When she was a child, Virginia's father started a food pantry to help others. Today, she finds herself in need of help. Read more about her on page 3.
A MESSAGE
from the President & CEO

"Small acts, when multiplied by millions of people, can transform the world." — Howard Zinn

Hunger Action Month is upon us! I’d like to thank our donors and volunteers for the wonderful work that you’ve done. When you take action to fight hunger, you become a hunger ADVOCATE. And your advocacy not only makes the work of Feeding America Southwest Virginia possible...your advocacy helps us grow to transform lives.

Advocacy doesn’t require grandiose displays. It doesn’t have to be loud or dramatic. Advocacy can be a daily act. Advocacy is educating yourself and your family about the need in our communities. Advocacy is inviting a neighbor to volunteer with you at the church food pantry. Advocacy is telling your friends how it fills your soul to help feed a person in need. Your passion for helping people will inspire others to do the same. That’s what it means to be an advocate.

There are times when the fight against hunger seems like an impossible task. And when we act alone the fight is even harder. As Howard Zinn says, small acts can leverage a transformative power—but only when we work together.

So go ahead, be an ADVOCATE! Spread the message in word and deed. There are people going hungry in Southwest Virginia and we can help feed them. Thank you, friends, for all that you do.

P.S. Join us in being an advocate:
• Call us at 540.342.3011 to find out which partner program needs you as a volunteer.
• Let us help you organize a food drive at your school or work.
• Ask us what hunger-relief policies your legislators are considering so you can make your voice heard. (If there’s one thing I’ve learned working with Unusual Gifting Method in your tax and financial planning.

Hunger Action Month Feature Event
FOOD TRUCK FEST
Friday, September 29 5-9 p.m.
Vinton Farmer’s Market

FREE ENTRY!
Food | Fun | Beer | Music

Feeding America Southwest Virginia

Hunger Action Month
Feeding Action Month is when the national Feeding America organization asks everyone in the nation to take action to fight hunger in their communities, all month long. HAM is your opportunity to join a movement that has a real and lasting impact on efforts to feed more Americans than ever before — including more than 150,000 people facing hunger right here in Southwest Virginia.

Whether it’s by advocating and raising awareness, making donations, or volunteering, you can find the way that’s right for you to make a difference during Hunger Action Month.

Turn the page for more info on what YOU can do to get involved!

Giving Back in Retirement:
IRA Charitable Rollover
1 in 8 individuals in our community doesn’t always know whether they’ll have enough food to eat. Your support can make a difference!

If you’ve reached the age of 70½, and are considering ways to reduce your federal income tax on unneeded, but required distributions from your traditional IRA – a simple gift made via IRA rollover may be an option for you.

How does it work? Once you’ve reached the required age, you can make gifts of up to $100,000 per year to a qualified charitable organization such as Feeding America Southwest Virginia – directly from your IRA. These gifts count toward your Required Minimum Distribution (RMD), and are not included in your adjusted gross income.

A charitable contribution directly from your IRA is a great way to make a gift during your lifetime and can benefit so many people. If you’re planning your year-end giving for 2017, contact Jenny Doud at 540.444.2940 or jdoud@faswva.org to learn more about this opportunity. And, as always – be sure to contact your plan administrator to discuss how you can use this gifting method in your tax and financial planning.

Feeding America Southwest Virginia

COMING SOON:
Craftsmen’s Classic Arts and Crafts Festival
October 13, 14, 15
Berglund Center

Featuring original designs and work from hundreds of talented artists and craftspeople from across America. Many exhibitors will demonstrate their creative processes throughout the weekend. This show is a winner of Sunshine Artist “100 Best” awards.

Admission is FREE with a food donation to FASWVA!

FOOD TRUCK FEST
Feeding America Southwest Virginia

President & CEO

Vinton Farmer’s Market

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Presented by
Feeding America Southwest Virginia

Grants

Allstate Foundation
Allstate Insurance Company
Atria Companies Employee Community Fund
Americares
Ameriprise Financial
BB&T
Carilion Clinic
City of Roanoke, Community Development Block Grant
Corning, Inc. Foundation
County of Alleghany
County of Roanoke
Darden Foundation
Feeding America (national)
Food Lion
Greater Alleghany United Fund
MAZON: A Jewish Response to Hunger
Morgan Stanley
Mountain States Health Alliance
No Kid Hungry
Presbytery of the Peaks
PwC Charitable Foundation
Russell County
Salem Rotary Club
Spetzler Fund, Foundation for Roanoke Valley
Town of Abingdon
United Way
Walmart Foundation
Washington County
WestRock

Altria Companies
American Electric Power
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WestRock
It was winter when I first met David, so we were holding the Mobile Food Pantry distribution inside the gym. I was up front calling out numbers and taking cards as clients started through the line. "NUMBER 52," I called, "FIFTY TWO!"

A man detached himself from the crowd. He was being inappropriate, loudly complaining about the wait time. He refused to make eye contact and tried to push past me, but I managed to stop him and ask for his number. It was in the 1990s. Politely, I told him that he must have misunderstood the number I'd called and asked him to sit down.

His countenance darkened. He stepped forward within inches of my face and began to argue aggressively, alcoholic on his breath. I honestly thought he might hit me, but eventually he walked away. For months afterward, I had police present at the distributions to keep an eye on David. There were no further incidents.

Our site tries to bring in partners and programs that further help clients improve their lives. The spring after I met David, we brought in a financial planning class. David was among the applicants. I almost cancelled the class because I didn't want him in it. I was debating what to do when, to my surprise, I got a phone call from him. I will never forget what he said. He said he knew he had problems, but he wanted to be different, to be better somehow. He said that he really didn't know where to start, but that any knowledge he gained would only help. He sounded sincere and I moved forward with the class.

David turned out to be an exemplary student. He showed up on time, always sober. He was friendly and worked hard on the classwork. From our first interaction, I had judged him as an alcoholic, but it became clear that alcohol was the symptom, not the disease. David had an underlying mental health issue he was fighting to control. With this understanding, I felt more inclined to help. By the last week of class, I no longer feared David. I genuinely counted him as a friend.

Our pantry has countless success stories about good people whose lives have benefited from the food or programs we have provided. But somehow, when I think about program success, I simply think of David and the chance he had to be a little more sober, a little more normal, a little more knowledgeable. It was a small thing to me, but I will always believe that for him, it was tremendous.

Since David, I look at each of my clients a little bit differently, with more kindness, more understanding. You see, it's easy to help the honest, hardworking single mother fighting breast cancer and foreclosure. It's easy to help the single father raising four adopted children after the tragic loss of his wife. It isn't always easy to help the Davids of the world, who are not so easy to love, not so simply gratifying to assist. When I think of the difference we have made in these lives and the changes they have wrought in our hearts, I arrive at what I consider my site's greatest triumph: we showed love when it was difficult and were shown love in return.

David Graham looks for new recipes in one of her cookbooks. She had them packed away, but began using them again after getting fresh produce through FASWVA Mobile Produce Program.
On a bright, sunny day in June, Feeding America Southwest Virginia gathered with a group of partners at a building on Melrose Avenue that has seen better days. It is fondly remembered for its days as the fine-dining establishment Lowell’s Restaurant. But its most recent incarnation, the nightclub “Ms. Choc’s Lounge,” sadly brought with it crime and other challenges that plagued the surrounding neighborhoods and kept police busy.

The group assembled on the property on the morning of June 26 was there to change that. With grant funding from HUD via Roanoke City and a large contribution from Food Lion Feeds, as well as the support of the Roanoke Police Department, Goodwill Industries of the Valleys, faith communities, and neighborhood associations, FASWVA broke ground on what will become the Community Solutions Center.

The building will be stripped to its bones and built back up to include several important elements. The main focus will be a production kitchen that will supply fresh, nutritious meals to FASWVA’s children’s programs. The kitchen will also act as a training facility with local partner Goodwill Industries offering job training courses.

Other signature features will include a small fresh foods market, a community room, and an office for Roanoke City Police. Each facet of the new center is designed to bring community members together and to support healthy lifestyles and positive relationships.

Relationship building has been key to bringing the Community Solutions Center to fruition, says Pamela Irvine, FASWVA’s President and CEO. “Collaborative partnerships are the future for our food bank and for many other organizations,” she says. “Working together and sharing resources is the way we’re going to improve the lives of the people we serve.”

Captain Rick Morrison and Chief Tim Jones of the Roanoke Police Department have been key figures in the project, helping to bring partners such as local neighborhood associations, faith communities and the police department to the table to define what the center would be and how it would serve the surrounding communities.

“The Community Solutions Center is the furthestance of today’s community policing mission,” says Captain Morrison. “With a dedicated area inside the center for police department outreach activities, this project will enhance neighborhood unity by bringing together collaborative community partners that will mentor youth, and expand community awareness and safety programs.”

Goodwill Industries of the Valleys also jumped at the chance to use their experience providing job training programs to further the center’s offerings.

After receiving two grants through Roanoke City, Food Lion Feeds contributed $350,000 to fill the remaining funding gap.

“Food Lion Feeds is proud to continue our partnership with Feeding America Southwest Virginia in such an impactful way,” says Rob Ward, director of operations for Food Lion’s Roanoke market. “In addition to providing meals to hungry families, this building will transform the lives of many who need job training skills so they can get better employment to help support their local families.”

Teamwork and fruitful partnerships will bring ground is officially broken on the new Community Solutions Center, pictured from left to right: Captain Rick Morrison (Roanoke Police), Chief Tim Jones (obscured - Roanoke Police), Jason Hartman (FASWVA Board Member), Teresa Lynch (FASWVA Board Member), Pamela Irvine (FASWVA President and CEO), Claudia Whitworth (Roanoke Tribune Editor/Publisher), Jim Pearman (FASWVA Board Chair), Rob Ward (Food Lion Roanoke area Director of Operations), Sherman Lea (Mayor of Roanoke City), Frank Rogan (Chief Development Officer, Goodwill Industries of the Valleys), Mike Wise (FASWVA Board Member), Atila Price (vice Mayor, Roanoke City), Chris Thompson (obscured - FASWVA Board Member), Craig Balzer (Board Chairman, Baber and Associates architectural firm).

“Goodwill has been an active player in helping to revitalize our Northwest Melrose neighborhood,” says Bruce Phipps, President and CEO of Goodwill Industries. “The Community Solutions Center is a great example of how two strong organizations can collaborate to help continue this positive transition to greater prosperity in our community. We are proud to work alongside Feeding America Southwest Virginia to make this a reality.”

With FASWVA’s commitment not to draw any funds away from its current operations to develop the new center, entirely new funds needed to be raised for renovations.

Ground is officially broken on the new Community Solutions Center. Pictured from left to right: Captain Rick Morrison (Roanoke Police), Chief Tim Jones (obscured - Roanoke Police), Jason Hartman (FASWVA Board Member), Teresa Lynch (FASWVA Board Member), Pamela Irvine (FASWVA President and CEO), Claudia Whitworth (Roanoke Tribune Editor/Publisher), Jim Pearman (FASWVA Board Chair), Rob Ward (Food Lion Roanoke area Director of Operations), Sherman Lea (Mayor of Roanoke City), Frank Rogan (Chief Development Officer, Goodwill Industries of the Valleys), Mike Wise (FASWVA Board Member), Atila Price (vice Mayor, Roanoke City), Chris Thompson (obscured - FASWVA Board Member), Craig Balzer (Board Chairman, Baber and Associates architectural firm).