

# MEMORANDUM

## MENDING Poverty

### JULY 2010: MEND'S FOODBANK AND STOP SUMMER HUNGER CAMPAIGN UPDATE



year. MEND's *Stop Summer Hunger Campaign* seeks to create awareness and to satisfy the urgent need of hungry individuals and families during the summer months.

MEND's Foodbank, the largest in the San Fernando Valley, serves more than 20,000 people and provides close to 255,000 pounds of donated food each month. Recent stark economic conditions resulted in a 100% increase in the number of clients coming to the MEND Center for emergency food assistance, with July and August being among the busiest months of the

#### Food for Thought: A Client Story

Johanna Lopez knows first-hand the value of MEND's Foodbank to a struggling family. She went through a tough time last year with her family of five during which food was scarce. The food box she received from MEND helped her to survive. In return, she decided to volunteer at MEND and help others to become resourceful. She currently volunteers at the Education Training Center while enrolled in the STEP Job Training Program herself to prepare for college. In sharing her story, Johanna said that MEND has enabled her "to help her own family and see her kids happy." She emphasized "people do not need to feel ashamed of needing services."



#### Appetite for Partnership: Stop Summer Hunger Campaign

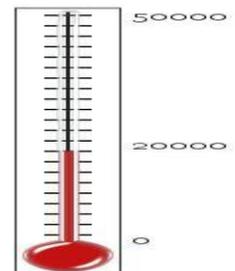
The Foodbank at MEND promotes collaboration between schools, businesses, and community groups to support over 30 food pantries and social service organizations throughout L.A. In July and August, MEND is expanding its partnerships through the *Stop Summer Hunger Campaign* to meet the substantial increase in demand for food assistance since last summer. Richard Weinroth, Foodbank Director, explained that many children go hungry when services like the school meal program are unavailable during the summer months. There is room for more: he added that the campaign needs more sponsors, volunteers, and food drive coordinators to keep MEND's warehouse stocked to meet the growing demand.

#### A Recipe for Success: A Volunteer Group Helps MEND's Food Drive!

Christian Assembly in Eagle Rock is a church that serves food to the homeless on Skid Row as well as in Eagle Rock and Glendale. MEND's Foodbank generously provides excess staples and other items to support this ministry. In the past two years, the church group has returned the goodwill by sending over 20 volunteers to help with the Letter Carrier's Annual Food Drive in May. One of the volunteers, Pia Imperial-Hugo, shared that the experience has been a gratifying one in which different organizations come together for "a common goal: to eradicate poverty in L.A. and uplift the plight of the poor with dignity and grace. This has made volunteering at MEND worth every minute!"

#### Stop Summer Hunger Needs Your Support to Reach \$50,000!

Support for Stop Summer Hunger Campaign is much needed from sponsors and donors like you! The summer months have historically shown the lowest response in terms of donations to MEND. As of this writing, **only \$20,000 has been raised toward the goal of \$50,000.** You can participate in MEND's Virtual Food Drive by going to MEND's secured website, [www.mendpoverty.org](http://www.mendpoverty.org). For more information, please contact Richard Weinroth, Foodbank Director, at (818) 686-7334.



Thanks to volunteer writer Young-Ji Lee and volunteer photographer, Olga Quintero for developing this update!