



## Popping Up to build healthier communities

The challenges around healthy food aren't just about the cost. For many individuals and families, getting to the grocery store or food pantry with nutritious food available is difficult, or nearly impossible.

Some don't have reliable transportation and especially for seniors in our community, carrying heavy bags of groceries over a long distance is not healthy or safe.

That's why Freestore Foodbank created Produce Pop Ups, made possible by generous supporters like you. Through this program, we can distribute fresh fruits, vegetables and other produce directly to the neighborhoods that need it most.

"Being able to take our Produce Pop Ups and other mobile produce markets to the neighborhoods really cuts down on the transportation issues," says Kurt Reiber, President and CEO of Freestore Foodbank. "It also allows us to distribute food at more opportune times so more families can take advantage of them."

### How it works

Through the Produce Pop Up program, Freestore Foodbank delivers nutritious fruits and vegetables to a pantry, school, church or other community organization that's easily accessible to the neighborhood.

Volunteers work to get the produce set out on tables for the individuals and families in need that will come to receive food. Hungry neighbors then walk through and choose the fruits and vegetables they need for their families.



**"Produce Pop Ups allow us to distribute food at more opportune times so more families can take advantage of them."**

—KURT REIBER, PRESIDENT & CEO

Thanks to the generosity of supporters like you, Freestore Foodbank can continue to work toward innovative solutions that provide nutritious produce directly to the people who need it most. If you would like more information on our Produce Pop Up program, please visit [freestorefoodbank.org](http://freestorefoodbank.org)

### Inside



**KURT'S KORNER**  
A message from our President & CEO

2



**PARTNER SPOTLIGHT**  
Meeting the needs of their community

3



**SUSAN**  
You can give hungry families a place to turn this spring

4



## Kurt's Korner

I am deeply appreciative of how generous our community of supporters is with their time and resources. When we ask, you come through in amazing ways.

Our Produce Pop Up program is distributing nutritious produce directly to neighborhoods where

### A message from our President & CEO

the need is greatest. It is only thanks to the incredible generosity of supporters like you that this innovative solution is building healthier communities.

This spring, there are still so many opportunities to help hungry families.

If you want to give your time—and like to play in the dirt—we are in need of volunteers at our Giving Fields, which provides fresh fruits and vegetables to many of the communities we serve. Please visit our website [freestorefoodbank.org](http://freestorefoodbank.org) to see where you can volunteer during our planting and harvesting season.

When you're shopping at a local Kroger store, you can ask the cashier to round up your bill for Freestore Foodbank. Those extra cents will make a huge impact toward ensuring we can provide even more nutritious food to neighbors at risk of hunger.

Your continued support has such a profound impact on the children, families and seniors we serve. Thank you for all you do.

Kurt Reiber, President & CEO



# You've helped us through a difficult time

Tiffany's grandparents taught her that you don't ask for help. You just put your head down and work.

So that's what Tiffany tried to do. She worked multiple part-time jobs as a home healthcare provider to make ends meet for herself and her teenage daughter. At times, she was working anywhere from 15-20 days straight.

The family still couldn't make ends meet. Tiffany was skipping meals so her daughter didn't have to go hungry.

"I do without to make sure she doesn't do without," Tiffany says. "I might take a pack of crackers to work, just so she can eat."

### Your support helps hardworking families

Tiffany learned that if she made \$10 an hour, she would qualify for food stamps. She made \$10.25 and was denied



food assistance. The mental, physical and emotional toll finally brought Tiffany to one of our partner agencies for food.

"Asking for help was a hard pill to swallow at first, but it's just a way to get you through until you do get back on your feet," Tiffany says. "This really helps."

**"I do without to make sure she doesn't do without." –TIFFANY**

Thousands of families in our community work multiple part-time jobs and still struggle to make ends meet, just like Tiffany. She found a more steady job with more hours that is less physically taxing, and is hoping it will help her get back on her feet financially.

She's deeply appreciative to the donors of Freestore Foodbank who have helped her through a difficult time.

"If it wasn't for them and we didn't have places like this and people donating, we'd be without," Tiffany says. "A big thank-you to the donors, because every little bit helps."

**You can help provide more food on more tables for children, families and seniors by visiting [freestorefoodbank.org](http://freestorefoodbank.org) and donating today. Thank you!**

Photo has been changed to protect the privacy of the clients.



## Partner Spotlight

# Meeting the needs of their community

United Ministries in Erlanger is one of our partner agencies and serves about 350 families a month. They provide food and many other services, including clothing and financial assistance.

“We’ve got a lot of people that are living on \$750 a month,” says Becky Ewing, Executive Director of United Ministries. “And that just boggles my mind.”

The organization started out serving Erlanger and Elsmere, but has grown to serve all of Boone County and most of Kenton County.

Becky has worked at United Ministries for the last 16 years and is a retired school teacher. As she started out, she said it was mostly single mothers trying to find food and resources for their children. Now, in addition to struggling families, United

Ministries has a lot of seniors and people with disabilities come through their doors.

“We have a big food pantry now, thanks to Freestore Foodbank,” Becky says. “When I first started this, we were lucky to give people one bag of groceries with a package of hot dogs in it. Now people can walk out of here with a cart of fresh produce. It’s made all the difference in the world.”

United Ministries is one of 450 community partners that work with Freestore Foodbank to ensure hungry children, families and seniors have access to the nutritious food they need each day to thrive.

**We are grateful to all our community partners who work tirelessly to address the vital needs in their own communities. For more information visit [freestorefoodbank.org](http://freestorefoodbank.org)**

**“We’ve got a lot of people that are living on \$750 a month.”**

—BECKY EWING  
EXECUTIVE DIRECTOR  
OF UNITED MINISTRIES

## Grants bring fresh produce to food deserts

As Freestore Foodbank works to solve the critical issue of hunger for the 270,000 residents in our region who are struggling to get enough to eat, increasing access to fresh fruits and vegetables is essential.

Over 45 percent of low income residents in the 20 counties we serve live more than one mile from the nearest supermarket, making it challenging to access healthy foods. Freestore Foodbank is working with our community partner agencies, including Power Pack and School Pantry sites, to distribute more produce.

We are thrilled to have received grants from the Elsa M. Heisel Sule Foundation and Nutrien to support our Produce Pop-Ups mobile program this year.

Produce Pop-Ups mobiles bring at least four varieties of fresh fruits and vegetables to communities across the tristate area. These distributions

are provided at no cost to our partner agencies and offer up to 20 pounds of produce to each family.

“Strong community partnerships and community investment is a high priority for our company and specifically our facilities,” said Trina Aburto, Senior Advisor, Community Outreach and Investment at Nutrien (formerly Agrium and PotashCorp). “We make a concerted effort to support impactful, sustainable and efficient organizations that address the issues important to communities and the world. Our contributions over the years to Freestore Foodbank have been an example of a great partnership and an excellent organization that we are proud to support.”

The Elsa M. Heisel Sule Foundation grant specifically supports Freestore Foodbank’s efforts to bring produce to School Pantry sites. Using Produce Pop-Ups mobiles, we can deliver fresh fruits and vegetables directly to school sites in order to reach children and their families.



“The staff and Advisory Board of the Elsa M. Heisel Sule Foundation were delighted that fresh, healthy food options with nutritional benefits would be easily accessible to families and offered in their own community,” said Bridget Kremer, Executive Director and Grant Manager.

**If you would like to support Freestore Foodbank’s efforts to bring more fresh fruits and vegetables to underserved communities, please contact Maureen Gregory, [mgregory@freestorefoodbank.org](mailto:mgregory@freestorefoodbank.org) or 513-482-7542.**

# Help give hungry neighbors hope this spring

Susan is on disability, which covers most of her bills, but doesn't always leave enough to spend on food at the end of the month.

She'd felt the stress of money getting tight before learning about Action Ministries, one of the 450 partner agencies we distribute food through thanks to your vital support.

"I sometimes go two days without food," Susan shared. She says that it can be scary not knowing if you will have enough food to eat. "Having a place like Action Ministries, it helps you out," says Susan. "It gives you hope."

Susan is only here when she needs the extra help. "Today it was necessary," Susan said. "I got all of the food I needed today. I was just so thrilled." Susan sees a lot of need and wants you to know how grateful everyone is—and the important difference your help makes.

Thanks to the generosity of people like you, thousands of hungry neighbors in the tristate area have access to fruits and vegetables—the fresh produce they need to stay healthy. That's why I'm hoping we can count on your support once



**“I got all of the food I needed today. It gives you hope.” –SUSAN**

again. Please help Freestore Foodbank provide nutritious food to hungry families this spring season across the 20 counties we serve in Ohio, Kentucky and Indiana.

We can't do what we do without your generosity and partnership. **Please give online at [freestorefoodbank.org](http://freestorefoodbank.org) or send your gift in with the enclosed reply slip. Your support is vital to ensure we can reach hungry children, families and seniors throughout the spring season. Thank you!**

Photo has been changed to protect the privacy of the clients.

Stay connected to the work you support! Visit us at [freestorefoodbank.org](http://freestorefoodbank.org)



**Yes, I want to help provide more fresh produce to more hungry neighbors this spring.**

**I've enclosed my tax-deductible gift of:**

\$250  \$100  \$50  \$25  Other \$ \_\_\_\_\_

I would like to be a **Full Plate Partner** and commit to a monthly gift of \$\_\_\_\_\_. My first gift is enclosed.

I would like more information on including Freestore Foodbank in my will, trust, retirement account or life insurance policy.

**Double my gift's impact.** I will ask my company to match my gift.  
Company Name \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please make your gift payable to: **Freestore Foodbank**  
1141 Central Parkway, Cincinnati, OH 45202 | 513-482-3663

## DONATE NOW

Your online gift will be put to work quickly. Please visit our website: [freestorefoodbank.org](http://freestorefoodbank.org)

**Double your gift's impact:** Many employers offer matching contributions dollar for dollar.

To find out if your employer has a matching gift program please contact your HR department.

Questions? Please call our Donor Relations Department at 513-482-FOOD (3663).

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**Your gifts change lives!**