

rainbowkitchen

COMMUNITY SERVICES

NEWSLETTER



WINTER 2012-13

Dear Friends,

As I look back over the newsletters of the past few years, I see that each one tells another chapter of what is by now a very familiar story: The poor economy continues. Need is increasing. Resources are decreasing. We are working harder to do more with less. And yet every year there is good news to report as well: We have *never* had to turn someone away for lack of means to help them. A generous donor, or a great fundraising opportunity, came through just when we needed it. We continue to succeed in our mission.

This year, too, has had its' share of ups and downs: We lost a major source of funding for our Kids Café program, due to state budget cuts. We found some new funding sources. Most important, as 2012 draws to a close, Rainbow Kitchen is still a strong and reliable source of help for those in need in these troubled times! We are very grateful for your support, 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 a happy, healthy New Year!

Donna Little, Executive Director

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

Board of Directors: Carl Maskiewicz, President; Crissy Regan, Vice President; Tony Thompson, Treasurer; Jeff Sabo, Secretary; Antoinette Cardamone, Terri Deasy, Ivan Frank, Colin Gallagher, Navin Parmar, Dave Passavant, Nick Willocks

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.



(L to R) Lori Roadway, Antoinette Cardamone, Tony Norman, Ed Poropatic Janice Serra, Donna Little, Dan Dubois, Tim Spang, Carl Maskiewicz, Victoria Smith and Frenchy Burrito collected donations from fans at the Bruce Springsteen concert



Bruce Springsteen, Consol Energy Center

Thanks (Again) Bruce!

As every Bruce Springsteen fan in Pittsburgh knows, Bruce has been a loyal friend to Rainbow Kitchen for many years, and he encourages his fans to support our efforts as well. When Bruce brought his Wrecking Ball tour to town, we were honored to be invited to collect donations at the concert - and very excited to report to Bruce Springsteen after the show that his amazingly generous fans donated a total of \$15,424! We also received generous contributions from a donor who had the opportunity for a "meet & greet" with the Boss, and from Bruce Springsteen himself. Many thanks, yet again, to Bruce Springsteen for his ongoing support of Rainbow Kitchen, to the gracious folks at Consol Energy Center, the volunteers who helped out that night, and of course, to Bruce's fans.

Holiday Activities

The Neighborhood Academy Basketball Team served a traditional Thanksgiving Day meal here at Rainbow Kitchen, while volunteers delivered meals to low-income seniors in our community. Our annual Christmas Day meal will be served by *Jewish Federation of Greater Pittsburgh* volunteers. Some of the other ways in which Rainbow Kitchen's staff, volunteers, and donors have helped to brighten this holiday season for our neighbors in need:

- ❖ 995 adults and children received winter coats, hats, scarves and gloves
- ❖ 490 families benefited from KDKA Turkey Fund
- ❖ 38 families received donated turkeys or holiday meal baskets for Thanksgiving
- ❖ All of our Christmas Day meal guests will receive holiday gift bags

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More Holiday Activities ...

- ❖ 22 families were adopted through Rainbow Kitchen's Adopt-a-Family holiday gift program
- ❖ 105 children of our food pantry families will receive holiday gifts from our friends at M*Modal
- ❖ 65 children who participate in Kids Café will receive angel tree gifts & school supply gift bags
- ❖ 120 seniors who participate in our food pantry program will receive holiday gift bags
- ❖ 45 seniors will receive angel tree gifts
- ❖ 20 families will receive donated Christmas hams
- ❖ All of our program participants benefited from the generosity of everyone who contributed to food, toy and toiletry drives for Rainbow Kitchen

Programs & Services

Rainbow Kitchen distributed 270,000 pounds of supplemental groceries and non-food necessities to families in need through our **Food Pantry** program, which served 525 households a month. We provided over 19,000 nutritious **Kids Café** dinner meals to hungry low-income children and served an additional 18,000 substantial daily meals through our on-site **Breakfast** program. The **Rainbow Kitchen Farm Stand** provided wholesome, affordable, locally-grown fresh fruits and vegetables, serving well over 100 people each week. Our **Case Management** and supportive services program provided 200 households a month with help for immediate/crisis needs, short-term and extended case management. Some of the other outcomes of our supportive services and collaborative efforts included:

- More than 150 families received donated mattresses, box springs, and bed pillows
- 116 children received back-to-school backpacks filled with school supplies
- 95 seniors received Commodity Supplemental Food Program's extra monthly food assistance
- 50 households received Volunteer Income Tax Assistance (VITA) services
- 50 families were assisted in applying for SNAP (food stamp) benefits
- 36 individuals received added Medicare benefits and help with medical and prescription needs



Marlene (Pumpkin) Murphy with Rainbow Kitchen Farm Stand volunteers - Mayor Betty Esper, James Irving, Ron Thomas, Walt Kinch, Denise Hunt, Peach Harris, Angela Spellman

Rainbow Kitchen



Amy Barackman & Stephen Henderson, preparing Volunteer Dinner
Photo: Jennifer R. Vertullo, Daily News

Rainbow Kitchen also served as a host site for programs offered through other providers, including:

- Strong Women Strong Girls, a mentoring program for girls in grades 3-5.
- Hope Camp, a summer volunteer program in which youth learn about giving back to others.
- Family Services of Western PA/Financial Wellness program participants learned about banking, budgeting, credit, etc.
- Penn State Extension Nutrition Links program participants learned knowledge, skills, attitudes & behaviors needed for nutritionally sound diets.

Volunteer Appreciation

Rainbow Kitchen has a wonderful, dedicated, hard-working staff, but we know that our accomplishments and success literally would not be possible without the support of the "unsung heroes" at Rainbow Kitchen, our volunteers. Throughout the year, Rainbow Kitchen is very fortunate to benefit from the time, talents and energy of many groups and individuals who volunteer to help with program and service activities, or to work on specific projects. Some of our volunteers come for a group effort once a year; others volunteer individually on a regular basis. And a very special group of people from our community are here whenever they are needed, to do whatever is needed - some virtually every day.

We were thrilled earlier this year to have a unique opportunity to show our appreciation to our devoted volunteers. We were actually discussing plans for a Volunteer Appreciation Dinner when we received a call from Stephen Henderson, a freelance journalist who is published regularly in the New York Times, Los Angeles Times, Washington Post, Town & Country and Food & Wine. Stephen offered to provide a gourmet meal at Rainbow Kitchen while in Pittsburgh to visit his niece, Amy Barackman. Perfect for our Volunteer Appreciation Dinner! Stephen and Amy arrived early and worked in the kitchen all day, providing us with a thoroughly enjoyable visit, an amazing feast, and the best possible way to honor our 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
- ❖ Comcast in association with Comcast Cares Day
- ❖ Darden Restaurants Foundation
- ❖ Kennywood Entertainment Cares
- ❖ The Curtis I. Kossman Foundation
- ❖ Kraft Foods Global
- ❖ Massey Charitable Trust
- ❖ McKeesport Hospital Foundation
- ❖ Hyman & Lillyann G. Parker Foundation
- ❖ The Pittsburgh Foundation, various funds and PittsburghGives Fund
- ❖ PNC Charitable Trust - J. Samuel and Rose Y. Cox Foundation
- ❖ Starbucks Foundation
- ❖ Julius L & Libbie B Steinsapir Family Foundation
- ❖ Walmart Foundation
- ❖ Wesco International Charitable 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
- * Designate your Combined Federal Campaign contribution to Code #15703
- * Please provide applicable employer charitable contribution matching info 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.



Thanks to Briarcliff Pavilion Health & Rehabilitation Center employees who contributed to the Mister Rogers Neighborhood Sweater Drive - and joined Mr. McFeely in making a Speedy Delivery of sweaters to Rainbow Kitchen!

Rainbow Kitchen



Kristi Rogers of BYS Yoga leads participants in a warm-up stretch at the 2012 W.A.R. Against Hunger

Walk And Ride Against Hunger

We are very pleased to announce some exciting changes planned for the 2013 Walk And Ride Against Hunger. First, we are moving the venue to **The Historic Pump House**, a trailhead of the Great Allegheny Passage, located at the Waterfront in Homestead. We are also changing the date of the event (which was previously held in late April - note the warm clothing and gloves in above photo!) to the first Saturday in June; in 2013, this will be June 1st.

The W.A.R. Against Hunger is a walk and bicycle-ride event that features a Health & Wellness Expo, offering free health screenings, information and more. It is our major annual fundraising event, and a significant source of funding for our programs and services. Many thanks to our 2012 Walk And Ride Against Hunger sponsors:

Title: UPMC Health Plan

Platinum: Comcast

Silver: M*Modal, WHEMCO Inc., Zoltun Design

Bronze: 91.3fm WYEP, The Advisor Group, FedEx Ground, Pennsylvania American Water Co.

T-Shirt: Pittsburgh Steelers, Sheetz Inc.

Rest Station: Erie Forge & Steel, First Commonwealth Bank, JRG Advisors, MARC USA, O'Toole Printing, PNC Bank, SCS Ventures

Mile Marker: ASKO Inc., Centers for Rehab Services, CoGo's, Dick's Sporting Goods, Eat'nPark Hospitality Group, Hefren-Tillotson Inc., Heritage Seubert Financial, Horovitz, Rudoy & Roteman, Isaly's, Kerotest Manufacturing, Louis Plung & Co., MAYA Design, Merging Media, Meyer, Unkovic & Scott, Seubert & Associates, United Steelworkers

Please mark your calendar now with the new date for the 9th annual W.A.R. Against Hunger on **Saturday, June 1, 2013**. Further details and registration information will be available soon at www.rainbowkitchen.org. **To learn how you can support the 2013 W.A.R. Against Hunger**, including information on sponsorship opportunities and program book advertising, please call 412-464-1892 or email donna.little@rainbowkitchen.org.

Rainbow Kitchen Community Services program participation and program costs, for our fiscal year ended June 30, 2012:

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

75 Average number of individuals served each day

Cost per person:

\$ 61.13 per month
\$ 733.56 per year

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

525 Average number of households served each month

Cost per household:

\$ 12.27 per month
\$ 147.24 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.

80 Average number of children served each day

Cost per child:

\$ 98.64 per month
\$1183.65 per year

CASE MANAGEMENT - Helps families to achieve self-sufficiency; provides short-term/crisis assistance, advocacy, and referrals. *This program is funded in part by a grant provided by the PA Dept. of Community and Economic Development.*

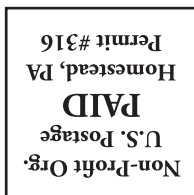
200 Average number of requests for short-term, crisis, or extensive Case Management assistance each month

Cost per household:

\$ 29.86 (average - cost varies with extent of services required)

YOUR TAX-DEDUCTIBLE CONTRIBUTION OF:

- \$ 30 will support the cost of helping a family through a crisis
- \$ 60 will provide 4 weeks of substantial hot daily meals for a needy low-income 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 households 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 4 low-income families in our Food Pantry program for a full year
- \$ 750 will sponsor a low-income elderly, ill, disabled, or homeless individual in our Breakfast program for a year
- \$ 1200 will sponsor a child in Kids Café for a full year



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