



# HUNGER CONNECTION



Food is a Human Right



Food for Families is Underway



Harvest in Full Force at The Farm



**SARGENTO**  
**TOUCHDOWNS**  
FOR HUNGER

## Touchdowns for Hunger

20 Years of Sargento Leadership



# Sargento Celebrates 20 SEASONS of Touchdowns for Hunger!

Over the years, Sargento has led the way in statewide hunger relief through Touchdowns for Hunger. For every touchdown scored by the Packers during the season, Sargento donates \$2,000 to fight hunger in Wisconsin, including over \$1.1 million donated to Hunger Task Force.

This year marks the special 20th anniversary of the program's legacy. We've had lots of great memories and Packer players supporting the partnership over the years. From Jordy Nelson's Super Bowl touchdown to Richard Rodgers' Hail Mary catch, each touchdown has helped feed families in our local community. This year, we are thrilled to have Packer legend Donald Driver join the Touchdowns for Hunger partnership and visit Hunger Task Force for a special anniversary event! Thank you, Sargento, for your amazing leadership and Go Pack Go!



## Fall Events

This fall, Hunger Task Force and our partners are offering an exciting mix of in-person and virtual events to support hungry families!



### November: Zurn Elkay Turkey Ticker Challenge



The Turkey Ticker Challenge is back! All November, Zurn Elkay will be matching all online turkey donations AND frozen turkey donations. It's never been easier to put a gobbler on a family's Thanksgiving dinner table.

### November: WISN 12 Food For Families Drive



Just before Thanksgiving, WISN 12 will be teaming up with Hunger Task Force for the annual Food For Families fundraising drive. Stay tuned to WISN 12 for details on how you'll be able to support local families.

### November 18: CBS 58 Drive Thru Food Drive



CBS 58 and the Milwaukee Brewers are once again teaming up to host our community's largest single-day food drive at American Family Field. Drive thru with your boxes of cereal, canned fruit and frozen turkey donations and receive great prizes and giveaways.

### November 24: Turkey Trot



On Thanksgiving Day, take a jog in support of hunger relief before you sit down to your family dinner—the annual Turkey Trot 5K/8K Run & Walk returns to Milwaukee's lakefront. Donate to Hunger Task Force on your registration form!



# Hunger on the Front Lines

## Your Support Provides Compassion and Dignity

### Network Partner Highlight – Hope House

Located on Milwaukee’s south side, Frieden’s Hope House is an emergency food pantry which has been a member of Hunger Task Force’s Network for over a decade. Frieden’s serves an average of 338 households per month - representing over 1,000 adults, seniors and children. Cheryl Ousley has been the Site Manager at Hope House emergency food pantry for many years. Ousley, her team of volunteers and AmeriCorps workers ensure every guest utilizing the pantry is served with dignity and compassion.

Cheryl and her team set a daily goal to greet every guest with a smile, positive attitude and uplifting spirit; and to provide a pantry space that is welcoming, clean and organized. Recently, Hope House has returned to indoor service and provides the “choice model” for pantry guests. The choice model allows pantry guests to personally select culturally appropriate foods and to meet individual health and dietary needs. Each person can select foods that are familiar to them and their family just as they would if shopping in a grocery store. This high-performing pantry also provides home delivery service. Using the two models provides everyone in need of emergency food a sense of dignity.

Compassion is on display everyday at Hope House. Cheryl recalls an interaction with a guest who began coming into the pantry because she had taken on full care of her grandchildren. The grandmother of eight expressed being able to do more financially because she received assistance with food for her family. “We help guests take the focus off their needs and put the focus on the help and resources that Hope House is happy to provide,” said Ousley.



## People Power Needed at Local Meal Programs!

As the pandemic wanes, local meal programs are re-opening for sit down service. Hunger Task Force recently hosted a meeting with the stalwart charities that oversee the meal programs in Milwaukee. We heard a resounding call and need for additional volunteers to serve meals, direct meal guests and support meal service operations.

We need People Power! You, your family, your friend groups and your co-workers are needed to get these storied and amazing charities serving evening meals (or lunch, or breakfast) to people in the community before it gets cold outside.

This work requires the heart, compassion and respect from the most dedicated volunteers. People visiting the meal programs are experiencing tough times, and supporting the management of mealtime means treating everyone with dignity. From greeting people, to serving meals and keeping the tables clean for each guest, volunteers play a key role in ensuring the best experience for all guests.

This work is good work and will expand your heart in ways in which you will always be thankful. Sign up today!



Individuals and groups willing to make and keep commitments to assure the full belly of another should email:

Stephanie Sprewer – The Gathering:  
ssprewer@thegatheringswis.org

Peggy West – St. Vincent De Paul MP:  
pwest@svdpmilw.org



# Food for Families

**These past few years, there have been no shortages of challenges facing hungry families in our community. But one thing never changes—Milwaukee’s tradition of generosity during Food For Families!**

This fall, local families will need our community’s support like never before. Milwaukee pantry traffic has been rising steadily throughout the year to over 31,000 people each month. Rising food prices and heating bills will chip away at family food budgets during the cold winter. Benefit reductions in important nutrition programs are also on the horizon, making it even more important for Hunger Task Force to stock our food bank throughout the season.

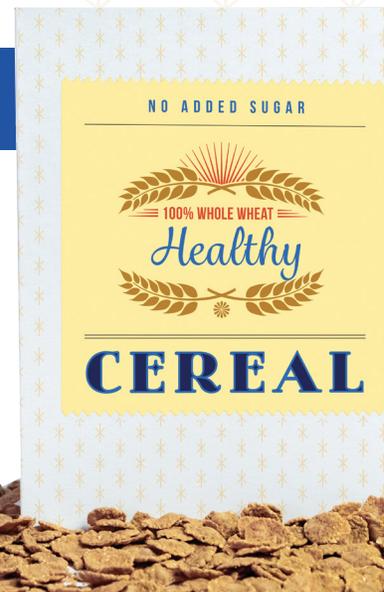
For 17 years running, Johnson Controls has led the way as Food For Families’ sponsor. In addition to their sponsorship, Johnson Controls also “walks-the-walk” with a company-wide virtual food drive to kick-off the season. Virtual food drives raise funds for critical food purchases that will feed kids, families and seniors. The local corporation is calling on all local businesses, schools, churches and organizations to follow suit and help meet a goal of \$500,000 in virtual food drive contributions this fall.

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!



## Healthy Breakfast Cereal Needed!

Though virtual food drives are the best and easiest way to support Hunger Task Force, food donations have long been a part of Food For Families. This year, we are asking folks to donate boxes of healthy breakfast cereal. Donations of cereals can be dropped off at the back dock of Hunger Task Force at 5000 W. Electric Avenue. We even have a new, smaller size food drive box to make your pick-up, collection and drop-off easier than ever!



Please contact Kyle Buehner, Community Relations Manager, at 414.238.6473 for details on food drive registrations.

# milies

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## Top Two Ways to Donate to Food For Families

*Customized with your name and private link.*



### 1. Customized Virtual Food Drive

The Virtual Food Drive is the easiest and most popular way to support Food For Families. Businesses and groups can create a customized Virtual Food Drive webpage, complete with company or organization logo. This will be your private link to share with colleagues or friends, so you can set up goals and fundraising competitions. The Virtual Food Drive webpage includes a full menu of healthy and festive items that you can put on a family's table with the click of a button. It's great for organizations with employees working remotely or with offices around the country. We can track your progress and give you a full report at the end of your drive!

### 2. Cash donations

The holidays are always super-busy. If you don't have time to organize a virtual food drive, the quickest and easiest way to support Hunger Task Force is to make a gift online at [www.HungerTaskForce.org](http://www.HungerTaskForce.org) or by sending a check in the enclosed envelope. These gifts help us purchase healthy foods and deliver them to local food pantries.



*Healthy Cereal*

Register your  
Virtual Food Drive  
today at:

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





# Food is a Human Right

**Hunger Task Force believes that every person has a right to healthy food. To put it in another, more thought-provoking way, food is a human right.**

We have launched a new educational campaign, aimed at making people think about hunger in Wisconsin. The campaign is called “Food is a Human Right” and will focus on two audiences.

One is the 92,000 people here in Milwaukee that are living below the poverty line. They make tough choices about their housing, fuel and medical costs and in the end their food budget is meager. They may not know that a fully-funded federal program entitles them to at least \$250 monthly for food. We want them to get this federal help by signing up for FoodShare because food received from a pantry won't be enough to be healthy. And, skipping meals or subsisting on starchy foods is unhealthy.

The other audience is the business community. We want them to see that money spent at the grocery store pays essential workers, including clerks and truck drivers. We want them to



understand that food grown and sold by Wisconsin Farmers creates jobs and stimulates our economy.

FoodShare “connects the dots” between food producers and the hungry. FoodShare respects the culture and diet of the diverse population of people that make our town vibrant. FoodShare helps 240,000 people in Milwaukee make ends meet and together, they spend over \$60 million monthly to not just feed their families but to support local businesses.

**Watch for our upcoming efforts to fully enroll the FoodShare Program and take a moment to think about food as a human right.**

**To get involved contact Sherrie Tussler, Executive Director, at [sherrie@hungertaskforce.org](mailto:sherrie@hungertaskforce.org).**



## Badger Box Update: Green Light in Green County!

The Badger Box program continues to grow across Wisconsin, with a caseload of 14,500 boxes delivered each month. Badger Boxes are built exclusively with Wisconsin-based products like Marieke Gouda, Wild Rice River Farms, Olympia Granola, Brunkow Cheese, S&R Egg Farms and more. Most recently, we expanded distribution into Green County, where we teamed up with folks from Monroe, Chalet Cheese and New Glarus Brewing Company to distribute over 200 boxes. New Glarus invited the team over to the brewery for a few cold Spotted Cows afterward, and presented Hunger Task Force with a \$20,000 gift through their Only in Wisconsin Giving Foundation to support our efforts!





# The Produce is Still Poppin' at The Farm!

Colder weather may be on the way, but 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.

|   |  |   |
|---|--|---|
| <b>Beans</b><br><b>11,000 POUNDS</b>    | <b>Corn</b><br><b>27,000 POUNDS</b>                                  | <b>Summer Squash</b><br><b>20,000 POUNDS</b>          |
| <b>Cabbage</b><br><b>45,500 POUNDS</b>  | <b>Cucumbers</b><br><b>11,000 POUNDS</b>                             | <b>Red and Green Tomatoes</b><br><b>20,000 POUNDS</b> |
| <b>Collards</b><br><b>12,500 POUNDS</b> | <b>Lettuce</b><br><b>18,500 POUNDS</b><br><i>(record crop yield)</i> | <b>Watermelon</b><br><b>10,000 POUNDS</b>             |

This season has already seen a diverse harvest of beans, collards, corn, cucumbers and a record crop yield of lettuce (18,500 pounds!); and we still have broccoli, peppers, cantaloupe, turnip greens, squash and much more to come to feed our community.

**There are two great ways to support The Farm before end of season:**

- 1.** Dig in as a volunteer to help us finish the harvest season strong. Contact Jordan Leitner at [jordan.leitner@hungertaskforce.org](mailto:jordan.leitner@hungertaskforce.org) to sign up!
- 2.** 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 2023 growing season.



The Hunger Relief Fund of Wisconsin is 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!

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

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

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.

**OUR CORE VALUES**  
DIGNITY | JUSTICE  
COMPASSION | STEWARDSHIP

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

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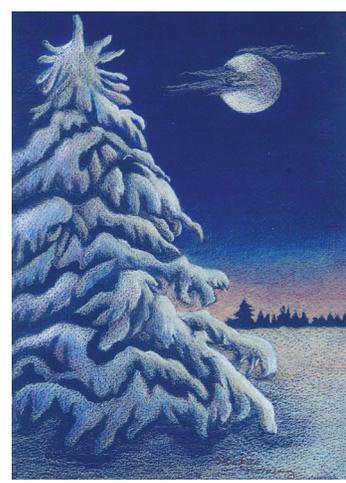
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## Holiday Cards are Here!

**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.**