

Spring/Summer 2019



2201 Darwin Rd. • Madison, WI • 53704  
(608) 442-8815 • [info@riverfoodpantry.org](mailto:info@riverfoodpantry.org)

#### Market Hours

TUES: 10am–2pm & 4–7pm  
WED: 11am–1pm [veterans & seniors (60+)]  
THURS: 10am–2pm & 4–7pm  
FRI: 4:30–7:30pm

#### Donation Drop-Off Hours

MON–FRI: 9am–5pm

*The River Food Pantry is a non-profit 501(c)(3) organization and your contribution is tax deductible.  
EIN: 20-4179749*

[riverfoodpantry.org](http://riverfoodpantry.org)



# Fully Nourished

Community Newsletter

## HONORING OUR VETS AND SENIORS WITH A MARKET SESSION OF THEIR OWN

By Charles McLimans, President and CEO



The River recently introduced a new market session on **Wednesdays from 11am–1pm for veterans and**

**seniors ages 60 and over.**

Similar to other regular weekly market sessions at The River, senior and veteran clients will have an opportunity to shop for free groceries and clothing, as well as enjoy a free community meal.

We added a weekly market session just for veterans and seniors for several reasons. First, we wanted to honor these groups with more flexible and convenient services. Our other market sessions can get busy. A designated market session is a way to reduce any potential stress that could deter these vulnerable populations from visiting The River more often.

We also saw a need in our community to reach more veterans and seniors.

According to recent reports from Feeding America,

- Out of the 46 million people served each year by food banks, 20% of households include someone who has served, or is currently serving, in the U.S. military.
- As of 2017, 5.5 million seniors in the U.S. experience food insecurity. That's about 1 in 12 seniors.

To expand our network of seniors, we are partnering with NewBridge Madison, a local senior coalition that provides meals, performs chores and offers activities that help about 16,000 seniors each year live independently in their homes. We are also partnering with RSVP of Dane County to provide home delivery service for homebound seniors.

By working together, we will build a stronger community for all.

#### HOW TO REGISTER AS A NEW CLIENT

*First-time visitors must bring proof of address and identification for each member in their household. Veterans should also bring a valid military ID. Learn more at [riverfoodpantry.org](http://riverfoodpantry.org).*



## VOLUNTEER SPOTLIGHT

*"I'm retired and have been volunteering at The River for over a year. I look forward to coming on Fridays to give out MUNCH lunches. I love it because everybody is nice and it's fun. The MUNCH program is making a difference. It's very important for children. I wish it was here when I was sending my kids to school."*

-Merlyn O., MUNCH Volunteer at The River

# NEW REFRIGERATED TRUCK TO IMPROVE HEALTHY FOOD ACCESS

By John McCracken, Development Assistant



Keep your eyes open this summer for The River's new refrigerated truck—logos coming soon!

Thanks to strong community partnerships, The River recently acquired a new refrigerated truck to take in more fresh food donations, have a reliable source of transportation, and better serve over 1,000 Dane County households at our six weekly market sessions.

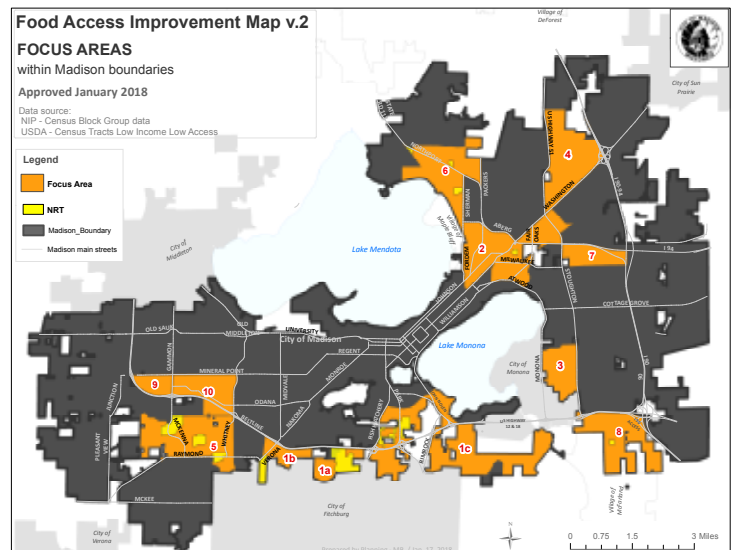
Funding for our improved transportation was graciously provided by the Hovde Foundation, alongside a matching gift from the Madison Community Foundation. Their continued support of The River's infrastructure demonstrates a collaborative commitment to advance our shared vision of a fully nourished community.

In addition to foundational funding, The River received funding from the City of Madison's Healthy Retail

Access Program (HRAP). The HRAP is a direct initiative created by the Madison Food Policy Council to increase the availability of healthy food and improve access to it for vulnerable communities.

Transportation is a pillar of healthy food access. The River makes an average of 30 trips per week to and from food retailers, food banks, and other donation pickups that require a truck with refrigeration. Without a reliable source of transportation, The River would not be able to offer the quality and quantity of food that families need to live a healthy lifestyle.

We are excited to increase access to healthy food for all of Dane County.



The HRAP focuses on providing increased food access to "focus areas," many of which The River serves.

## WHY JOIN HANDS OF HOPE?

One easy way to ensure a source of sustainable income for The River is to start giving on a monthly basis. By giving monthly, no matter the amount, you automatically join our Hands of Hope team.

### Hands of Hope Benefits:

- Your easy and automatic monthly contribution from your bank account or credit/debit card provides The River's programs with a reliable, steady stream of financial support.
- Your support is split up into automatic, affordable monthly gifts.
- You can update or cancel your monthly giving at any time.
- You help cut down on administrative costs and help The River go green.
- Your ongoing gift stays here in Dane County to help neighbors in need.

## HOW TO SIGN UP

Visit [riverfoodpantry.org/donate](http://riverfoodpantry.org/donate) and set your "Donation Frequency" to "Monthly."  
Or, mail your monthly checks to The River at 2201 Darwin Road, Madison, WI 53704.



In 2018, The River's 120 Hands of Hope members donated \$90,000!

THANK YOU ALL!

# VOLUNTEER OPPORTUNITIES

Have you thought about volunteering with The River, but you just haven't gotten around to it yet? Will you have some extra time this summer? Volunteering with The River is easy and fun. Help out on your own or bring your friends, family or co-workers! You can decide how often to pitch in and where to get involved:

## AT THE MARKET:

Help with public shopping sessions, stock shelves, sort donations, clean and more.

## AT REGISTRATION:

Use your computer skills to assist with client registration and check out.

## IN THE KITCHEN:

Help prepare and serve community meals for up to 250 people.

## WITH MUNCH:

Assist with lunch production and/or distribution. Volunteers needed *every day of summer break!*

## IN THE COMMUNITY:

Raise funds, food and awareness in the community by hosting a food drive or starting your own fundraiser.

In 2018, 2,966 volunteers donated 49,145 hours of service! From individuals to organizations, we truly appreciate all the hours volunteers spend helping The River serve our community.

Learn more at [riverfoodpantry.org/volunteer](http://riverfoodpantry.org/volunteer) or email [volunteer@riverfoodpantry.org](mailto:volunteer@riverfoodpantry.org).

# FOOD PANTRY vs. FOOD BANK

By Becca Carpenter, Development & Communications Manager

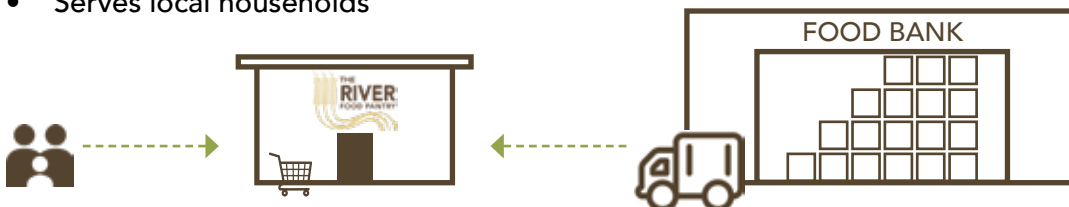
I have to admit—I did not completely understand the difference between a “food pantry” and a “food bank” when I applied for my job at The River. After working here for almost a year now, I frequently hear people use the terms interchangeably. While both types of organizations are dedicated to feeding those in need, there are important distinctions between the two.

## A food pantry:

- Distributes food and other products directly to people facing hunger
- Purchases food and receives food donations from food banks, food and grocery manufacturers, retailers, and food drives
- Needs volunteers to help prepare and serve hot meals, as well as assist clients with selecting free groceries and clothing
- Serves local households

## A food bank:

- Collects and stores food and other products that are then distributed to food pantries
- Donates (or sells for a very discounted rate) bulk quantities of food to hunger-relief organizations
- Needs volunteers to help sort and package large amounts of food
- Serves a wide network of food pantries, charities and meal programs



# The River Staff

**CEO & President**  
Charles McLimans

**VP & Director of Advancement**  
Rhonda Adams

**Director of Operations**  
Lee Cole

**Controller/HR Manager**  
Bob Garrison

**Service Manager**  
Gary Barnes

**Development & Communications Manager**  
Becca Carpenter

**Community Meals Coordinator**  
Craig Ahrendt

**MUNCH Coordinator/  
Market Assistant**  
Adam Sachtjen

**Operations Lead**  
Ben Kauth

**Warehouse Supervisor**  
Jon Clark

**Development Assistant**  
John McCracken

**Program Assistants**  
Jill Wootton & Erica Dorsch

# LEAVE YOUR LEGACY

If supporting The River Food Pantry has been an important part of your life, consider including a gift to The River in your estate plan. Naming The River in your will, trust, or by beneficiary designation will help ensure that The River is here for generations to come.

For more information on how to leave your legacy to The River, contact Rhonda at [rhonda@riverfoodpantry.org](mailto:rhonda@riverfoodpantry.org).



2201 Darwin Rd.  
Madison, WI 53704



In 2018, 6,863 individuals relied on The River for food and resources.  
*How big is the need near you?*

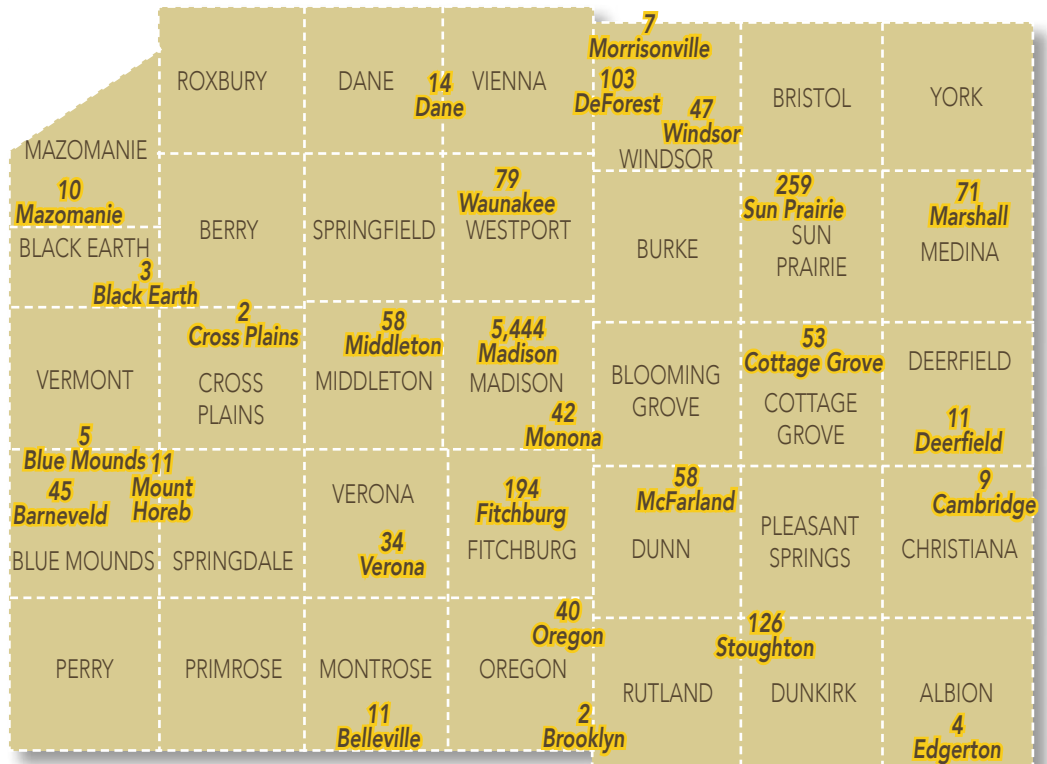
City	# of Clients*
Madison	5444
Sun Prairie	259
Fitchburg	194
Stoughton	126
DeForest	103
Wausaukee	79
Marshall	71
McFarland	58
Middleton	58
Cottage Grove	53
Windsor	47
Barneveld	45
Monona	42
Oregon	40
Verona	34
Dane	14
Belleville	11
Deerfield	11
Mount Horeb	11
Mazomanie	10
Cambridge	9
Morrisonville	7
Blue Mounds	5
Edgerton	4
Black Earth	3
Brooklyn	2
Cross Plains	2
Outside Dane County	121

\*Active in the year 2018

**6,863**



Children **34%**  
Seniors **9%**  
Adults **57%**



TOWNSHIPS in all capitals  
*Cities and villages in bold italics*

Learn more about The River's community impact in our 2018 Annual Report at [riverfoodpantry.org/publications](http://riverfoodpantry.org/publications)

