

rainbowkitchen

COMMUNITY SERVICES

NEWSLETTER



WINTER 2011-12

Dear Friends,

As another year draws to a close, I want to take this opportunity to thank you again for your generous support in 2011. With your help, Rainbow Kitchen continues to provide a vital safety net to for hungry children, struggling families, low-income elderly, ill, disabled and homeless individuals, and still-growing numbers of people who are unemployed or among the working poor. We have experienced such a drastic increase in the number of people seeking our help over the past few years, and the numbers continue to climb.

We are very grateful for your generosity, which makes our success possible during this holiday season and throughout the year. On behalf of everyone at Rainbow Kitchen, I wish you a joyous holiday season, and peace, health and happiness in the New Year!

Donna Little, Executive Director

Staff

Renee Conte, Jim Harvey, Marlene (Pumpkin) Murphy, Barb Peterman, Lori Roadway, Bob Willkomm

Board of Directors

M. Robert Thomas, President; Jay Srin, Vice President; Carl Maskiewicz, Treasurer; Crissy Regan, Secretary; Antoinette Cardamone, Ivan Frank, Colin Gallagher, Barbara (Peppy) Lindner, Navin Parmar, Dave Passavant, Jeff Sabo, Tony Thompson



Thanksgiving Day guests

Our Mission

Rainbow Kitchen Community Services is committed to improving the quality of life for low-income families and individuals through programs that address hunger, child nutrition, and supportive services.

Holiday Meals

On Thanksgiving Day, Rev. Tom Johnson and *The Neighborhood Academy Basketball Team* prepared and served their traditional Thanksgiving meal to well over 100 guests here at Rainbow Kitchen. Our staff and volunteers prepared and delivered an additional 40 Thanksgiving meals to low-income seniors in our community. Special thanks to *Allegro Hearth Bakery* for their generous donation of an abundance of breads and cookies for Thanksgiving.

Our Christmas Day meal will be served by volunteers from the *Jewish Federation of Greater Pittsburgh* participating in Mitzvah Day 2011. Mitzvah Day is held annually on December 25th.

We are also looking forward to Saturday, Feb. 11th, when volunteers from the Allegheny County Bar Foundation's *Attorneys Against Hunger Campaign* will prepare and serve a special Valentine's Brunch. Over the past 18 years, AAH has raised over \$1 million, all of which has been directly donated to various agencies that supply food and other hunger services to low-income individuals and families.

Holiday Activities

Some of the other ways in which Rainbow Kitchen's staff, volunteers, and donors have helped to brighten the holiday season for our neighbors in need:

- ❖ 823 adults and 707 children received winter coats, hats, scarves and gloves
- ❖ 525 families benefited from KDKA Turkey Fund
- ❖ 50 families received donated turkeys or holiday meal baskets
- ❖ 25 families participated in the annual Max Starks & His Home Team Thanksgiving Celebration
- ❖ 55 families were adopted through Rainbow Kitchen's Adopt-a-Family holiday gift program
- ❖ 55 seniors who participate in our food pantry will receive angel tree gifts
- ❖ 100 children of our food pantry families will receive holiday gifts
- ❖ 40 seniors received hand-knit hats and scarves
- ❖ Our Christmas Day meal guests will receive gifts of collected toiletries and other necessities
- ❖ All of our program participants benefited from the extraordinary generosity of local businesses, organizations, schools, churches, Scout troops, and individuals who conducted or contributed to food, toy and toiletry drives for Rainbow Kitchen

Program News

This has been yet another year of increasing need in our community, as more and more people are affected by the troubled economy. We continue to experience tremendous growth in the number of people seeking food assistance, literally every month higher than the next. We are now into our busiest time of the year, when the cold weather hits and low-income people may have to start making hard decisions, such as whether to go hungry, skip the rent, or forego their medications so they can pay their utility bills and keep the heat turned on. All of us at Rainbow Kitchen - including our extraordinary staff and highly dedicated volunteers - work very hard every day to ensure that the people we serve need not face such impossible choices.

Participation in our **Food Pantry** program has grown to the point where we are currently serving an average of 535 households each month, compared to 433 households at this time last year, and 324 households the year before. We are providing an average of 24,600 pounds of food (and non-food essentials, when available) to pantry participants each month. We added two new food assistance offerings this year to better serve those in need in our community: another (our third) off-site pantry service for low-income elderly residents of a local retirement community, and our newest venture, the Rainbow Kitchen Farm Stand. We continue to have strong participation in our daily hot meal programs, serving an average of 75 meals a day through our **Breakfast** program, and 90 meals a day to hungry low-income children participating in **Kids Cafe**.

Through our **Case Management** program and the many other activities and **supportive services** we offer, Rainbow Kitchen benefited more than 200 households each month, providing short and long-term assistance to help families deal with immediate needs and crisis situations, and achieve an improved quality of life and greater self-sufficiency. Our efforts on behalf of the **youth** in our community increased this year as well, particularly through the opportunities afforded by the Farm Stand project.



Rainbow Kitchen Farm Stand youth, with Starbucks volunteers

Rainbow Kitchen



Bruce Springsteen and Joe Grushecky

Thanks To Our Friends

Last month Bruce Springsteen joined Joe Grushecky and the Houserockers for two sold-out concerts at Soldiers and Sailors Memorial Hall. As every Bruce Springsteen fan in Pittsburgh knows, Bruce has been a great friend to Rainbow Kitchen for many years, and he encourages his fans to support our efforts as well. Joe, too, goes back to the early days with Rainbow Kitchen. Following the concert, Bruce and Joe donated \$10,000 to Rainbow Kitchen, continuing a long tradition of generosity. We are grateful for their contribution and, equally important, for their help in raising awareness of our work.

Rainbow Kitchen Farm Stand

We were very excited this year to launch our newest initiative, the Rainbow Kitchen Farm Stand, which was made possible through the support of a Starbucks™ Shared Planet™ Youth Action Grant. The Farm Stand, which was operated by youth in our community assisted by Starbucks and neighborhood volunteers, offered a wide variety of wholesome, affordable, locally grown fresh produce. It was extremely successful from the outset, quickly growing from a one-tent operation to three tents, and serving an average of 135 customers each week.

As part of Starbucks commitment to help create thriving neighborhoods wherever it does business, the Youth Action Grant engages young people to innovate and take action in their communities. The Rainbow Kitchen Farm Stand offered participating youth the opportunity to develop job readiness and leadership skills, and experience the satisfaction of bringing positive change to their community.

Special thanks for their contributions to the success of the Farm Stand to: Starbucks, Greater Pgh. Community Food Bank, Eat'n Park, Citizens Bank, Mayor Betty Esper, Homestead Boro, Jordan Banana Co. – and our wonderful volunteers!

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Foundation Support

We are grateful for the generous support of:

- ❖ Allegheny County Bar Foundation -
Attorneys Against Hunger Campaign
- ❖ Citizens Bank Foundation
- ❖ Anne L. & George H. Clapp
Charitable and Educational Trust
- ❖ Jewish Community Foundation of the
Jewish Federation of Greater Pittsburgh
- ❖ Kennywood Entertainment Cares
- ❖ The Curtis I. Kossman Foundation
- ❖ Ladies Hospital Aid Society, in support of
Loving Arms Food Pantry
- ❖ Massey Charitable Trust
- ❖ Hyman & Lillyann G. Parker Foundation
- ❖ The Pittsburgh Foundation, various funds
and PittsburghGives Fund
- ❖ PNC Charitable Trust -
Hafner Charitable Foundation
- ❖ Starbucks Foundation
- ❖ Julius L & Libbie B Steinsapir Family Foundation
- ❖ Tides Foundation
- ❖ Walmart Foundation
- ❖ The Hilda M. Willis Foundation

How You Can Help

Your tax-deductible donation enables Rainbow Kitchen to continue to provide food and other vital assistance to our neighbors in need. Here are some ways you can help support our efforts:

- * Contribute online at www.rainbowkitchen.org
- * Mail your donation in the enclosed envelope
- * Designate your United Way contribution to Rainbow Kitchen, Code #1636
- * Federal employees, designate your Combined Federal Campaign contribution to Code #15703
- * If your employer offers a charitable donation matching program, please enclose employer's matching verification form with your donation
- * Hold a fundraising event for Rainbow Kitchen

You can also help by volunteering, conducting a food drive, or collecting non-food essentials such as paper products, toiletries and diapers, which cannot be purchased with food stamps, making it difficult for low-income families to acquire these necessities.



Local Girl Scout troops did a holiday project for Rainbow Kitchen

Rainbow Kitchen



Walkers and riders of all ages joined us for the 2011 W.A.R. Against Hunger

Walk And Ride Against Hunger

2011 marked another successful year for the Walk And Ride Against Hunger. The W.A.R. Against Hunger, a walk and bicycle-ride along the South Side Trail, is our major annual fundraising event and a significant source of funding for our programs and services. Many thanks to our 2011 sponsors:

Title: UPMC Health Plan

Platinum: M*Modal

Silver: WHEMCO Inc., Zoltun Design

Bronze: FedEx Ground, MARC USA

T-Shirt: Pennsylvania American Water

Rest Station: First Commonwealth Bank; Heritage Seubert Financial; JRG Advisors; Meyer, Unkovic & Scott/Tony Thompson; O'Toole Printing; Pittsburgh Steelers; SCS Ventures

Mile Marker: Ameritas Financial Services; ASKO, Inc.; Centers for Rehab Services; CoGo's; Cowden Associates; Dick's Sporting Goods; Erie Forge & Steel; Horovitz, Rudoy & Roteman; Isaly's; Kerotest Manufacturing; McCrory & McDowell; Schneider Downs & Co.; Student Hunger Action Coalition of Taylor Allderdice High School; United Steelworkers

Mark your calendar now for the 8th annual W.A.R. Against Hunger on **Saturday, April 28, 2012**. Details and registration information will be available soon at www.rainbowkitchen.org. *To learn how you can support the 2012 W.A.R. Against Hunger*, including information on sponsorship opportunities and program book advertising, please call 412-464-1892 or email info@rainbowkitchen.org.

You Warmed Our Hearts!

A very heartfelt thank you to all who donated new or gently-used winter coats, hats, scarves, gloves, clothing and (new this year) Halloween costumes for our annual distribution. This year we received more coats than ever before, enabling us to provide 1,530 coats to individuals and families in need of warm winter outerwear, and provide Halloween costumes for low-income children. Also for the first time, we received enough plus-size coats to accommodate everyone who needed one. Thank you again!

Rainbow Kitchen Community Services program participation and program costs, for our fiscal year ended June 30, 2011:

BREAKFAST PROGRAM - Provides a substantial hot morning meal, Monday through Friday, year-round.

	<u>Cost per person:</u>
75 Average number of individuals served each day	\$ 52.92 per month
	\$ 635.04 per year

FOOD PANTRY - Provides low-income participants with supplemental groceries, once a month.

	<u>Cost per household:</u>
470 Average number of households served each month	\$ 11.99 per month
	\$ 143.88 per year

KIDS CAFÉ* - Operates in collaboration with area programs serving at-risk youth to provide a hot, balanced dinner meal to low-income children, Monday through Friday, year-round. Meals are prepared at Rainbow Kitchen and delivered to the program sites.

	<u>Cost per child:</u>
80 Average number of children served each day	\$ 90.00 per month
	\$1080.00 per year

CASE MANAGEMENT* - Helps families to achieve self-sufficiency; provides short-term/crisis assistance, advocacy, referrals.

	<u>Cost per household:</u>
200 Average number of requests for short-term, crisis, or extensive Case Management assistance each month	\$ 26.65 <i>(average - cost varies with extent of services required)</i>

YOUR TAX-DEDUCTIBLE CONTRIBUTION OF:

- \$ 25 will support the cost of helping a family through a crisis
- \$ 50 will provide 4 weeks of substantial hot meals for a low-income elderly, ill, disabled, or homeless individual
- \$ 100 will ensure a month of nutritious dinner meals for a low-income child at risk of hunger
- \$ 150 will provide 12 low-income families with a month's supply of supplemental groceries
- \$ 300 will ensure 3 months of nutritious daily dinner meals for a hungry child
- \$ 600 will sponsor an individual in our Breakfast program for a year
- \$ 750 will sponsor 5 low-income families in our Food Pantry program for a full year
- \$ 1000 will sponsor a child in Kids Café for a full year

** These programs are funded in part by a grant provided by the PA Dept. of Community and Economic Development.*