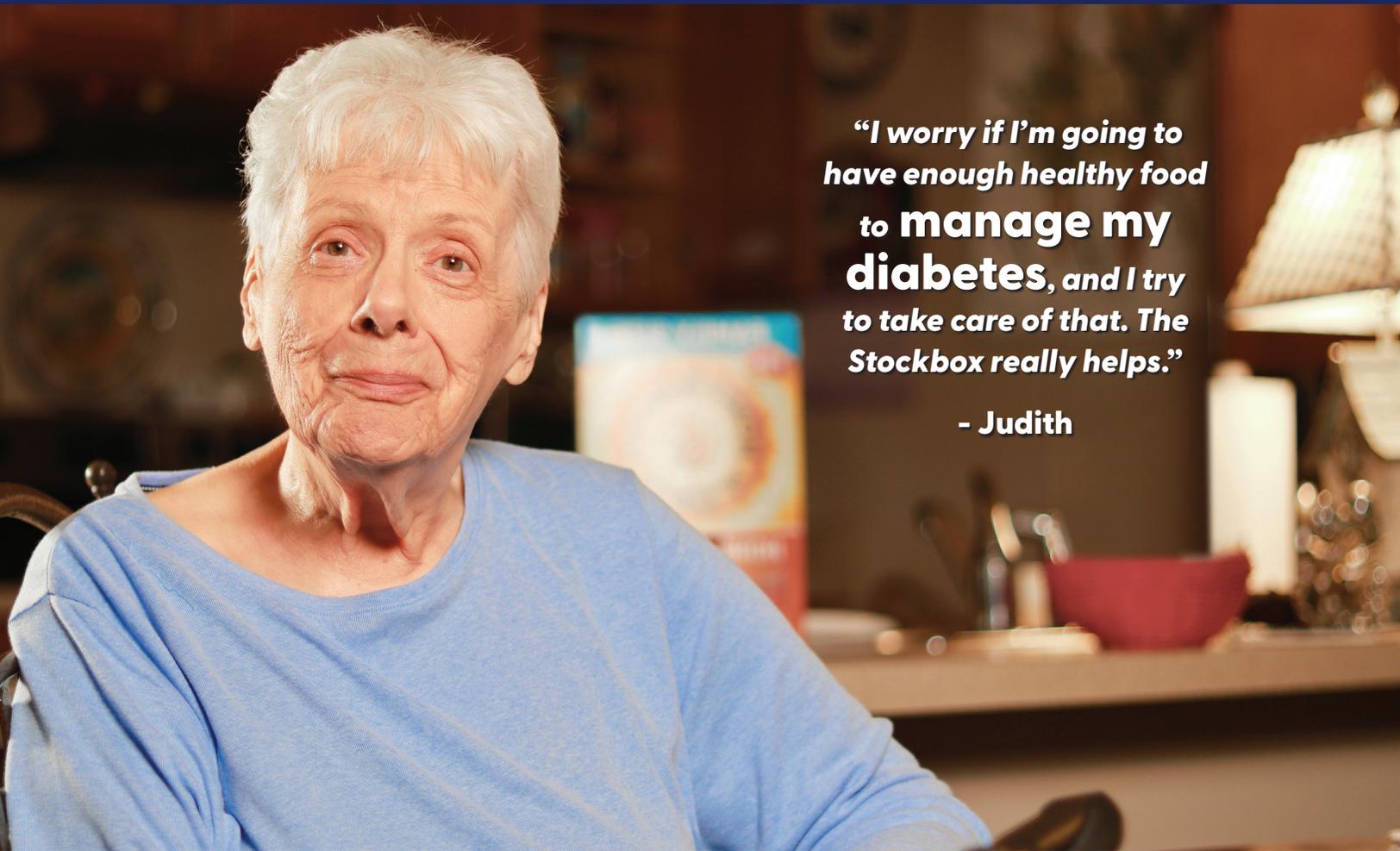
Hunger Task Force is proud to be the foundation of the food service Open Door Café provides to its guests so our neighbors in need can enjoy healthy, delicious lunch six days per week.

Hunger Task Force Prioritizes Healthy Food Choices

Hunger Task Force works tirelessly to ensure families, children and seniors in need have access to healthy food. Utilizing a strategic approach to food procurement, Hunger Task Force stocks our warehouse with a variety of culturally appropriate options that meet the USDA's MyPlate guidelines. By partnering with government agencies like the USDA and local farmers, Hunger Task Force distributes millions of pounds of nutritious food annually. This includes culturally appropriate fresh produce, low-fat dairy, lean proteins and whole grains, all aimed at promoting health and well-being in our community.



EMPOWERING MILWAUKEE SENIORS



“I worry if I’m going to have enough healthy food to manage my diabetes, and I try to take care of that. The Stockbox really helps.”

- Judith

In February 2023, Wisconsin families and seniors faced a reduction in their FoodShare benefits due to the end of the federal program providing additional assistance during the COVID-19 pandemic. Now, a year later, the end of these benefits reflect a significant loss in purchasing power for many Wisconsinites, including 85-year-old Greendale resident Judith Juszczyski.

Throughout her life, Judith Juszczyski has navigated financial limitations. Following her husband’s passing, maintaining a healthy diet on a fixed income proved particularly challenging. “I’ve had some hard times. I know what it means to struggle,” she reflects. While Social Security and Medicare provided some support, purchasing nutritious groceries remained a constant concern.

With a monthly income of \$1,669, a significant portion is allocated to housing expenses, leaving little room for savings or unexpected costs. “I can’t save any money. In addition to rent, I pay my electric, insurance and cable bills,” Judith explains. Despite her frugality and

efforts to make healthy choices, making ends meet remains a constant challenge.

Since enrolling in the FoodShare program in 2022, Judith has experienced firsthand the invaluable assistance provided during times of need. “A lot of my money goes towards food,” she reveals. “I spend nearly \$200 on groceries each month, so I’m so grateful for the help.”

The COVID-19 pandemic brought additional challenges, with temporary increases in benefits providing a lifeline for individuals like Judith. However, as these supplemental payments waned, Judith found herself facing tough

decisions, often sacrificing essentials like meat and nutritious proteins to make ends meet.

Despite these hardships, Judith remains committed to managing her health, particularly her type II diabetes, through healthy eating. The Stockbox DoorDash program, which delivers essential pantry staples directly to her door, has been instrumental in ensuring she has access to nutritious foods. “I worry if I’m going to have enough healthy food to manage my diabetes, and I try to take care of that. The Stockbox really helps,” she shares.

Last summer, \$35 in vouchers, provided by the Senior Farmers’ Market Nutrition Program and administered by Hunger Task Force, allowed Judith to supplement her diet with fresh, locally sourced produce to enhance both her nutrition and overall well-being. “I think it’s wonderful for your health,” she enthuses. “In the long run, if you eat healthy then you’re going to be healthy.”

Judith’s story illustrates the challenges faced by many seniors dealing with financial insecurity and health concerns. Thanks to Hunger Task Force and our team of dedicated advocates, individuals like Judith find not only nourishment but also a renewed sense of hope and dignity as they navigate the often-complex realities of aging in today’s world.



Hunger Task Force is a lifeline for seniors in our community. Through programs like Stockbox DoorDash, the Senior Farmers’ Market Nutrition Program and Mobile Market, we connect low-income seniors to essential food resources, promoting better nutrition and overall health.



Each month, Hunger Task Force “dashes” over 1,500 Stockboxes to local seniors through DoorDash. Donate today and help support the cost of delivery.

Hunger Task Force administers the Senior Farmers’ Market Nutrition Program, providing seniors with vouchers to purchase fresh produce at local farmers’ markets.



The Mobile Market travels throughout Milwaukee County to visit neighborhoods, senior centers and communities that have limited access to fresh and healthy foods.



At the Hunger Task Force Farm, we prioritize offering a diverse and familiar selection that complements the essential pantry staples available through our network of food pantries, meal sites and homeless shelters.

By strategically utilizing surveys from our network, we ensure our plantings reflect both cultural preferences and familiar favorites. This year, jalapeños, bok choy and napa cabbage – all requested by the community – will be gardened in higher quantities. We're also excited to trial okra!

We also understand that some recipients may not be fully familiar with preparing all the nutritious options we provide. To bridge this gap, our dedicated Nutrition Education Team develops culturally appropriate cooking resources. These recipes and demonstrations empower the community to not only receive healthy food, but also gain the knowledge and confidence to prepare it in delicious and nutritious ways.

Volunteer at The Farm or make a gift through the Adopt-a-Crop program. Learn more about how you can support The Farm at www.HungerTaskForce.org/farm.

Legacy Society Member Feature: Bob and Dianna Haugh

Local couple Bob and Dianna Haugh have pledged their support to Hunger Task Force by including the organization in their estate plans. Inspired by their own love of family meals, they hope their gift ensures future generations have access to nutritious food.

“We both grew up enjoying food and sharing food,” Dianna shared. “We wanted to be able to pass that on.”

Longtime patrons of Sanford restaurant, Bob and Dianna established a connection with Hunger Task Force through Chef Justin Aprahamian, the restaurant's owner. The collaboration between Sanford and Hunger Task Force began through the annual Kick Hunger Challenge event and has endured with Sanford catering the Annual Fall Donor Celebration at the food bank.

This thoughtful contribution reflects not only generosity but also smart planning, as Bob noted, “We both just turned 80, and we're not going to be around forever. We have support set aside for our kids, and we realized there's a chance something will be left over.”

Contact Herb Reichelt, Giving Manager, at herb.reichelt@hungertaskforce.org, to learn more about planned giving opportunities at Hunger Task Force.



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HUNGER TASK FORCE
**LEGACY
SOCIETY**

Event Highlights & Memorable Moments



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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

Hunger Task Force, Inc. is a charitable, 501(c)3 organization. Our Tax ID is 39-1345847.

Thanks to Burton & Mayer who donated printing to offset the cost of creating this newsletter.

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1. WISN 12 celebrates its 70th anniversary by partnering with Hunger Task Force for a year-long campaign against hunger. Throughout 2024, WISN 12 will highlight monthly hunger needs through their "70 Years of Service" initiative.
2. In March, as our Muslim neighbors celebrated the end of the Islamic month of Ramadan, Hunger Task Force staff attended the CommUNITY Eid Festival – or the 'Feast of Breaking the Fast' – to distribute culturally appropriate foods to local families.
3. We shined a light on hunger! On March 1st, to kick off the 10-day 2024 Match Madness MKE campaign, Hunger Task Force lit the Hoan Bridge in the organization's colors. Fueled by generous donors and a matching pool, Match Madness raised an incredible \$602,500 to fight hunger in our community.
4. To recognize Kohl's \$1.5 million commitment to Hunger Task Force over two years, Hunger Task Force welcomed Kohl's leadership and representatives from our partner network for a recipe demonstration in the McCarty Education Kitchen. Over the past 15 years, Kohl's has donated more than \$11.5 million to provide nutritious food to families.
5. Stamp Out Hunger, organized by the National Association of Letter Carriers, returns to Milwaukee on Saturday, May 11th! Residents can join the fight against hunger by leaving out bags of non-perishable food for mail carriers to collect and deliver to Hunger Task Force for distribution to families in need.

HUNGER TASK FORCE

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Join Voices Against Hunger!

Voices Against Hunger, Hunger Task Force's citizen advocacy group, is a powerful force for change. By advocating together, we can push for social policies that prevent hunger and ensure everyone has access to nutritious food.

As a member, you'll stay informed of the most critical anti-hunger campaigns, learn easy actions to take against hunger and be part of the largest and most active anti-hunger advocacy group in Wisconsin. Members also receive invitations to special projects, attend informative trainings and influence policy through phone calls, letters and even testifying at public hearings. Together, we can make a lasting impact!



Learn more and join
Voices Against Hunger today:
www.HungerTaskForce.org/voices

Voices
Against
Hunger



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