



TUESDAY, JULY 14, 2009

Childhood hunger is more than just the immediate pain and discomfort suffered from it. Like a pebble dropped in a pool, it produces widening circles of lost opportunities and lowered productivity rippling through their entire lives. In our own words, these are the major points made in a new landmark report, "Child Food Insecurity: the economic impact on our nation," issued by Feeding America, the organization of the Nations Network of Food Banks.

Funded by ConAgra Foods Foundation, the report explores how a chronically hungry child becomes a diminished adult and a burden to society. The pathways for this unhappy ending are marked by health problems leading to physical, emotional and developmental impairment; educational problems created by under nutrition changes to the brain and nervous system harming a child's ability to learn, and job readiness problems relating to lack of preparation mentally, emotionally, physically or socially to perform in real life work environments.

The overall focus of the report is that the direct and indirect effect of child hunger in the U.S. is a contributing factor to the nation's economic problems and puts America at a competitive disadvantage. There are presently 12.4 million American children; one in six are classified by the USDA as food insecure—and at risk of hunger and all of its negative fallouts.

According to one expert, child hunger costs society billions of dollars by affecting the health, education and job readiness of the nation's children. "The report's sobering statistics serve as a wakeup call to the price we pay when even one child goes hungry in the United States," says Chris Kircher, president of ConAgra Foods Foundation. We totally agree. And with your continued support, we will do our part to reduce child hunger.

—Brian Walker, President/CEO

**GOOD NEWS FOR LAID-OFF WORKERS** has come in the form of a generous grant received by the Food Bank from the Sunflower Foundation based in Topeka. The challenge grant matches every dollar raised by the Food Bank to buy food for laid-off workers with another three dollars of its own. Under the terms of the grant, up to \$13,250 raised by the Food Bank will be matched with \$41,250, bringing the total value to \$55,000.

The grant arrived at a critical time in the lives of thousands of Wichita area workers and their families. The Sunflower Foundation is a longtime supporter of the Food Bank and other worthwhile causes across the state.

The Sunflower grant will be used to purchase more than 3,000 boxes of food for distribution at the Wichita Area Laid-off Worker Center. Very good news indeed from a very good friend!



Steve Hudson handing food to a laid-off worker at the LOW Center.

**STILL TIME FOR A GOOD DEAL** Our friends at West Wichita Therapeutic Massage are conducting their 3rd Annual Food Drive on our behalf. This year's "United We Stand" campaign features a multimedia blitz involving radio, door hanger tags and special mailers to all former customers—all promoting donations of \$25 to the Kansas Food Bank. This makes the contributor eligible for one-hour massage Gift Certificates at a special reduced price of \$40. The offer is good through July, still time enough to be good to yourself...and to your Food Bank.

**ONGOING UPDATES:** For those keeping score on KFB programs in progress, here's the latest:

**PLANT-A-ROW** has thus far donated 711 pounds of fresh garden produce to the Food Bank. This current total is on track with last year's contributions and much more good garden stuff is on the way!

**THE LAID-OFF WORKERS CENTER** distribution of KFB food boxes is now in full swing, serving on average about 70 laid-off workers each day. So far, 900 boxes have been handed out and the tempo is expected to increase.

**THE 2009 LETTERCARRIERS (NALC) FOOD DRIVE** in Wichita, held on behalf of the Kansas Food Bank, recorded an official final total of 205,891 pounds of food collected on the annual one-day event, landing in fifth place in its category. The overall national drive defied recession with record donations, coming away with a record 73,414,523 pounds of donated food. Wow! What a year!

	<p>JULY 14, 2009, EDITION #48</p> <p>If you're new, we welcome you!</p>
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