HUNGER is more than a physical hurt. Hunger disrupts how someone thinks, feels, and acts. Hunger, most simply, diminishes the quality of a person’s life.

With the support of concerned community members and loyal donors, Feeding America Southwest Virginia and our partner feeding programs are working not only to fight hunger, but to fight for a higher quality of life for those at risk of hunger—people who are disproportionately impacted by the results of poor nutrition.

FASWVA believes good food is good medicine. With new strategic initiatives and innovative collaborative efforts with local healthcare providers, we aim to stabilize the lives of our hungry friends and neighbors and improve their health and wellness.

For example, FASWVA’s Mobile Produce Program makes weekly deliveries to Nutrition & Wellness classes at Bradley Free Clinic of Roanoke. These classes teach the benefits of eating healthily and how to prepare healthy meals, and fresh produce provides the means to make these changes.

This outreach depends on the investment of people like you. Fresh produce can be more expensive to procure and more difficult to handle in a timely manner. FASWVA has devised new methods to get this good food where it needs to go, but we need your support to put them into action.

Healthier people are happier people. Healthier, happier people mean healthier, happier communities—for us all.

Donate now to help stabilize the lives of food insecure friends and neighbors in your community! Return the enclosed remit form or visit www.faswva.org/donate.
A MESSAGE

from the President & CEO

“Coming together is a beginning; keeping together is progress; working together is success.” — Henry Ford

Henry Ford, one of the most renowned businessmen in the world, recognized global visioning as a key to success. His sense of innovative advancement, appreciation for those that worked for him, and commitment to a system of support helped launch global partnerships that still exist today. FASWVA strives for that same success!

Unveiling our new 2016-2019 Strategic Plan, it is apparent that FASWVA’s food distribution network operates on the same principles: innovation, appreciation, and a commitment to supporting each other. Our financial contributors, food donors, agency partners, board members, volunteers, and most importantly, the people we serve—all play a direct role in the success of our work.

Like Ford, FASWVA values progressive transformations that will improve our service to our partners, improve our partners’ service to their clients, and ultimately improve our clients’ quality of life. Increasing food distribution is no longer enough; we must provide better food for those in hunger who suffer poor health. Our success will be determined by our ability to mobilize our communities in the pursuit of health and wellness for everyone in Southwest Virginia.

A Fond Farewell…

After 15 years of service to Feeding America Southwest Virginia, Gary Mitchell announced his retirement in December as Branch Director of the Abingdon Distribution Center. Among his many accomplishments, Gary oversaw FASWVA’s transition to the new building on Gravel Lake Road, helped launch the Mobile Food Pantry, and facilitated the development of the Harvest Home Community Kitchen. Gary served with kindness, sincerity, and devotion to providing the at-risk residents of Southwest Virginia with the best service possible. During his retirement, Gary plans to spend more time with his family. We at FASWVA will miss his friendly smile as much as his hard work.

…and a Warm Welcome!

David Millsap joined FASWVA in January as the Branch Director of the Abingdon Distribution Center. A lifelong Abingdon resident, David is devoted to the place and people. He brings with him over 32 years of experience in advertising and management with the Bristol Herald Courier. Alongside facilitating the daily operations, David also hopes to expand community awareness and mobilize people in the fight against hunger. “I look forward to working with the dedicated staff, donors, and volunteers,” Millsap said. “FASWVA provides a very much needed service to the residents of our region.” David can be reached by at dmillsap@faswva.org or by phone at (276)525-1778.
Our mission is to feed Southwest Virginia’s hungry through a network of partners and engage our region in the fight to end hunger.

FASWVA and our collaborative partners have come together to discuss the progress we’ve made and the challenges we’ve overcome to help us prepare for the next phase in the fight against hunger.

Together, we developed a strategic plan that outlines how we can better address the needs of the hungry in Southwest Virginia and get them on the path to self sufficiency.

With the initiatives detailed in the 2016-2019 Strategic Plan, FASWVA and our partners aim to improve how we serve one another, improve how we serve our clients, and ultimately improve our clients’ quality of life.

**Strategic Initiatives**

1. Strengthen distribution network with agency capacity assessment
2. Improve food security to help stabilize the lives of those we serve
3. Promote multifaceted approach to health and wellness
4. Expand and steward the utilization of our resources

Find out more at [ww.faswva.org/strategicplan](http://ww.faswva.org/strategicplan)
#1. Strengthen the charitable food distribution network with agency capacity assessment
- Identify partner agencies with the potential for growth
- Maximize coverage of our service area
- Improve our direct service programs
  - Mobile Food Pantry
  - Mobile Produce Program
  - Harvest Home Community Kitchen

Our partner feeding programs rely on FASWVA for the food they need to operate. Our new strategies are working to help them operate better.

#2. Improve food security to help stabilize the lives of those we serve
- Increase Foods to Encourage to provide consistent access to nutritious foods
- Maintain a variety of nutritious food options for our partner programs
- Expand childhood hunger relief programs to empower the next generation

Foods to Encourage (F2E) sets a standard for the nutritional quality of the food we provide. F2E advocates increased consumption of fruits, vegetables, whole grains, low-fat dairy, and lean protein.

#3. Promote multifaceted approach to health and wellness
- Broaden our philosophy from supplying food to supporting the overall health of our clients
- Initiate and expand partnerships with healthcare providers, government agencies, and community organizations
- Mobilize our community through a comprehensive marketing plan

FASWVA’s partnership with Carilion Clinic provides free on-site diabetes and high blood pressure screening at select Mobile Produce sites.

#4. Expand and steward FASWVA’s use of our resources
- Revise our business model to reflect the increasingly complex food distribution system and changing food safety regulations
- Mobilize broad public support for Strategic Plan
- Expand key partnerships and resources through participation in collaborative initiatives

Check out www.faswva.org to see how YOU can support FASWVA’s strategic plan.
FASWVA Receives Fresh Produce Grant from Disney

“M-I-C, K-E-Y, we want more veggies!” As part of the Be Inspired campaign, The Walt Disney Company pledged $1.5 million to the national Feeding America organization to “inspire” healthier generations by expanding access to fresh produce and nutritious foods for children and families that need it most.

As one of 60 food banks across the U.S. to be awarded a grant, FASWVA received over $19,000 to help us handle larger amounts of produce and to deliver the produce to our partner programs in a more timely manner.

Our clients want fresh fruits and vegetables more than anything else, but a majority of our partner programs either can’t afford or can’t properly store these healthier items. With the grant funding from The Walt Disney Company, FASWVA will be able to better serve our partner programs and help them better serve the hungry men, women, and children of Southwest Virginia.

Thanks, Mickey Mouse!

Seeds of Help Grow Hope

Seven years ago Jessica Flores’ home was destroyed by a fire, leaving her family of six with absolutely nothing. Social Services directed them to the Salem/Roanoke County Food Pantry for assistance and they got the help they needed to make it through their toughest hour.

Nowadays, Jessica donates food or funds when possible and she and her children volunteer at the Food Pantry. “My nine year old son absolutely loves it,” she says. “He’s to the age where he can recognize that we’ve been helped so much, and this is our opportunity to give back.”

Jessica and her boys also volunteer at the Salem Fresh Ideas Garden, a collaboration between the City of Salem and Salem Presbyterian Church which donates fresh produce to the pantry. Last year the garden produced over 1,800 pounds of tomatoes, cucumbers, potatoes, green beans and more.

When asked what benefit food pantries provide to the people in a community, Jessica simply states: “It gives them hope.”
Upcoming Events

“Make Every Basket Count”
In-store food drive
March 2—March 22

In-store donation & online campaign
March 28—April 25

10th Annual
Legal Food Frenzy
Online Giving Challenge
April 4—April 15

Stamp Out Hunger
USPS Letter Carrier’s
Annual Food Drive
May 14

Feeding the Future:
Ways to Give

With your support we can provide nutritious food for those in need in our communities and help raise the quality of life in our neighborhoods. Your gift today multiplies throughout our charitable food distribution network, but did you know a gift through a bequest can help feed the future?

Legacy Society

Become a member of Feeding America Southwest Virginia’s Legacy Society through a planned gift such as a bequest, life income gift, or trust. Charitable bequests are simple, straightforward, and easy to execute. Simply state in your will that a sum of money or portion of your estate be given to Feeding America Southwest Virginia after your death, and you can help better lives today and tomorrow. The benefits of a bequest are far-reaching and can positively impact your estate plans. Whether you chose to designate a specific sum, all or a portion of your estate – your gift will help fight hunger long into the future.

Learn More:

Please don’t hesitate to contact us to learn more about leaving a bequest to Feeding America Southwest Virginia. And, if you’ve already included Feeding America Southwest Virginia in your will or as a beneficiary of a retirement or life insurance policy, please contact us for Legacy Society membership. For more information, contact Jenny Doud, Vice President of External Affairs, at (540) 342-3011, ext. 7034, or jdoud@faswva.org.


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