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## A NEW HOME FOR CITY HARVEST

Seeing that the increased need for emergency food brought on by the recession was here to stay, last year City Harvest took a careful look at how to move a greater volume of food using our already efficient food rescue model. After carefully considering a number of options, including leasing more trucks, we saw that a “home base” facility would make it possible to take larger donations and best match agencies with the type of food they need.

City Harvest began a search for space to house our food rescue facility in January. Once a lease was signed last April on a 45,400-square-foot location in Queens, City Harvest’s distribution team worked over the summer to outfit the space to safely move rescued food. Built as a sugar warehouse

at the turn of the century, the location formerly housed a beverage distributor. Now it primarily handles perishable food—such as the produce that makes up some 60% of all food rescued by City Harvest.

The first food came through our new facility in September, but the space was not fully operational until December, with a large, walk-in cooler to accommodate produce and dairy items, and a sizable freezer for meat and other frozen goods. Unlike in a warehouse, food is not stored long-term. We use our fleet of 18 trucks to move it as quickly as possible back to our partner soup kitchens and food pantries.

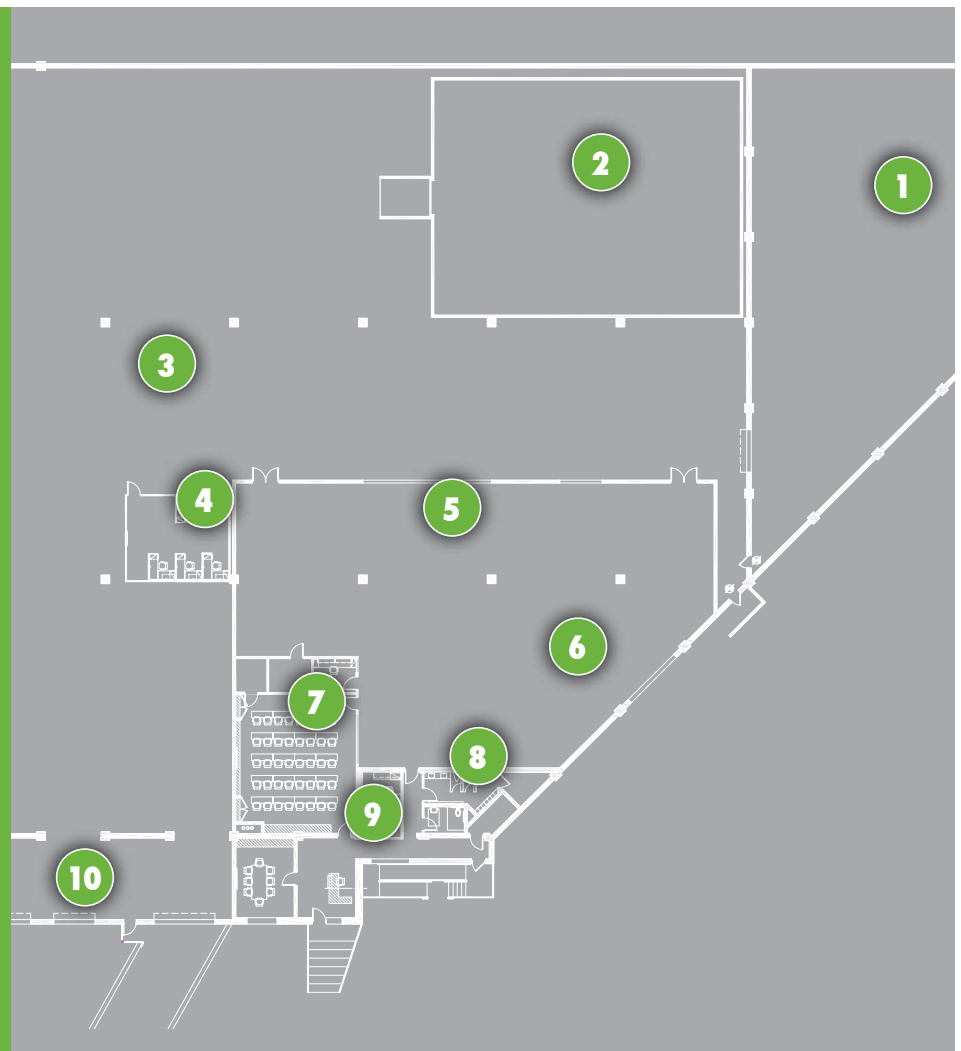
In addition to food handling, the facility has space for volunteer events, such as produce repacks in which

volunteers break down large bins of fruit or vegetables into smaller bags appropriate for families. A team of chefs and restaurateurs from our Food Council are contributing their expertise to help us plan and install a kitchen for nutrition education and other events.

Already the facility is helping City Harvest move more food. Since September, City Harvest has rescued and delivered 1.7 million pounds more food to date compared to this time last year. We were only able to take this important next step in fighting hunger because of our donors. Thanks to donor support, City Harvest has a new weapon to fight hunger in New York City. For additional information on our new food rescue facility, please visit [www.cityharvest.org/facility](http://www.cityharvest.org/facility).

### TAKE A TOUR OF OUR NEW FOOD RESCUE FACILITY

- 1 5,350 square foot cooler that can hold up to 400 pallets of perishable food like potatoes, tomatoes, cabbage, apples, onions, juice, yogurt, carrots and more
- 2 4,000 square foot freezer that can hold up to 380 pallets of chicken, turkey, steak, frozen kids meals and more
- 3 18,200 square foot dry goods area that can hold up to 1,500 pallets of nonperishable goods like water, canned food, coffee and packaged food
- 4 Dispatch office - where logistics of daily food rescue routes are handled
- 5 Multi-functional workspace that can be used for volunteer repacks of large food donations
- 6 Site of the future multi-purpose kitchen for nutrition education, chef demos and more
- 7 40 - 50 seat training room for City Harvest drivers’ meetings and training, agency conferences and meetings
- 8 Bathrooms and driver locker rooms
- 9 Administrative office
- 10 4 loading docks for more efficient loading of City Harvest trucks



# DEAR CITY HARVEST FRIENDS,



*“Over the past year, produce made up over 16 million of the 29 million pounds of food we were able to rescue with your help.”*

Let me open this letter by saying thank you—City Harvest could not be more grateful to all who stepped forward to help us meet an ambitious goal this holiday season: 8.6 million pounds of food delivered from October 15th through the end of January. As of the end of December, at press time, we have already been able to get 6.8 million pounds of food out to people in need, including 3.5 million pounds of the nutritious fresh produce most needed at food programs.

Your support was absolutely critical in making this possible and I am proud to lead a fantastic team in making sure every available pound of food can be put to its best use. As you may know, we now have a formidable new tool at our disposal, a food rescue facility in Queens that not only helps us move more food, but use every donation we bring in as efficiently as possible.

Our cover story outlines some of the ways that the new facility makes it possible for City Harvest to do even more of what we do best in service to the people we help feed. It also allows City Harvest to grow in coming years in response to the increased demand we see throughout New York. As we rescue and deliver even more food we will continue to develop new relationships with food donors and

work with agencies on the ground to get more food, especially more healthy produce, out to those in need.

This fall, City Harvest also expanded our *Healthy Neighborhoods* program, designed to address the known links between poverty, hunger, and diet-related disease within high-need communities, to a fourth neighborhood, Washington Heights/Inwood. Read on to find out about our new Mobile Market providing free fresh fruits and vegetables to this community.

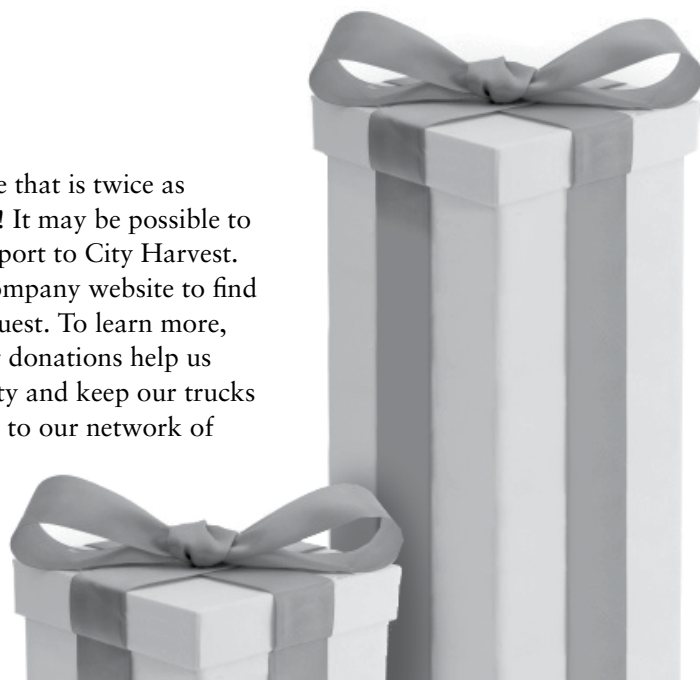
While we have been able to accomplish a great deal, City Harvest faces a sustained higher need for food that will last long after the holidays. On average, agencies are reporting that demand for food has increased 25% since the start of the financial crisis in 2008. Even more concerning, they are seeing 35% more visits by children. City Harvest will need strong support from all corners of the city to continue to respond to this new reality, putting food on the table for our neighbors for whom the next meal is uncertain.

Yours truly,

Jilly Stephens

## MAKE YOUR DONATION GO EVEN FURTHER

What gift to City Harvest is more welcome than yours? One that is twice as generous, thanks to your employer's matching gift program! It may be possible to double, or even triple, your donation and increase your support to City Harvest. Contact your company's human resources department or company website to find out what your options are to submit your matching gift request. To learn more, visit [www.cityharvest.org/donate-funds/matching-gifts](http://www.cityharvest.org/donate-funds/matching-gifts). Your donations help us meet the growing need for emergency food in New York City and keep our trucks and cargo bikes on the road, rescuing food and delivering it to our network of partner agencies all year long.



## UNCOMMONLY GOOD SEPTEMBER 2011 - DECEMBER 2011

**74,985**

Pounds of miche, pugliese, sourdough batards, white baguettes, pretzel rolls, seven grain, black breads, and giant focaccia from **Tom Cat Bakery**

**18,892**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Aramark**

**1,900**

Pounds of whole bean coffee from **Stumptown**

**1,270**

Pounds of pastries and fresh bread from **Verb**

**826**

Pounds of sandwiches and pastries from **Gregory's Coffee**

**52,392**

Pounds of fresh exotic produce from **New York City Produce Show & Conference**

**1,680**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Marriot Marquis**

**3,000**

Pounds of canned and packaged goods from **Avon Corporation**

**17,002**

Pounds of canned and packaged goods from their Lose for Good Campaign from **Weight Watchers**

**202,000**

Pounds of onions, cabbage, and turnips from **Torrey Farms**

**9,055**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Beth Israel South - Petrie Division**

**20,138**

Pounds of artisan bread from **Amy's Bread**

**6,860**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **St. Regis Hotel**

**121,963**

Pounds of scallions, parsley, cilantro, rutabaga, and beets from **GrowNYC Greenmarkets**

**10,000**

Pounds of packaged goods from **Magnus Rex Subconscious Productions**

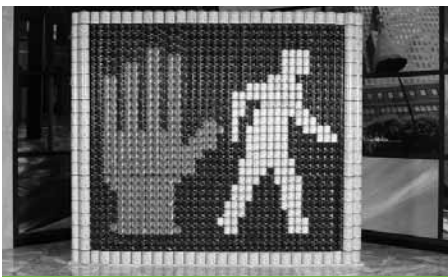
**1,500**

Pounds of flour in 50lbs bags from tv set props from **Person of Interest**

**4,956**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Levy Restaurants**

Every day, City Harvest trucks deliver an abundance of fresh, nutritious food thanks to these generous businesses.



Construction® New York amazed spectators with 25 giant sculptures made entirely from full cans of food. This annual design competition was created and organized by the Society for Design Administration and presented by Arts World Financial Center. Following the end of the competition, all of the 100,000 cans used to make the sculptures were given to City Harvest, enough to fill five City Harvest trucks!



Thanks to **Duane Reade** for making this year's pin-up promotion another huge success! From November 19th through December 30th, Duane Reade customers made donations at registers to help City Harvest feed hungry New Yorkers. More than 200 stores across the five boroughs participated, helping to raise over \$160,000 this holiday season!



Renowned chefs from more than 70 New York restaurants were out in full force at the Metropolitan Pavilion for City Harvest's annual auction and tasting event, **Bid Against Hunger**. Over \$1 million was raised thanks to an evening of delicious food, fun, silent auction bids, and an exciting live auction. Thank you to the support of Citibank, DKNY, Empire Merchants, Watermill Trading, our event co-chairs and everyone who attended for helping City Harvest provide nearly four million pounds of food for hungry New Yorkers.

## CITY HARVEST DRIVERS



*You don't have to be behind the wheel to be behind the cause!  
The following "City Harvest drivers" help steer our trucks as well.*

This year employees at **Credit Suisse** once again included City Harvest in their Holiday Charity Initiative. This year City Harvest came in first and received a total donation of \$275,000, from 565 employee donations, a match by the Credit Suisse Americas Foundation, and a bonus for being the most supported charity of the Initiative! A special thank you to Credit Suisse employees for their tremendous show of support through donations and extraordinary volunteer efforts at Mobile Markets and Greenmarket Rescues throughout the year.

On December 15th NBC 4 New York, WOR-AM Radio and WBL5-FM Radio partnered to present a live telethon to benefit City Harvest. Celebrities and City Harvest supporters participated live from Rockefeller Center throughout the day along with live broadcasts from a City Harvest truck traveling throughout the city. Donors stepped up to support the mission of City Harvest and collectively raised more than \$190,000 in support of our work. Thank you to all who participated!

Thanks to **D'Agostino Supermarket's** commitment to fighting hunger, D'Agostino customers could "Buy-A-Bundle" of the most needed nonperishable food items for City Harvest at locations in New York City. Horizon Milk partnered with D'Agostino Supermarkets and customers could also purchase shelf stable milk. At press time customers purchased over 20,000 pounds of food at checkout for City Harvest.

New Yorkers helped spread some joy this holiday season by purchasing an extra bag of produce at **Greenmarkets** throughout the city for special "Buy-A-Bag" days. City Harvest volunteers were onsite to collect more than 9,000 pounds of fresh fruits and vegetables purchased by Greenmarket shoppers for immediate delivery to programs serving hungry New Yorkers over the holidays.

Visitors to the hotel **Le Parker Meridien** had the chance to view gingerbread houses crafted by master chefs and bakers from December 1 through mid-January and purchase a ticket for \$1 and vote for their favorite sweet creation with over \$7,000 going to City Harvest to help feed hungry New Yorkers.

This holiday season, **Kidfresh** customers and followers fed hungry children in New York City with the click of a button. For each new Facebook fan or Twitter follower, Kidfresh donated 30 all-natural, wholesome kids meals to City Harvest resulting in more than 80,000 healthy kids' meals—56,895 pounds of food in total! Thank you to all our social media friends for helping to spread the word!

Thank you to **Pret A Manger** for treating patrons to its savory Holiday Lunch sandwich to benefit City Harvest once again this year. \$1 from each sandwich was donated to help keep our trucks rolling – nearly \$8,000 – a delicious gift for all! Thank you to everyone who purchased the Holiday Lunch sandwich.

## IT'S THE GREAT PUMPKIN

Just in time for Thanksgiving, chefs from our Food Council stepped up to support hungry New Yorkers by helping to cut up a massive 1,436-pound pumpkin that was donated to City Harvest following the annual Pumpkin Festival in Central Park. Chefs made delicious pumpkin dishes for delivery to the emergency food programs that City Harvest serves. Chefs Ron Ben-Israel, Terrance Brennan, Kerry Heffernan, Danny Mena, Marc Murphy, Ben Pollinger, Jesse Schenker, and Ivy Stark, created inventive recipes that can be found at [www.cityharvest.org/pumpkin](http://www.cityharvest.org/pumpkin).



**1,215**  
Pounds of bread, cookies, milk, and vegetables from **TV Food Network**

**78,606**  
Pounds of sandwiches, soups, and salads from **Pret A Manger**

**12,810**  
Pounds of artisan bread, sandwiches and salads from **Panera Bread-Bakery Café**

**21,241**  
Pounds of prepared sandwiches and salads from **Le Pain Quotidien**

**14,885**  
Pounds of bread, meat and pasta entrées, crackers, and coffee from **EAT**

**19,852**  
Pounds of artisan bread from **Eli's Bread**

**16,123**  
Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Restaurant Associates**

**2,940**  
Pounds of canned and packaged goods from **CB2 Eastside**

**1,002**  
Pounds of fresh turkeys from **Omnigage LLC- Wild Turkey**

**78,575**  
Pounds of kale, collard greens, and potatoes from **Lenny Bruno Farms**

**8,455**  
Pounds of fresh baked bread, meat and pasta entrées, vegetables, and chicken from **The Institute of Culinary Education**

**3,700**  
Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **St. Luke's Roosevelt Hospital**

**6,000**  
Pounds of canned and packaged goods from **United Nations International School**

**4,300**  
Pounds of canned and packaged goods from **PS 41 - Manhattan**

**1,852**  
Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Crowne Plaza Manhattan**

**271,320**  
Pounds of bread, canned vegetables, meat and pasta entrées, packaged pasta and cookies, milk, cheese, chicken, beef, fruits, and vegetables from **FreshDirect**

**105,037**  
Pounds of bread, canned vegetables, meat and pasta entrées, packaged pasta and cookies, milk, cheese, chicken, beef, fruits, and vegetables from **Whole Foods Market**



# DAILY NEWS READERS CARE TO FEED THE HUNGRY FOOD DRIVE

New Yorkers proved once again just how big-hearted they can be by donating to the 29th annual Daily News Readers Care to Feed the Hungry food drive. At press time, the drive has raised a record-breaking 1.2 million pounds of food for City Harvest. As the largest food drive in New York City, this annual partnership is crucial to City Harvest's efforts to supply food to programs that serve the hungry during the holidays, a time when many emergency food programs are faced with increased demand.

New Yorkers were able to drop off canned and nonperishable goods at firehouses and police stations throughout the city as well as at the Daily News building lobby, Modell's

Sporting Goods store and all MCU branch locations. New York City schools pitched in during "Kids Can Help Week," collecting over 180,000 pounds of food as of our December press time for their hungry neighbors, with IS 34 of Staten Island once again raising a total of 30,000 pounds.

Special thanks to all of our partners who worked so hard to make this citywide effort a success: Mayor Bloomberg, the NYPD, FDNY, NYC Department of Education, Citibank, Modell's Sporting Goods, Dole, Duane Reade, MCU and The Starr Foundation for their support, as well as media sponsors, NBC 4 New York and Telemundo 47 Nueva York, 77 WABC, and 1050 ESPN.

# A FOURTH HEALTHY NEIGHBORHOOD

City Harvest's Mobile Markets are a welcome and familiar sight in the South Bronx, the North Shore of Staten Island, and Bed-Stuy, Brooklyn. Now residents of a high-need neighborhood in Northern Manhattan are also seeing how these free distributions of fresh produce held twice a month are the starting point of a community effort to increase the availability of healthy food options.

Washington Heights/Inwood is City Harvest's fourth and newest area of focus for *Healthy Neighborhoods*, City Harvest's program to address the known links between poverty, hunger, and diet-related disease. In November, the Mobile Market began in Washington Heights/Inwood, where more than a quarter of residents live below the poverty line and 60% are overweight or obese. In addition to Mobile Markets, City Harvest serves this community with the delivery of free rescued food to community programs, nutrition education, and other programs to help local retailers of healthy food succeed.

At each Mobile Market, 8,000 pounds of fresh produce will be distributed free of charge to between 200 and 300 families. Maria D., a member of Dyckman Senior Center who has lived in Inwood for 27 years said, "I can speak for me and my friends and say that we're excited, and we definitely need the help. The Mobile Market will help me add fresh vegetables to my diet. I never bought winter squash before, but I tried it because of City Harvest. Now I am in love with it."



## UNCOMMONLY GOOD

**19,460**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Union Square Events**

**99,111**

Pounds of bread, canned vegetables, meat and pasta entrées, packaged pasta and cookies, milk, cheese, chicken, beef, fruits, and vegetables from **Food Emporium**

**130,552**

Pounds of beverages from **Pepsi Cola Bottling Co- Bronx**

**22,550**

Pounds of artisan bread from **Sullivan Street Bakery**

**80,966**

Pounds of brussel sprouts, cauliflower, and beets from **Hoeffner Farms**

**50,352**

Pounds of coffee flavored beverages from **JM Smucker Company**

**4,240**

Pounds of canned and packaged goods from **CB2 Soho - 051**

**1,415**

Pounds of prepared food like sandwiches, meat and pasta entrées, salads, soups, pastries, and breads from **Bialystoker Nursing Home**

**50,301**

Pounds of roasted tomato salsa and marinated sliced steak from **Air Stream Food Authority**

**12,462**

Pounds of pastries, sandwiches and salads from **Au Bon Pain**

**11,960**

Pounds of fresh baked bread and pastries from **Il Forno**

# WHAT'S COOKING

**FEBRUARY 7**

On Tuesday, February 7th, City Harvest's Leadership Council will host its first annual Mardi Gras fundraiser, **The Big Easy in the Big Apple**, at Apella event space at Alexandria Center. This New Orleans-themed evening will provide guests with exciting live music and special tastes of the South, all in support of City Harvest. To purchase tickets or to find out more information visit [www.cityharvest.org](http://www.cityharvest.org).

**APRIL 24TH**

Please join City Harvest for **An Evening of Practical Magic** to help City Harvest feed hungry New Yorkers. Thanks to the support of Barclays and the generosity of the City Harvest Board of Directors and the Event Co-Chairs, 100% of the ticket price will directly support the efforts of City Harvest to feed hungry New Yorkers. This year's gala event, to be held at Cipriani, will honor the staff and chefs of Union Square Hospitality Group for their ongoing commitment to helping City Harvest. Please visit [www.cityharvest.org](http://www.cityharvest.org) for more information.

**MAY 13 - JUNE 17**

From Mother's Day through Father's Day, City Harvest's **Feed the Kids** food drive aims to get more food for children into agencies for distribution to hungry families. Help us stock our city's emergency food programs during the summer months, when fewer children have regular access to school meal programs. Run a food drive or donate money to help us keep New York's children healthy and strong.

**MAY 14 - 18**

Mark your calendars for City Harvest's 10th annual **Skip Lunch Fight Hunger**. We're celebrating by extending Skip Lunch Fight Hunger and are planning to make it our biggest success yet! Employees at businesses and organizations across the city will have a full week to donate what they would normally spend on lunch to help feed hungry kids and their families. Team registration begins in February at [www.cityharvest.org](http://www.cityharvest.org).

RESCUING  
FOOD FOR  
NEW YORK'S  
HUNGRY  
**CITY  
HARVEST**  
[cityharvest.org](http://cityharvest.org)

City Harvest exists to end hunger in communities throughout New York City. We do this through food rescue and distribution, education, and other practical, innovative solutions.

575 EIGHTH AVE. 4TH FLOOR  
NEW YORK, NY 10018

TEL 917.351.8700  
FAX 917.351.8720

TO MAKE A GIFT ONLINE VISIT [WWW.CITYHARVEST.ORG/WINTERNEWS12](http://WWW.CITYHARVEST.ORG/WINTERNEWS12)

WANT MORE?

Sign up for FRESH NEWS, our email newsletter at [www.cityharvest.org](http://www.cityharvest.org)

The New York Times Company  
**2011 Nonprofit  
Excellence Awards**

City Harvest is one of three New York nonprofit organizations recognized by the 2011 New York Times Company Nonprofit Excellence Awards for outstanding management practices.



City Harvest is one of only 25 social service organizations in New York City to receive 4 stars from Charity Navigator.



City Harvest meets all Better Business Bureau Standards for Charity Accountability.

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