One of the first five front-end campaigns in the United States, Check-Out Hunger® has put food insecurity front and center for millions of shoppers since 1991. The annual campaign began in New Jersey and has grown here to include Foodtown, Kings, QuickChek, Price Rite, ShopRite, Waesche, and Wegmans. Every year from September through December—and even into January at some participating retailers—consumers can add a simple donation slip at checkout to give $1, $2, $3, or $5 towards the fight against hunger as they shop for groceries.

“Working with a proud Check-Out Hunger® partner from the very start,” said Karen Melata, Foodbank board member and Vice President of Consumer & Corporate Communications for Walgreens Food & Pharmacy, “In the spirit of the holiday season and the act of giving, funds and awareness to fight hunger year-round, the campaign is something that we look forward to seeing in our stores each year.”

Last year, owing to the commitment of our Check-Out Hunger® partners, the campaign raised more than $800,000 for the FoodBank—and enough to provide almost 2.5 million meals—through nearly 300 stores in our 16-county service area!

“Kings is committed to doing whatever it takes to end hunger in New Jersey,” said Judy Spire, Foodbank board member and CEO of the Food Market, a proud partner of Check-Out Hunger®
foundining partners. “Our partnership with the FoodBank is deeply ingrained in our culture, and we’re excited to participate in Check-Out Hunger® every year as we strive to raise even more funds and create greater awareness than in years past.”

As participating retailers have expanded their reach over the years, so has Check-Out Hunger®, which now takes place in more than 1,500 stores across 11 states. The Community FoodBank of New Jersey, where Check-Out Hunger® was first developed in conjunction with the New Jersey Food Council, administers the regional fundraiser on behalf of more than 40 Feeding America food banks and affiliates.

“Check-Out Hunger® is really special because it brings companies, store employees, volunteers, and shoppers all together to make an impact on hunger in New Jersey,” said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey.

Premio Foods also continues to serve as the fundraiser’s New Jersey state-wide sponsor—for a seventh year in 2019—contributing funds and encouraging their own customers to make donations.

In addition to the support from our retail partners and statewide sponsor, it takes the dedication of more than 70 volunteers to make the campaign successful, as they help to assemble packages of printed materials and act as liaisons to their local stores.

“Check-Out Hunger® relies on all of these important roles,” Carlos added, “and we’re grateful to our partners for lending us their platforms to help raise funds and awareness around the issue of hunger.”

Visit your local participating Check-Out Hunger® retailer this holiday season to make a gift in support of your neighbors in need!

For more information on how your company can get involved with the FoodBank, please contact Deirdre, Director of Corporate Relations, at 804-242-3951 or dscheinholtz@cbfnj.org.
Dear FoodBank Friends,

The personal stories of hope in this issue of The Feed represent why we at the Community FoodBank of New Jersey work tirelessly to fight hunger in our state. Nourishing children towards healthy and productive futures, enabling students to chase their dreams, providing necessary resources to struggling families and seniors. These are outcomes that we strive towards with solutions that feed the pantry lines today and work to shorten them tomorrow. And it’s all possible thanks to you.

When our neighbors in need are graciously enough to let us into their lives, we get a glimpse at what hunger in New Jersey really looks like and what your support provides. It looks like Sylvia, a disabled senior for whom our produce distributions put an end to her worries about nutrition. It looks like Gladys, a hardworking mother of two who can build up modest household savings thanks to her local pantry. It looks like Keyland and Nadirah, students of different ages, both reliant on healthy food for future success. These are just a few of the countless individuals whose lives have been made better with your help.

But there’s still so much more to do. Close to 900,000 of our New Jersey neighbors struggle with hunger and may not have a holiday meal to share with their families this year. I want you to know that, as a FoodBank supporter, you are changing that. With our partnerships, efficiency, and bulk buying power, we ensure that every donation truly does count. Just $1 provides three meals, enough to feed someone in need for an entire day. When you support our hunger relief efforts, you can gather around the Thanksgiving table with your own family knowing that you’ve provided the very same opportunity to a household that would otherwise go without. You’ve just heard from a few of our neighbors in need who will get to share in that joy this season, but many more still need help. You are changing that.

As we work to exceed industry standards of fiscal responsibility—outperforming most charities in our cause—you can be confident that your generosity will make a real and immediate impact in the lives of hungry families. Your gift will go far in providing food, help, and hope to those who need it most, during the season of giving and year-round.

Wishing you and yours a happy holiday season.

Carlos M. Rodriguez

Follow Carlos on Twitter! @FoodBankCarlos

A Message From Carlos

You Can Change That—Here’s How!

Your contribution to the FoodBank ensures food, help, and hope for our neighbors in need during this special season and all year long. Every $1 provides 3 nutritious meals. Maximize your impact through different ways to donate:

- **D安阳, Stocks & Securities**
  When you transfer ownership of long-term holdings to the FoodBank or recommend grants from your donor-advised fund, your gift keeps on giving to help sustain neighbors in need.

- **Give in Tribute**
  Honor a loved one and feed hungry families. Memorial gifts, physical cards, and eCards are all meaningful ways to pay tribute to someone special while supporting hunger relief efforts.

- **Employer Matching**
  Leverage automatic payroll deductions and matching gift programs offered by your company to double your contribution.

- **Planned Giving**
  Join the Food • Help • Hope Legacy Society and fill the emptiness caused by hunger for future generations with a planned gift. Your bequest will provide healthy food and enable the FoodBank to engineer new solutions to the root causes of hunger.

- **Ongoing Support**
  You can change that. Your ongoing gift keeps on giving to help sustain neighbors in need.

- **In Your Neighborhood**
  Each year, the Essex County Turtle Back Zoo celebrates the season of giving by collecting nonperishable food items, new toys, and gently used coats at its annual Holiday Lights Spectacular, which offers a winter stroll through the zoo under the twinkling lights of more than 50 winter and animal characters. Last year, more than 88,000 generous visitors donated 27,170 pounds of food—more than 13.5 tons—to the FoodBank to help fight holiday hunger for their neighbors in need.

  This year’s Holiday Lights Spectacular will take place from November 22 to December 31. Visit the show at the Turtle Back Zoo with your family and friends and bring nonperishable food donations to support the FoodBank!

Ninety-two cents of every dollar donated goes directly to critical programs that help hungry New Jerseyans. Visit cbfnj.org/give-funds for more information.

It’s Turkey Time!

Thanksgiving is just around the corner! Donate food at a turkey drive site near you on Saturday, November 23 and Sunday, November 24 to support our efforts to provide struggling families with nourishing holiday meals. Last year, we collected more than 2,200 turkeys and over 20,000 pounds of holiday fixings to help our neighbors in need and their families experience the joy of Thanksgiving. Find donation sites near you at cbfnj.org/turkey.

Can’t Miss! Women Fighting Hunger Luncheon

Our 4th Annual Women Fighting Hunger Luncheon to support child nutrition programs will take place on March 6, 2020 at the Hilton Short Hills. Join us for an afternoon of volunteering, lunch, networking, and a formal program to provide for the over 260,000 kids in need in our state. For more information, contact Renee Helfenstein at 908-477-9924 or rhelfenstein@cfbnj.org.

Helping Hands

Pat has served as a turkey drive volunteer for the FoodBank for an incredible 15 years, capturing different donation sites in her area to help collect Thanksgiving meals with all the fixings for our neighbors in need. “I’ve been so fortunate in my life, and it’s important to me to help others,” she told us. She also volunteers year-round and helps with Check Out Hunger® every holiday season, working to ensure that her local Kings and ShopRite stores have everything that they need for a successful campaign. “Food is such a fundamental need that we take for granted,” she said. “Being a mom and a retired teacher and knowing that there are people out there who are struggling. I almost feel that it’s an human obligation to help.”

Items Of Note

- **It’s Turkey Time!**
  Visit cbfnj.org/turkey.

- **Can’t Miss! Women Fighting Hunger Luncheon**
  Visit cbfnj.org/give-funds.

- **Helping Hands**
  Visit cbfnj.org/newsletter.

Find donation sites near you at cbfnj.org/turkey.

In Your Neighborhood
Rich and Stephen embody what it means to help others as they volunteer together in our Egg Harbor Township on-site pantry, working multiple days per week in every capacity, from organizing the shopping area to packing food to assisting clients. “We really like to help the people,” said Rich. “It’s fulfilling.” Last year, the father-son duo also got involved in our turkey drive, helping to facilitate holiday food donations at their local grocery store. “To collect some food for people in need who can’t afford hams and turkeys and all the fixings that go along with it helps us to put something special on their plates at the holidays and let them know that they’re not forgotten,” Rich told us.

Since 1991, the Atlantic County Utilities Authority (ACUA) has fought holiday hunger with their annual food drive, asking customers to put out bags of nonperishable food donations with their recycling to be picked up by ACUA drivers and delivered to the FoodBank’s Egg Harbor Township warehouse. The drive, which takes place during the first two weeks of every December, has collected more than 905,000 pounds of food for our neighbors in need since its inception almost 28 years ago. This year’s ACUA food drive will take place December 2 through December 13, encompassing every community’s recycling day at least once.

“Giving back to the communities that we serve is a top priority for ACUA and its employees,” said ACUA President Rick Dovey. “We are proud to support the Community FoodBank of New Jersey because it directly helps our neighbors that may be struggling to put food on the table.”

In the spirit of the holidays and with an understanding of the pervasiveness of hunger in New Jersey, the drive provides a convenient way for customers to make much-needed food donations and helps spread the word that food insecurity exists in every community throughout the state.

“Our annual holiday food drive, coming up on its 28th year, rallies our community around an important cause,” Dovey added. “By facilitating this convenient donation opportunity, we hope to bring awareness to food insecurity in our area and boost donations just in time for the holiday season.”