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S U M M E R 2 0 1 0

Your Direct Line to Childhood Hunger Solutions in Ohio

Curbing Childhood Obesity Goal of New Five-Year Initiative

Agency Partners with American Dairy Association, Ohio Action for Healthy Kids to better health of kids

Given the ongoing attention being drawn to it by First Lady Michelle Obama and others, it should surprise no one that the prevalence of childhood obesity in the United States has become a critical problem with more than 35 percent of our children considered obese or overweight in the state. Ohio is substantially behind other states in implementing school policies to support physical activity and healthy eating. As an organization, Children's Hunger Alliance is committed to the good health of Ohio's children and is positioning itself on the frontline of the fight to bend the curve on childhood obesity.

The agency, along with the American Dairy Association Mideast (ADA) and Ohio Action for Healthy Kids (OAFHK), are partnering in a new five-year initiative that, if executed as envisioned, will measurably improve nutrition and curb obesity throughout targeted Ohio middle school students. Specifically, the Healthy Kids, Healthy Schools collaboration will leverage the strengths of the three partnering organizations to empower children to improve their health through comprehensive nutrition education, healthier food choices and physical fitness programs that make eating healthy and staying active fun.

"An overwhelming amount of research exists demonstrating not only that obesity is on the rise in Ohio among

Healthy Kids, Healthy Schools

Addressing Childhood Obesity in Ohio

a collaborative of   

children and adults, but that the costs related to these increases will be devastating for our state," says Mary Lou Langenhop, President and Chief Executive Officer for Children's Hunger Alliance. "The evidence also shows many of our children simply aren't getting the nutrition, nutrition education or exercise opportunities they need to develop properly. These are issues none of us can ignore."

Under the Healthy Kids, Healthy Schools initiative:

- 375 Ohio middle schools will develop strong school breakfast programs, increasing participation by 30,000 additional children;
- 450 Ohio middle schools will demonstrate an increase in nutrient-rich foods in school meals, vending machines, school stores, and after school programs;
- Over 49,500 Ohio students will report increases in their consumption of nutrient-rich foods; and
- 240 Ohio schools will strengthen and implement effective school wellness policies.

"Yes, this partnership is ambitious," says Scott Higgins, Chief Executive Officer of American Dairy Association Mideast. "But the Healthy Kids, Healthy Schools collaboration applies years of successful experience working with school and community leaders to improve the nutritional quality of food served in schools, increase participation in school breakfast, and provide resources and technical assistance to schools in developing effective school wellness policies. We believe in the potential of this partnership."

Schools are being partnered with because school-based initiatives that focus on influencing environmental and policy changes are proven to be among the most effective ways to reduce the prevalence of childhood obesity.

Higgins and Langenhop believe the three partners are the right ones to be pushing for these improvements, pointing to ADA's successful in-school health and fitness programs, its participation in the "Fuel Up To Play 60" fitness campaign along with the NFL; CHA's school meal expertise; and OAFHK's community connections.

To learn more about the missions of the partnering organizations and to learn how your company can help, please visit www.OhioActionforHealthyKids.org, www.ChildrensHungerAlliance.org or www.Drink-Milk.com for more information.

Fighting on the Front Lines of Suburban Hunger in Columbus

Agency partner SON Ministries Steps Up to Fill Growing Summer Feeding Demand in Hilliard, Hilltop



SON Ministries serves up summer lunch at Hilliard's Warehouse 839

Ohio's economy continues to suffer, and with it the ability of Ohio families to make ends meet. For the children of those families, food is often scarce and what's made available isn't necessarily nutritious. It's a greater problem in the summer, where only about one in 10 kids that take advantage of the federal school lunch program actually participate in summer meals programs.

Kim Emch has a front-row seat to the problem of

childhood hunger. As Executive Director of Save Our Neighbors Ministries Inc. based in Hilliard, Emch works daily from four meal sites to ensure that more than 300 kids get the food they need in the summer. Children's Hunger Alliance provides Emch and her sponsor with administrative support to make certain the program has the tools it needs to be as successful in its outreach as possible.

"Hunger isn't just something you hear about on the news. It's right here in our community. Through Save Our Neighbors Ministries, we're trying to do something about it so that children of our suburbs don't go hungry," she says.

Though Emch incorporated SON Ministries last year, she has been active in helping area families for years. Her organization currently has about 675 volunteers, 300 of whom assist with the summer meals program called the Hilliard Free Summer Lunch for Kids program. The Hilliard Free Summer Lunch for Kids program is part of the USDA's Summer Food Service Program. Emch's outreach is sponsored by the Upper Arlington Lutheran Church.

While 2010 summer meal participation numbers for Ohio have yet to be tabulated, anecdotal evidence suggests Emch's assessment that the need is greater than ever appears

to be correct. Many 2010 sponsors suggest participation is up from the 69,000 or so enrolled last summer throughout the state, a fact being blamed on a poor economy. In some cases, sites that once served meals in the dozens are now serving hundreds of meals each day.

"More and more families are in need, many of which have never been in need before," Emch says. "This isn't about charity. It's like the song "Lean On Me." Today, I'm doing this for you. But tomorrow you might be doing it for me. It's about doing and helping our children."

Charlie Kozlesky, Children's Hunger Alliance Sr. Vice President who oversees the agency's nutrition programs like summer feeding, says the work being done by groups like SON Ministries are making a huge difference.

"The children are receiving the meals they need. That's what it's all about," Kozlesky says. "Ohio needs more SON Ministries."

Children's Hunger Alliance helped SON start its meal program in 2007 and has been a supporter ever since.

To learn more about serving or sponsoring summer meals, please call Children's Hunger Alliance at 800-481-6885.

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Healthy Kids, Healthy Schools Partnership Fitness Focused Initiative Brings Together Three Proven Agents of Change; Goal to Help Middle Schoolers Get Active



Mary Lou Langenhop

rate in the nation and a rate that is on the rise;

- An astounding 65 percent of Ohio adults were overweight or obese in 2008, making Ohio the 17th “fattest” state for adults;
- Obesity is an economic killer for our state, leading to serious illnesses, increased health insurance premiums and a compromised workforce;
- Obesity in children can be a prime indicator of hunger, particularly in low-income households where high-nutrient food is scarce and inconsistently served. Children often eat inexpensive, calorie-dense and nutrient-poor foods to stave their hunger.
- First Lady Michelle Obama and key federal and state legislators on both sides of the aisle have identified childhood obesity as a critical problem for the nation and our state.

Where the vast majority of Ohio adults are in a position to make their own nutrition and fitness choices, the children of our state are not. With unemployment and salary cuts crushing down on many families; with fewer safe places in inner cities to go out and play; with the sedentary video game culture becoming more pervasive; and with schools cutting back on physical fitness opportunities, many of our children simply aren't getting the healthy nutrition and exercise opportunities to stave off obesity and develop into healthy kids. The numbers tell the truth.

Our focus at Children's Hunger Alliance is to feed hungry minds and bodies through collaboration and expert advice. This involves increasing access to nutritious foods and educating children about healthy eating and physical activity so the incidence of childhood obesity is reduced. These objectives are a core part of who we are.

For that reason, we are very excited about a new collaboration with American Dairy Association Mideast and Ohio Action for Healthy Kids. As you have read on Page 1 of this edition of HungerLine, the initiative we have formed is called Healthy Kids, Healthy Schools. Our shared goal is this: to improve child nutrition and curb childhood obesity. The strategy is simple: to work through Ohio middle schools to reach kids at a point in their lives where healthy life-long habits can be taught in a fun way and when kids can and want to start making their own choices. To accomplish this, we plan to leverage ADA's successful in-school health and fitness programs, including the NFL-sponsored “Fuel Up to Play 60” program; AFHK's community connections and our school meal expertise to create a focused, impactful; and well-rounded approach to improving the health of Ohio's school children.

Our collaboration has an ambitious set of measurable goals to achieve over the next five years. Among those:

- 375 Ohio middle schools will develop strong school breakfast programs, increasing participation by 30,000 additional children;
- 450 Ohio middle schools will demonstrate an increase in nutrient-rich

foods in school meals, vending machines, school stores, and after school programs;

- More than 49,500 Ohio students will report increases in their consumption of nutrient-rich foods and physical activity, and;
- 240 Ohio schools will strengthen and implement effective school wellness policies.

We believe these goals to be realistic for the initiative and necessary for the state of Ohio's long-term health. While we have the right partners and strategies in place to effect this change, we invite you to learn more about the work and find a place to get involved. Whether you are donor, educator, parent, caregiver or concerned citizen, this initiative needs your help.

To learn more about our organizations, please go to www.ChildrensHungerAlliance.org, www.Drink-milk.com or www.OhioActionforHealthyKids.org. The health of Ohio's children is depending on your support.

Sincerely,

Mary Lou Langenhop
President and Chief Executive Officer

It's often said that statistics can forge a compelling argument regardless of the facts behind them.

Yet, sometimes the evidence reflected by certain numbers is so overwhelming that it leaves little room for interpretation. The conclusion is just so obvious. Such is the case for obesity numbers for our nation, our state and our children.

Consider the following:

- Ohio's current rate of children who either were overweight or obese in 2008 was 35.6 percent, making it the 22nd highest

HungerLine's Next Generation: Electronic Editions Only

Improved Efficiency, Accessibility Goals of Switch

If you're taking a moment to read this edition of HungerLine, you likely are a friend of Children's Hunger Alliance and aware of the important work our agency does throughout Ohio to break the cycle of childhood hunger.

Since 2001, Children's Hunger Alliance has produced three or four print editions of HungerLine a year to put its important work on display the news and stories behind that work with those who need to hear it: friends, partners, volunteers, donors, decision-makers and the public at large. Though the agency has enhanced its webpage, introduced monthly volunteer e-newsletter called Hunger Heroes and established a social media presence on Facebook, Twitter and YouTube, HungerLine's eight color pages remain as an important a communications tool as Children's Hunger Alliance has to connect with and communicate its messages to you.

The importance of HungerLine is not changing. But the medium in which it is constructed and distributed is. Beginning with its October issue, HungerLine will become an electronic publication. Followers of the agency will be notified via e-mail when a new edition of HungerLine is ready for viewing on the agency's website. Facebook fans and Twitter followers of Children's Hunger Alliance will receive the same notifications directing them to the agency's website for the latest edition.

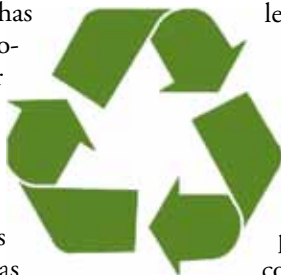
The decision to take HungerLine “electronic” is not revolutionary. It is practical and follows a path well-blazed by other

nonprofit organizations looking to be more efficient in a challenging economic period as well as more environmentally conscious.

“This remains a challenging time for everyone, including the nonprofit industry and Children's Hunger Alliance,” says Mary Lou Langenhop, the agency's President and Chief Executive Officer. “The conversion of HungerLine allows us to continue to expand the reach of our message, conserve our financial resources and be environmentally responsible at the same time by going green. It's the right decision on many levels.”

“Going Green” is a popular term used to describe the process of changing behaviors for the benefit of the environment. By taking HungerLine green, the agency will reduce the use of paper resources to print 33,000 copies of the newspaper per year without limiting its exposure to those interested in following the agency. Elimination of the print edition also will enable the agency to redirect the funds currently devoted to printing and mailing HungerLine to areas of work that facilitate the feeding of children.

If you are interested in receiving future editions of HungerLine, forward your e-mail address to silly@childrenshungeralliance.org, become a fan of the agency on Facebook at www.facebook.com/childrenshungeralliance, follow the agency on Twitter at www.twitter.com/CHAOHio or simply go to the CHA Web site at www.ChildrensHungerAlliance.org and go to the Press Room dropdown menu and click on the “Publications” icon where the electronic copies of HungerLine are archived.



Thank You to Our Funders

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Share Our Strength – Taste of the Nation 2010
Wolfe Family Foundation

For more information about our grants program, contact Rebecca Pierson, Manager, Grants, at 614-341-7700, ext. 231 or RRoush@ChildrensHungerAlliance.org.

Columbus Panerathon Hopes to Attract Record 800 Runners

New Hilliard venue, weekday evening start lead to greater exposure for Children's Hunger Alliance

For the sixth consecutive year, Children's Hunger Alliance is pleased to be the beneficiary of two signature running events in Ohio: the Columbus and Dayton Panerathons to Fight Hunger. Both events are sponsored by Panera Bread and staged by Premier Races.

More than 500 racers from all parts of Ohio came out in rainy June day to participate in the 5K race/walk event that begins and ends at Centerville High School. The Columbus event will be staged in the early evening of Thursday, Aug. 19 beginning and ending at the Church at Mill Run in Hilliard, near the intersection of I-270 and Fishinger Boulevard. It's the first year for that venue to host a Panerathon. It's also the first time the Columbus race will feature a 10K race as well as the traditional 5K race/walk and the quarter-mile Kid's Run.

"We're excited about the venue and excited about the race returning to a weekday evening," says Jim Henry, Senior Vice President of External Relations for Children's Hunger Alliance. "Thanks to Panera and Premier, both of these have become signature events to both serious and casual runners in Ohio. And we're grateful for the support they provide us in our efforts to fight childhood hunger and obesity."

"These also are great family-friendly events," he says. More than 700 racers/walkers are expected.

According to Panera's Greg Nett, the races are in keeping with his organization's commitment to give back and eliminate hunger.

"We take great pride in these events. Not only are they a great deal of fun, but they help feed hungry children. What could be more important than that," he says.

It certainly shows in Dayton.

"This year's Dayton event was a great success. We were able to build on a fun-filled event that has become a tradition within the Dayton running community and for those just looking to get outside, spend time with the family and to help generate awareness about childhood hunger in the Miami Valley," says Jeff Adkins, Southwest Office Manager for Children's Hunger Alliance who works out of the agency's Southwest Region Office in Dayton. "Our partnerships with Panera and Premier Sports have been tremendous. They've been with us since day one and this wouldn't be possible without their generous support."

Henry concurs.

"Panera is the ideal partner for so many reasons. They understand us and our work. They also are incredibly generous in the sharing of their resources."

This year's Columbus Panerathon activities begin at 6 p.m. (registration). The Kid's Run will begin at 6:30. Both the 10K race and the 5K race/walk will start at 7 p.m.

The entry fee for this year's adult races are \$150 for teams of 10 (\$200 day of) or \$20 for an individual (\$30 day of). Participants will receive a Panerathon t-shirt, race bag and delicious food from Panera Bread. Medals and gift cards will be awarded to the top three finishers overall (male and female). Everyone will celebrate at the finish line with fresh bagels, pastries and sandwiches from Panera Bread. Kid's activities will be held too.

To learn more or to register, please go to www.PremierRaces.com, www.ChildrensHungerAlliance.org or www.Panera-Ohio.com.

Other sponsors for this year's Columbus Panerathon include Discover, American Electric Power, COG Inc., Nationwide Children's Hospital and Sunny 95-FM.



Runners ready for start of Dayton Panerathon



Start of Dayton Panerathon



Southwest board member Deb Hanby, right, at the Dayton Panerathon

When "Skating Around" the Issue of Hunger Actually Helps

Maletic incorporates passions of hockey, community service to help break the cycle of childhood hunger

Mike Maletic, a board member of Children's Hunger Alliance's Southwest Region, formerly worked for Reynolds & Reynolds and is very active in youth hockey circles in that part of the state. He has been an active supporter of the agency and its work, including making the agency a beneficiary of a youth hockey fundraiser he organizes.

What are your responsibilities as a regional board member?

MM: My responsibilities begin with the regularly scheduled board meetings to help shape direction and priorities for the Southwest Ohio Region, but this only serves as the

entry point for participation in some of the area events and activities designed to help raise awareness and funding. In addition, witnessing the benefits of the good work being done by CHA staff and projects helps me to better serve the organization as a board member.

What inspired you to get involved with Children's Hunger Alliance?

MM: The cause of feeding hungry minds and bodies is one that resonates clearly and challenges my status quo. As such, it affords me the opportunity to help in the community while also learning to appreciate my own blessings.

What would you like to see the regional board accomplish this year?

MM: In the Southwest Ohio Region, we are challenged to act at a regional level rather than for one community or another. It is a difficult paradigm that I'm confident we will successfully navigate as long as we keep on eye on the children.

What is the most satisfying part of your involvement with the board?

MM: It's really two parts...One is the opportunity to bring my time and talent to bear on something other than my regular job of 'working for the man'. The other is the opportunity to see work being done with children by the staff at CHA firsthand. They and the other organizations that perform valuable community service on a daily basis are truly doing God's work that in turn inspires me.

Why is Children's Hunger Alliance important to you?

MM: Participating in the Children's Hunger Alliance has given me the opportunity to give back to the community in a more meaningful way than some of my other community activities. It also has opened my eyes to the interconnectedness that we share no matter where we live, work or play. The added benefit is the heightened sense for the blessings that we share.



Mike Maletic organized this Cincinnati hockey fundraiser, which benefitted Children's Hunger Alliance

Giving Back Reflective of Loth's Commitment to Help Kids

Company, General Manager Brock Step Up to Support CHA by Hosting Taste to Remember Event



Loth General Manager Jeff Brock, left, at 2010 TTR Photo By: Gretchen Burns

For Jeff Brock, the opportunity to partner with Children's Hunger Alliance offers the right fit and feel both for himself and for his company, Loth - The Office Experts.

"We, under the leadership of our CEO J.B. Buse, have established a culture of giving back and being part of the community," says Brock, who serves as General Manager of Loth's Central Ohio showroom, resource and distribution center at 855 Grandview Ave. "Helping Children's Hunger Alliance is the right thing to do, to help hungry kids eat. And there are just so many things we can do to help. It's great to be a part of the organization."

The agency's relationship with Loth was established three years ago, when Brock was new to town and former CHA CEO Bill Dolan was interested in getting Brock introduced to the Columbus community and Loth involved in the agency's work. Since that time, Brock has taken a seat on CHA's Central Ohio Regional Board and, for each of the last two years, used Loth's offices to host the agency's Taste to Remember Spring fundraiser presented by the American Culinary Federation - Columbus Chapter. This annual event, previously held at the Columbus Zoo and Aquarium, typically hosts 350-plus guests who are treated to the gourmet cuisine from nearly 20 chef stations. Silent and live auctions also are held.

Deciding to host Taste to Remember was not an easy undertaking for Loth.

"To open our house like this is a very big decision because it ends up involving everyone here," Brock says. "It takes a commitment from everyone here at Loth. But the important thing to realize is that my team provides the support and wants to be involved in supporting CHA. It's a great organization to get behind and we're all on board."

Helping Taste to Remember "to be visible also helps us tell our story. We've been able to bring attention to the city of Grandview, to us and to Loth," Brock says.

For its part, Children's Hunger Alliance is grateful to have Taste To Remember held at a location so conveniently located near downtown Columbus and even more appreciative of Loth's ongoing support.

"Managing an event like Taste to Remember can be challenging on a number of levels," says Jim Henry, Senior Vice President of External Relations for Children's Hunger Alliance. "Jeff and his team do so much for us, not out of sense of obligation but out of a sincere wish to help us help the hungry children of Ohio. It's a wonderful partnership."

Both Brock and CHA look forward to that relationship continuing for years to come.

Inside the Agency:

Langenhop Goes to White House

The agency was honored to have been invited to the White House on June 1 for a half-day conference to discuss the Obama Administration's efforts to advance economic security and opportunity, particularly in low-income and vulnerable communities.

Mary Lou Langenhop participated in the conference, which concentrated on building more robust public-private partnerships to better serve lower-income populations. Leaders and advocates were able to share best practices regarding the issue of increasing access to and enrollment in benefits and services that serve disadvantaged groups of Americans.

The invitation for the "Economic Opportunity and Security for Vulnerable Communities: Building Partnerships to Fight Poverty" conference was extended by the White House Office of Faith-Based and Neighborhood Partnerships.

While in Washington, Mary Lou was able to meet with members of Ohio's congressional delegation and review the agency's position on the Child Nutrition Act reauthorization and other pertinent matters.

TTR Attracts More Than 350 Guests

When guests are waiting at the door to get in and the room fills within the first 20 minutes you know you have the makings of an exciting evening and event. And that's exactly what happened at this year's Taste to Remember fundraiser presented May 20 by the American Culinary Federation - Columbus Chapter and hosted by Loth The Office Experts in Grandview.



Cooking burgers at 2010 Taste to Remember

Special thanks to Jim Taylor of the American Culinary Federation - Columbus Chapter, to Loth's Jeff Brock and to our many other sponsors who supported Taste

to Remember and our ongoing effort to break the cycle of childhood hunger.

Thanks to your attendance and support, this year's Taste raised more than \$30,000. At least 242 tickets were sold in advance of the event, about 100 more than last year. A total of 365 tickets were presented at the door.

AmeriCorps Receives National Recognition

The Ohio Community Service Council thinks a lot of our "Healthy Kids, Healthy Communities" AmeriCorps initiative. So much so that it has nominated it to represent Ohio and appear in the 2010 edition of "Transforming Communities through Service: A Collection of 51 of the Most Innovative AmeriCorps Programs in the United States." That national publication is designed to highlight innovative AmeriCorps State programs; encourage program replication and create an educational tool to share with policymakers.

"This is quite an honor," says Shannon Amos, Enrichment Director, Afterschool Nutrition & Education, Children's Hunger Alliance. "It recognizes the effectiveness of the Healthy Kids Healthy Communities Program."

Ryan J. Schmiesing, Director of Programs, Ohio Community Service Council, says the nomination is well-deserved.

"This program provides measurable results and shows the impact an innovative program can have on a child's quality of life."

At the core of the Healthy Kids, Healthy Communities initiative are the "Coordinated Approach to Childhood Health" (CATCH) physical education and Food Folks curriculums administered by AmeriCorps members. CATCH is designed to promote healthful behaviors in school children and reduce their subsequent risk of cardiovascular disease. The program consists of 20 lessons focusing on non-competitive physical activity for elementary and middle-school aged children. Each hour-long program engages everyone and includes a warm-up, fitness activity and cool-down session. Kids move at their own paces and have fun.

The Food Folks nutrition education curriculum consists of 12 hands-on lessons focusing on healthy behaviors for elementary school age children. Each one-hour lesson includes information on basic nutrition concepts, the hands-on preparation of a healthy snack, a learning activity and physical activity that reinforce the nutrition concepts. After the lessons are completed, family members and caregivers are invited

to attend a family night where they play games, enjoy a healthy meal or snack and exhibit what they have learned as a result of attending the program.

America's Service Commissions (ASC) and Innovations in Civic Participation (ICP) are collaborating on the publication, which officially was unveiled June 28th at the 2010 National Conference on Volunteering & Service in New York City later this year.

Legislator Site Visits Begin

On May 20, our agency sponsored its first legislative site visit of the year. Fred Fastenau, Vice President of Public Policy, hosted Ohio Rep. Dave Burke and his legislative aide at the Liberty Elementary School in the River Valley Local Schools in Marion County. Also in attendance were Lynn Maistros, Manager, School and Summer Nutrition for CHA and several school district officials ranging from the superintendent, treasurer, food service director and the school principal.



State Rep. Tracy Heard visits a summer meals site

Liberty Elementary was a good site for Rep. Burke to see. It serves breakfast to a growing number of students - about half of its enrollment - using a traditional-in-the-cafeteria meal service. Youngsters are processed through the serving line in a highly efficient manner, taking only about 10 minutes. The meal service lasts about 20 minutes.

Rep. Burke spent more than an hour discussing operations, standards and funding with the gathered officials. In that time he was able to learn in detail about Children's Hunger Alliance.

In July, visits with state Rep. Marion Harris (at Reynoldsburg High School near Columbus to watch summer feeding in action), Rep. Cliff Hite in Hardin County, and Rep. Tracy Heard were also held.

Colerain Students Step Up for CHA

Wonder if our work to feed hungry minds and bodies resonates with younger kids? Just ask student council members of Colerain Elementary School in the Clintonville area of Columbus.

The council, made up of third-to-fifth grade students, some of whom have special needs, recently made a \$400 donation to the agency through its "Penny Harvest" program. But the donation wasn't a cash transaction. The students went to a local Target store and purchased \$400 worth of games and other supplies to benefit an afterschool site.



Students bought and donated toys with the funds

"I think our students really liked the niche of helping other kids and doing something that they could get their hands on, not simply giving the money," says Jane Butler, teacher and director of the student council. "These kids are passionate."

Penny Harvest is a two-year-old program where council members collect change from their classmates and others and designate the funds to a charity or charities of the council's choosing. CHA Senior Vice President Jim Henry was invited by the council to attend a meeting and state the agency's case. CHA ended up being one of two agencies selected. And the experience left Henry impressed.

"These kids did their research, asked very specific questions and showed a lot of maturity at such a young age. What an honor to have been selected," Henry says. "The items the kids purchased are being put to great use."

Purchased items included: Hula-Hoops, large play balls; basketball, football and soccer ball; water toys including noodles; arts and crafts; puzzles; jump ropes; sidewalk chalk; a badminton set; and bubbles. The gifts were put to immediate use.

Children's Hunger Alliance Wins \$10K Technology Makeover

Modern Office Methods Award will improve agency's technology capabilities, operating efficiency

After more than 16,700 total online votes, Children's Hunger Alliance was named in late July a winner of Modern Office Methods' (MOM) Jump START Your Nonprofit contest and is receiving a \$10,000 office technology makeover. The agency received 1,607 votes, making it the top vote-getter of the five Columbus-area finalists.

"Children's Hunger Alliance provides a critical service to children in need, so it's a great pleasure that we have an opportunity to support such an amazing cause," says Steve Bandy, senior vice president at MOM. "The organization began with one volunteer, a \$2,000 grant and donated office equipment. As the nonprofit's reach has grown exponentially, so has its operations. MOM looks forward to providing Children's Hunger Alliance with its next generation of office technology."



Jump START Your Nonprofit is a contest through which Cincinnati-based Modern Office Methods, a document solutions provider, awards full assessments and technology upgrades to nonprofit organizations in the markets in which it operates. In total, MOM awarded \$35,000 in technology upgrades to the highest vote-getters in each market this year. Overall, 220 nonprofit organizations asserted their needs for technology upgrades in this initial year of Jump START Your Nonprofit. Other winners included the Humane Society of Greater Dayton and One Way Farm of Fairfield in Cincinnati.

Children's Hunger Alliance is in the process of determining how best to use the makeover funds and is very grateful to have them as well as new friends with Modern Office Methods.

"We at Children's Hunger Alliance are thrilled to be receiving this makeover and so grateful to Modern Office Methods for



MOM's Steve Bandy, left, and Kevin McCarthy, right, present \$10,000 check to CHA CEO Mary Lou Langenhop and agency Board Chairman Bill Pohlman at the Columbus office in July

assisting us in this way," says Mary Lou Langenhop, President and CEO of the statewide nonprofit.

"It's no secret that dollars are tight for most nonprofits," Langenhop adds. "The incorporation of this needed technology

will allow us to become more efficient in our work and, in turn, focus even more sharply on our mission - to break the cycle of childhood hunger and obesity that afflicts or threatens the healthy development of nearly 500,000 Ohio children."



Kids getting active at Columbus Summer Field Day 2010

Summer Field Days 2010

In July, Children's Hunger Alliance hosted annual Summer Field Days in Dayton and Columbus. The events collectively provided a day of fitness, nutritious food, games and crafts for more than 500 hunger-threatened children that participate in afterschool and summer nutrition programs sponsored or assisted by the agency. Lunches were provided by Columbus City Schools for the Columbus event and Dayton Public Schools for the Dayton field day.

The events also provide a wonderful opportunity for about 200 corporate friends of Children's Hunger Alliance to donate their time and volunteer to make the events so successful for the kids attending. This year, those volunteers came from Victoria's Secret Direct, Limited, Discover, The Ohio State University Medical Center and Fifth Third Bank to name a few.

This year's events were held at Fred Beekman Park on the Ohio State University campus in Columbus and McCabe Park in Dayton.

House Committee Passes Child Nutrition Reauthorization Bill

Work Toward Final Bill Not Completed, Goal to Eliminate Childhood Hunger by 2015 Remains the Target

Children's Hunger Alliance is encouraged by the House Education and Labor Committee for passing in July the Improving Nutrition for America's Children Act (H.R. 5504) in a bipartisan vote. This bill, sponsored by Chairman George Miller (D-Calif.) and Ranking Subcommittee Member Todd Platts (R-Pa.) provides critical support for low-income children by improving their access to the nutritious food they need - whether they are in school, in out-of-school time programs, or in child care.

The bill also takes important measures to improve the quality of nutrition that low-income children receive. It ensures significant movement toward the goals of ending child hunger by 2015 and dramatically reducing childhood obesity.

Key improvements in this bill include:

- Expanding the Afterschool Meal Program to all 50 states, an important step taken during mark-up (right now, only 13

states and the District of Columbia can operate this program);

- Providing competitive grant funds to promote the expansion of the School Breakfast Program;
- Lowering area eligibility for Summer Food to 40 percent in rural areas;
- Improving direct certification for school meals;
- Creating new paperless options for schools to offer free meals to all;
- Creating state pilots that make it easier for schools and community-based organizations to provide meals to children after school, on weekends, and during school holidays;
- Adding, in some states, an additional meal or snack for children who are in child care for over eight hours;
- Strengthening policies to prevent overt identification of low-income children in school meal programs;
- Reducing paperwork and simplifying program requirements in CACFP;

- Allowing state WIC agencies the option to certify children for up to one year;
- Enhancing the nutritional quality of food served in school-based and preschool settings; and
- Granting the Secretary of Agriculture the authority to establish national nutrition

standards for all foods sold on the school campus throughout the school day

The agency will continue to work with legislative leaders in the House and Senate and with the White House to continue to fight for the best possible bill for the children of Ohio.



Serving lunch at Columbus Summer Field Day. Photo By: Noah Hutson

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Northeast Region Moves Ahead With Plate Full of Initiatives

Summer Feeding Activities, Care for Kids Family Festival Highlights of a Busy Cleveland Summer

Children's Hunger Alliance's Northeast Region Office has had a summer full of noteworthy accomplishments as it looks toward a full fall schedule of activities and initiatives to get more children fed.

In June, the agency was honored to join the City of Cleveland Department of Parks and Recreation in organizing the Summer Feeding Kick-Off event held at Luke Easter Park. Speakers included City of Cleveland Mayor Frank Jackson; Mary Lou Langenhop, Children's Hunger Alliance CEO; Cleveland City Councilperson Mamie Mitchell (Ward 6); Felton Thomas, Director of Cleveland Public Library; and Bruce Mandel, Chair of the Jewish Federation of Greater Cleveland's Community Relations Board.

"Each of these speakers recognizes the importance of feeding children and the difficulties many of our families are having right now," says Debra Parmer, Vice President of the Northeast Region for Children's Hunger Alliance. "This event shows that we all have a stake in ensuring that our children have the food and other tools they need to develop properly, to achieve in school and to succeed in life."

Also in June, the Northeast Region Office bid farewell to two outstanding employees: Judith Mitchener and Irene Grace, both of whom retired. A third member of the staff, Verdale Harrison, transferred to the Early Childhood Nutrition Education Department from our Care for Kids operation. As a result, three new staff members have been hired including Rebecca Cotto-Webb, Coordinator of Early Childhood Education, Rosalind Young, Technical Advisor, and Robin Thomas, Administrative Assistant.

In July, agency officials and other lumi-

naries returned to Luke Easter Park to participate in the agency's annual Care for Kids Family Festival. The festival was a tremendous success. More than 350 providers and children participated in an afternoon filled with food, fun and activities.

For the festival, Northeast Ohio Region Board members not only provided the financial support necessary to cover all costs associated with the event, but also assisted with set-up, games and craft-related activities as well as preparing and serving food to participants. If it were not for the support of the Board the event would not have happened.

As the focus turns to fall, continuing efforts are being made to expand the reach of the federal Child and Adult Care Food Program (CACFP) to area afterschool sites. The goal, of course, is to provide needed nutrition to kids after their school day. Children's Hunger Alliance and its vendor Kidz Mealz on Wheelz currently serve nine afterschool programs that provide 500 suppers and 250 snacks to kids each day. Another 12 programs are in the pipeline awaiting Ohio Department of Education approval.

"Bringing these additional programs into the fold will allow us to reach many more children in safe settings," Parmer says. "We couldn't be doing this without the committed support of many groups willing to partner with us in making it happen. For that support we are grateful."

Photos of the kick-off can be seen at: <http://www.city.cleveland.oh.us/CityofCleveland/Home/media-gallery/slideshow?id=483>



Taking a break from the Care for Kids Family Festival 2010

"Shop To Stop Hunger" Fundraiser to Return in October

Retailers Being Sought for Northeast Ohio Promotion to Benefit Children's Hunger Alliance

Want to save money on shopping and help out the hungry children of Northeast Ohio at the same time?

You can during the last week of October. That's when Children's Hunger Alliance, in its ongoing effort to ensure Ohio's children in need have the food and exercise opportunities they need to succeed in school and life, will sponsor the second annual "Shop to Stop Hunger" retail promotion/fundraiser in the Cleveland and Akron areas.

The promotion, which runs Oct. 22-31, will feature dozens of participating retailers. Shoppers who purchase "Shop-to-Stop Hunger Cards" will receive a discount on certain purchases made at those retailers during the promotion. Children's Hunger Alliance will receive all proceeds from the sale of the cards.

"It's all about expanding access to USDA meal programs," Debra Parmer, Children's Hunger Alliance Vice President and head of the agency's Northeast Region Office. "Given our economy and how challenged families in this area are, we as an organization need to build our Northeast infrastructure and think of creative ways to raise revenue. We



hope this proves to be a wonderful success."

Pricing for the merchant card has yet to be finalized. Approximately 40 merchants are expected to participate in the program.

For a list of participating retailers and to obtain your "Shop to Stop Hunger Card," please call Children's Hunger Alliance at 216-541-5915 or visit www.ChildrensHungerAlliance.org in September.

Retailers interested in participating in Shop-to-Stop Hunger Card program can contact Parmer directly at 216-541-5915. Those interested in purchasing cards can call the same number and ask for Parmer or for Shannon Yench. Additional information will be available in September at www.ChildrensHungerAlliance.org.

"We're appreciative of the support we've received thus far from the community," Parmer says. "The common denominator from this group is that each understands the problems associated with children threatened by hunger and each is committed as a business to do what it can to stop it," Parmer says. "Each of these businesses cares about this community."

Tuning In to the Needs of Ohio Children

Ohio Cable Telecommunications Leader McGee Has Passion to Serve Others



Jonathon McGee

Jonathon McGee is executive director of the Ohio Cable Telecommunications Association and previously served as Majority Chief of Staff of the Ohio House of Representatives. He is a member of Children's Hunger Alliance's Central Ohio Region Board. His service with the agency began in 2009.

What are your responsibilities as a board member?

JM: To help raise funds and to provide input on CHA activities.

What inspired you to get involved with Children's Hunger Alliance?

JM: Making sure that children have the food they need. A hungry child does not do well in school and it is important for their future (and ours)

that they be given a chance to succeed. In this country, no child should be hungry. As Herbert Hoover once said: "Civilization marches forward upon the feet of healthy children."

What would you like to see the regional board accomplish this year?

JM: To continue to define its role under the new governance structure.

What is the most satisfying part of your involvement with the board?

JM: Knowing that I am doing something to help needy children.

Why is Children's Hunger Alliance important to you?

JM: CHA focuses on not just satisfying immediate hunger needs, but is committed to ending the cycle of childhood hunger.

My Way Italian Style

Help feed hungry minds and bodies and send promising students to college - all while enjoying an evening of cocktails, Italian fare, and live music. Join us Aug. 22 at the Columbus Zoo and Aquarium for My Way Italian Style, a dinner and concert featuring Italian, big band, and swing music. Proceeds benefit Children's Hunger Alliance and the Columbus Italian Club Scholarship Fund. Tickets and info are available by calling Super Star Promotions at 614-457-6211 or emailing: superstarpromotions@columbus.rr.com.

The AmeriCorner

Insight from a Children's Hunger Alliance AmeriCorps Member

"The Freshman Fifteen." This was something I did not want as an experience during my first year at Ohio State. Growing up in a health-conscious family helped me avoid that extra weight. And it also stirred an interest in nutrition, fitness and mental health that has not only changed but directed my life.

Healthy living is very important to me so I believe majoring in dietetics is a perfect match. I have enjoyed what I have learned in my classes, but something about being a clinical dietitian just didn't feel right. A professor recommended that I join the Healthy Kids, Healthy Communities AmeriCorps program to gain experience in the community aspect of nutrition. Considering I had just been laid-off at my other job I thought I'd give it a shot. The next thing I knew I was an AmeriCorps member and unsure of what was in store for me.

Needless to say there was a lot in store for me. I had never worked with kids before, let alone try to teach them! But that's the job and I soon got the hang of it because I took the advice I received during my first week of training to heart: "The only thing you can count on is that things will never go as planned!" Once I accepted this and learned to take things as they came, my service experience changed

and so did my career goals.

On the day of Family Night at one of my sites, I had arrived earlier than normal to set up. I had put many hours into preparing for this night and was very excited it had finally arrived! It was pouring down rain and I started unloading my car as fast as possible. When I entered the gym with the first load, one of my second graders (Dario) ran up to me, gave me a hug, and looked up and said, "Miss Abbey, do you need help?" I told him that it was raining really hard and I didn't want him to get wet. However, before I could say anything else, he ran to his Transformers book bag, grabbed his rain coat, and came back over and said, "You are the best teacher! I want to help you! I don't care about the rain!" So, Dario and I finished unloading my car and I couldn't have been more thankful! I learned as much from the kids as they did about fitness and nutrition from our lessons.

As the end of my term is drawing near, I'm so thankful for the experience from being an AmeriCorps member. My service has led me to be more passionate about community nutrition and health than I am now and I know that is the area in which I want to work. Each day I spend with my kids I know I've made a difference. I want to continue

fighting and helping to make sure our kids are as healthy as they can be and that they have the knowledge, skills and passion to want live a healthy life.

Abbey Johnson, a Columbus native and Ohio State University dietetics student, is a Healthy Kids, Healthy Communities AmeriCorps member currently working out of the agency's Columbus office.



Agency Wish List

Canon Copier

Flat-screen Computer Monitors

Paper/Letter Folder

Contact Michelle McGarity at 614-341-7700 ext. 234 if you can help with these requests.

Congratulations!

- Rebecca Cotto-Webb has joined the agency as Training Coordinator/ Technical Advisor in Cleveland
- Robin Thomas has joined the agency as Administrative Assistant in Cleveland
- Rosalind Young has joined the agency as Care for Kids/ Technical Advisor in Cleveland
- Warm Wishes to Judith Mitchener, Assistant Director of the Cleveland office, and to Irene Grace, Administrative Assistant of the Cleveland office, both of whom retired on June 30. Judith had been with the agency for more than four years and Irene for more than three years.

Thanks to All Who Contributed: April - July

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Mission Statement: To break the cycle of childhood hunger through education, leadership, advocacy and service.

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