



HUNGER TASK FORCE

FREE & LOCAL

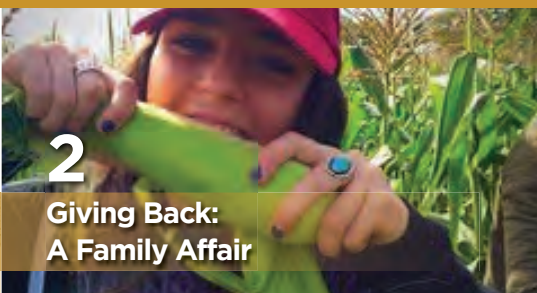
**HUNGER  
CONNECTION**

HungerTaskForce.org



# HAPPY, HEALTHY HOLIDAYS

EVERYONE NEEDS HEALTHY FOOD!



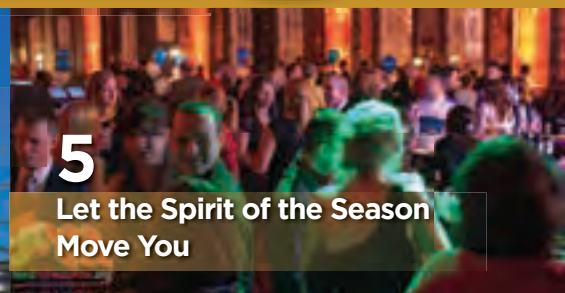
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**MILWAUKEE**



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Let the Spirit of the Season  
Move You



# Giving Back: *A Family Affair*

as told by Julia Gimbel

**The Gimbel family has supported Hunger Task Force since 1991, joining forces to give time, energy and financial support to this local cause they support so passionately.**



“The joy our family experiences as we gather for meals is something every family in Milwaukee deserves. We are passionate about Hunger Task Force’s mission, and do whatever we can to support the organization’s efforts. The rewards we receive from this meaningful work far outweigh the effort and time we put in.

Over the years, we have donated money and food (the easiest thing to do); helped people shop at the Mobile Market (as it brings fresh food to people in Milwaukee’s food deserts); loaded Stockboxes, Holiday and Emergency food boxes for hungry families; sorted food; participated in the student nutrition programs; and hosted large groups for harvesting at the Hunger Task Force Farm.

Our kids have worked right beside us, and we know we’ve inspired them to become lifelong champions for causes they care about.

When our family gathers around our table creating cherished family memories, we know that our efforts have helped many other families in Milwaukee to do the same.”

“When our family gathers around our table creating cherished family memories, we know that our efforts have helped many other families in Milwaukee to do the same.”

– Julia Gimbel





# The Importance of GIVING LOCAL

Dear Friends:

The need to help your neighbor could never be greater.

Milwaukee is a city where intense poverty and hunger in our neighborhoods is commonplace. Many people simply accept the beggar on the street and long lines at local soup kitchens.

Every day, we turn on the news and are confronted by events that occur in other communities that depict common people harmed through no fault of their own. We organize collections of food, clothing and household items to find that helping another person, in another place, is almost impossible because of transportation and logistics costs.

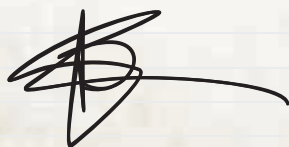
## Helping other people can be hard work. My advice? Simplify.

Charity begins at home and spreads to the community. That beggar on the street can use your old shoes or coat. The people standing in line at the soup kitchen and the families depending on the food pantry are hungry and need your charity as well.

## Your help is broadly needed right here in your hometown.

Hunger Task Force is Free & Local. Your food and cash donations get to people and pantries right here in Milwaukee *for free*.

Find a way to make a difference by getting involved with our work to help us reach our year-end goal.



Sherrie Tussler  
Executive Director



## HELP US MAKE OUR GOAL!

Right here in Milwaukee, 50,000 people are receiving help from local food pantries and meal programs each month.

Hunger Task Force has a big job to do, and we need your help to hit our year-end fundraising goal to make sure kids and families stay fed. We're Free & Local and 100% community supported. Whether you're giving \$5 or \$500, hunger relief is work we all share together. Every gift is powerful, and every gift feeds a child or family in your hometown.

YEAR-END FUNDRAISING GOAL:  
**\$2,989,499**

\$2,989,499

\$2,500,000

\$2,000,000

\$1,500,000

\$1,000,000

\$750,000

\$500,000

\$250,000



## A story from the field



“I’d been having some health issues. But with the help I got from Hunger Task Force, I can focus on getting better and not where my next meal is coming from.”

– Darlene

# Giving New Hope

After struggling to make ends meet for several months, Darlene reached out for help.

**W**orking three jobs to support her three children after a devastating divorce had pushed Darlene into hard times at age 62. Even buying food had become a challenge; Darlene had begun using a credit card for the majority of her purchases and was feeling out of control.

After connecting with Hunger Task Force, she was surprised to learn about all the programs available to help her. She now receives FoodShare, picks up a free monthly commodity box for seniors (Stockbox), shops with Senior Farmers’ Market Vouchers for fresh Wisconsin produce and uses the Fresh Picks Mobile Market to get the most out of her FoodShare dollars.

A few months after receiving her new benefits, Darlene called to express her gratitude. “I’d been having some health issues,” she said. “But with the help I got from Hunger Task Force, I can focus on getting better and not where my next meal is coming from.”

It’s so easy to help give more people hope, right here in our community. Make a gift in the enclosed envelope and lend a helping hand this holiday season.

STOCK UP ON

# HOLIDAY CARDS

There’s still time to send a festive note to friends and family with Hunger Task Force’s annual Holiday Cards! Creative, beautiful designs from local artists are featured on each card, including a well-known Milwaukee landmark, a festive sleigh ride and a snowy landscape painted with beer! Each pack of 20 cards is only \$16, and 100% of proceeds support feeding hungry families in Milwaukee.



>> **Hurry! Cards are available through Dec. 31 at [HungerTaskForce.org](http://HungerTaskForce.org) or by calling 414.777.0483!**



# LET THE SPIRIT OF THE SEASON MOVE YOU!

Mark your calendars for these exciting events that spread holiday cheer all while helping Milwaukee families facing hunger.



## HOLIDAY TRAIN | DEC. 2

The Canadian Pacific Holiday Train will once again be chugging its way into the Milwaukee Intermodal Station! Admission is \$2 and two healthy nonperishable items for an evening of holiday magic, food trucks and music that kicks off at 5:30 p.m. Stay for the train's arrival at 6:50 p.m. Thanks to our sponsor, Old Republic Rick Management.



## FEED MILWAUKEE GALA | DEC. 22



Milwaukee knows how to party, and Dec. 22 will be no exception as folks festooned in their holiday finest show up for the annual Feed Milwaukee Gala at Turner Hall. Dance the night away and enjoy raffle prizes, a photo booth and complimentary beer, wine and snacks in support of Free & Local.



## TRANS-SIBERIAN ORCHESTRA | DEC. 29

Lights, guitars, pyrotechnics – oh, my! This will be your last chance to enjoy the Trans-Siberian Orchestra's legendary holiday performance at the BMO Harris Bradley Center. \$1 from each ticket purchased benefits Hunger Task Force, and we'll be there to accept your food or cash donations at the door!



## LEND A HELPING HAM | DEC. 1-31

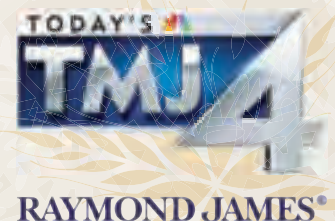


The holiday ham is the centerpiece of many a seasonal feast, and Hunger Task Force is tickled pink to partner with 102.9 The HOG and Patrick Cudahy for Lend a Helping Ham. Seize this opportunity to make a family's holiday complete by donating a delicious ham all December long. Ham it up!



## HOME 4 THE HOLIDAYS | DEC. 1-31

Today's TMJ4 and Raymond James & Associates are joining forces once again to give you the power to help hungry families from the comfort of your own home or office! This virtual food drive lets you build healthy and festive holiday meals for local families. Finish your holiday shopping with the click of a button and make a difference for a family facing hunger.





# FARM WISH LIST!

As part of our initiative to distribute healthy MyPlate foods, Hunger Task Force has ramped up the operation at The Farm in Franklin.

Last growing season, The Farm grew more than 500,000 lbs. of produce! Healthy options like greens, sweet corn, apples, peppers and more all made their way through our pantry network. Thanks to your generosity, local families and seniors had access to healthy food.



As the 2017 harvest winds down, we're already in the thick of planning for the 2018 growing season. We'll once again need help from our community to ensure a steady stream of fresh fruits and vegetables for Milwaukeeans in need. You can help support next year's crops through our Adopt-A-Crop program!

## ADOPT-A-CROP TODAY AND SUPPORT THE FARM!

✓ \$25



Supplies a bushel of sweet corn to a local pantry

✓ \$50



Grows 100 heads of lettuce for local families

✓ \$100



Provides 40 lbs. of green beans to local seniors

✓ \$250



Sponsors an acre's worth of broccoli seed

>> Adopt your crop today at <https://www.hungertaskforce.org/farm>.





**TOUCHDOWNS** for  
*Charity*

## Celebrating a Milestone Year

**T**his Packers season, Sargento celebrates its 15th season of the storied Touchdowns for Charity program. Every time the Green & Gold score, Sargento donates \$1,000 to fight hunger locally in Milwaukee, with support totaling over \$1 million since the program launched.

Over the years, Hunger Task Force has shared many special moments with our friends from Sargento and a host of Green Bay Packer players who have jumped on board to support the program. We've got a lot of favorite touchdown memories: Jordy Nelson hauling in the first touchdown of the Super Bowl; Randall Cobb running back the opening kick-off of the 2011 season; and who could forget the Richard Rodgers Hail Mary or Davante Adams' dagger against the Cowboys?

Most of all, we're thankful for Sargento's outstanding leadership in the fight against hunger and the many lives they've touched these past 15 years. Thank you Sargento and Go Pack Go!



## BREWERS ON DECK

It's never too early to start thinking about Brewers baseball. Brewers On Deck kicks things off on Sunday, January 28 and we need you to step up to the plate with a donation of peanut butter at the door! Sa-wing peanut butta butta butta...

## WANTED: PEANUT BUTTER

It's delicious, it's nutritious - it's peanut butter! Peanut butter is jam-packed with fiber, healthy fats and protein to ensure full bellies. Join Hunger Task Force and Meijer to spread the love this January.

>> Register your Wanted: Peanut Butter drive today!



HUNGER TASK FORCE

FREE & LOCAL

201 S. Hawley Court  
Milwaukee, WI 53214  
Phone 414.777.0483  
Fax 414.777.0480

Hunger Task Force believes that every person has a right to adequate 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.

Hunger Task Force, Inc. is an equal opportunity employer and provider. We do not discriminate on the basis of sex, race, religion, age, sexual orientation, marital status, national origin, ancestry, citizenship, or disability, or any other category protected by law.

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

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**\$2,989,499**

Reasons to Give

Giving local has never  
been more important.

**THINK MILWAUKEE FIRST.**

**THINK LOCAL FIRST.**

**THINK FREE & LOCAL.**

**HELP US HIT THAT HOMETOWN GOAL!**

Send a gift in the enclosed envelope or donate online at [HungerTaskForce.org](http://HungerTaskForce.org) before December 31.