

FIRST FRIDAY

Arkansas Foodbank, 4301 W. 65th St., Little Rock, AR 72209 / Friday, July 6, 2012 / Volume 6, Edition 7

Whooooo-Hooooo! ConAgra Employees! Back in the Spring, ConAgra challenged its employees at seven plants around the country to raise funds for their local communities and food banks who serve those communities. The location with the most employee votes was in Russellville, Arkansas! They generated enough votes to win \$30,000 for the Arkansas Foodbank to implement a school pantry AND



**From the Desk of
Phyllis Haynes, CEO**

a backpack program at the nearby Hector schools. ConAgra employees are generous givers in the Russellville area. School officials are excited about this opportunity. We are grateful to those dedicated ConAgra folks who believe in making their community a better, less hungry place to live.

Today's THV Weatherman Tom Brannon, sidekick James Staats (Golden Corral) and a host of volunteers and Arkansas Foodbank staff traveled to nine central Arkansas communities to collect cereal as part of the 12th annual Summer Cereal Drive. From Morrilton to Cabot, Pine Bluff to Beebe, our dedicated crews showed up at 5 a.m. in front of Walmart stores, Knights Groceries and Brookshires to collect cereal for pantries in those areas. Meanwhile, nearly 80 small, medium and large businesses, churches, government agencies and hospitals collected cereal, all for children and their families this summer. Over 204,000 boxes of cereal were collected!!!! The celebration breakfast



Questions?

e-mail: phaynes@arkansasfoodbank.org

LET'S STAY CONNECTED

Phone: 501.569.4301

Web-site: www.arkansasfoodbank.org

First Foodbank Friday is provided on a monthly basis to our supporters and partners who advance the cause of philanthropy in our efforts to feed the hungry in central and southern Arkansas

Creating a community where no one has to go hungry



Parker Cadillac showed up at the Cereal Drive with a BIG check.

A Member of **FEEDING AMERICA**

Arkansas Foodbank First Friday / July 6, 2011

will be held on-air Thursday morning, July 12, at the Golden Corral in North Little Rock. Tune in to Today's THV This Morning or, better yet, come by and thank these wonderful volunteers who believe that no child should have to go hungry.

L'Oreal has become a very active partner in the fight to end hunger in our state. L'Oreal employees regularly volunteer in the Foodbank warehouse. Recently, the company, located in North Little Rock, has established a pilot program to donate boxes to the Arkansas Foodbank for distributing food. Their goal is to donate 25,000 boxes in the next year.

Cooking Matters is a six-week course developed by Share our Strength to help families learn to cook healthy, low costs meals. We are half-way through our pilot course, held every Friday afternoon. On a recent afternoon, I participated with several families and their children to prepare Chinese Vegetables and Rice. It was joyful to watch as children helped their mothers select the carrots, squash and chicken to put into the dish. To see an 8-year-old girl carefully slicing a zucchini squash while her mother looked on. You should have seen her carefully maneuvering the knife just like the chef instructed, her little tongue in the corner of her mouth as she focused on her work. This is good, I thought. This is good: healthy food, family involvement, teaching children the fun of cooking and the value of good food. After the meal was prepared, the families sat together and talked while they ate the food they had prepared. Families. We are blessed with them (and sometimes cursed). One of the most wonderful, loving families I know is the Copeland Family. Joe is the president of our Board of Directors and runs several Performance Foodservice plants in Arkansas, St. Louis and Mississippi. His wife, Lynn, has been an office volunteer at the Foodbank for years. The Cope-



Tom Brannon & family

lands are a close family, with adult children spread from St. Louis to Fort Worth to, recently, Memphis, three boys and a girl. Last Sunday, their youngest child, Julie, a young mother of an 18-month old son, lost her two-year battle with cancer. We have prayed with that family for all of those two years, sending cards to Julie, offering words of hope to her parents. Just like her parents, Julie was a giver. To honor her memory, the employees of Performance Foodservice established the Julie Copeland Croy Fund to raise money for six fruit trees (one for each of the family members) and a bench to be located near the Foodbank garden. This will be a lasting tribute to a young, courageous mother, a place of growth where the trees will bear fruit for years to come, feeding hungry people in our community.

Did you know?

That the Arkansas Foodbank has a "Big Hairy Audacious Goal" to double distribution of food to 26 million pounds in 2016?

Please share this fact with friends, family and colleagues. If you are not sharing news of the Foodbank's good work, who is? We appreciate your help.



Young Michael Jordan (that's his real name) celebrates after he and the Holy Rollers motorcycle club showed up at the Sherwood Walmart to donate thousands of boxes of cereal. Walmart helped by lending a truck to the cause.