



WICHITA FALLS AREA
FOOD BANK

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Letter of Application

July 30, 2007

Mr. Greg Anderson
Citibank Foundation
2405 Kell Blvd.
Wichita Falls, Texas 76308

Dear Mr. Anderson:

Thank you for the opportunity to respectfully submit this letter of application for \$5,000 to the Citibank Foundation. This critical request is to help the Wichita Falls Area Food Bank (WFAFB) to strengthen and expand our **PowerPak 4 Kids Backpack Program**. PowerPak 4 Kids is our newest and most effective approach for directly addressing severe nutritional deficiencies faced by children in our service area who are the poorest and most likely to be experiencing regular problems with hunger. While these children are eligible and do receive free meals at school, it is clear that in many cases this may be the only meal they consume. Such children could possibly return to school on Mondays weighing less than they did the previous Friday and their pain and inability to focus in school is very clear.

Executive Summary

For twenty-five years, the WFAFB has made fighting childhood hunger one of our highest service priorities. There is good reason for this – across our 13 North Texas counties, an alarming 50% of the children enrolled in school are classified as economically disadvantaged. In our service area, nearly 12,000 children live at or below the Federal poverty line – a condition that always involves hunger and food insecurity (from U.S. Census “Small Area Income and Poverty Statistics”).

While the WFAFB derives some comfort knowing that thousands of hungry children are receiving meals through our primary warehouse distribution program, we also are painfully aware that hundreds of the **poorest and most hungry children** either “slip through the cracks” or do not receive enough **personal food** once it is distributed through our existing emergency supplemental food distribution programs.

In the past school/program year (2006-2007), the WFAFB operated our PowerPak 4 Kids Backpack Program in six area elementary schools. As a matter of interest, the WFAFB also fights childhood hunger through a growing number of Kids Cafes, a related Childhood Hunger Program.



Member of Texas Food Bank Network

***“Feeding the Hungry
through
Charitable Agencies”***

While the WFAFB is planning to expand both programs to directly provide quality nutrition to approximately 1,000 children in 2007-2008, we realize we are still a long way from providing adequate amounts of food for **all** hungry children in our 13 counties. Food Bank service logs and census numbers show an indisputable gap between our level of service and need – approximately 1,000 children to be fed by the Food Bank’s childhood hunger programs in 2007-2008, **but in the shadow of over 12,000 impoverished children.**

The WFAFB’s Childhood Hunger Programs are indisputably effective. **What is paramount now is to simply expand the programs in areas where there is clear need.** In the past school-program year (2006-2007), the WFAFB’s PowerPak 4 Kids program provided an average of 486 needy children with backpacks full of nutritious take-home food items. With this proposal, the WFAFB is seeking modest funding from the Citibank Foundation (and about a dozen other area foundations and corporate giving programs with a track record of community support) to expand our six sites by an additional four sites for a total of ten PowerPak 4 Kids programs. In 2007-2008, the WFAFB’s PowerPak 4 Kids Backpack Program **will grow from 486 to 911 children, a stunning 87% increase.**

Background – How The Food Bank Works and Who We Serve

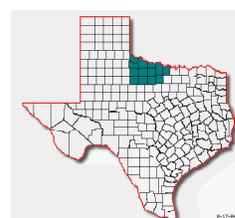
The Food Bank’s mission is **“Feeding the Hungry Through Charitable Agencies”**. Increasingly, these words under-describe what in calendar year 2007 will be an alarming reality for the WFAFB – providing nearly 2 million pounds of emergency food annually to 137,333 individuals (some duplicated). Our partners – the “charitable agencies” in our mission statement – include food pantries, low-income housing sites, senior citizen centers, family crisis centers, soup kitchens, emergency shelters, after school programs, low-income day care centers, rehabilitation facilities and disaster relief agencies. By partnering with the WFAFB, these agencies vastly extend their own wonderful missions. This could mean an additional home counselor at an abused women’s shelter, a sports or art program at a Boys & Girls Club, or the ability to pay the medication costs of a senior choosing between food and medication. Sometimes saving and always improving lives, these partners and the WFAFB are literally the hunger safety net for North Texas.



The WFAFB recovers food from local grocers, dairies, bakeries, farmers, ranchers, individuals, America’s Second Harvest, reclamation centers, other Texas food banks who share their surplus, USDA commodities, and through food and fund drives. Food arrives at the Food Bank on tractor-trailers or large refrigerated trucks and vans. The food is inspected, sorted, labeled and stored at our busy warehouse facility for repacking and distribution.

The latest U.S. Census survey (2004) shows 32,600 people (including 12,000 children) living in poverty in the 13 Texas counties served by the WFAFB. The day-to-day existence and struggles of the 137,333 individuals (some duplicated) who received supplemental food boxes in the last year are often heartbreaking and usually hidden. The Food Bank’s clients include low-income, working

13-County Service Area



- Archer
- Baylor
- Clay
- Foard
- Hardeman
- Haskell
- Jack
- Knox
- Montague
- Throckmorton
- Wichita
- Wilbarger
- Young

families; impoverished senior citizens; and thousands of poor children who too often miss meals. These areas of North Texas are affected by high rates of poverty, poor nutrition, and related health problems.

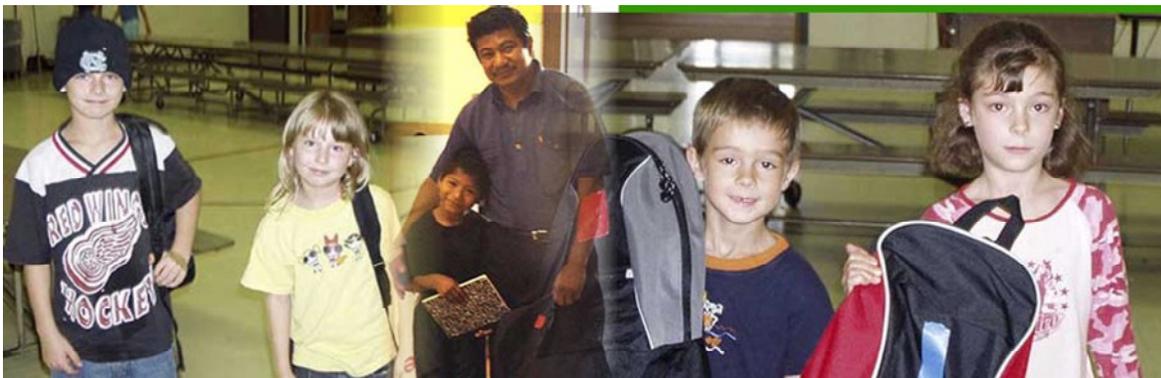
The WFAFB's Priority – Ending Childhood Hunger

The Board, staff, and volunteers of the WFAFB are particularly concerned by the problem of childhood hunger. Since nutrition affects a child's cognitive, social, and emotional development, children who do not get the nutritious food their bodies need are more likely to have problems learning, growing, and interacting. When it comes to childhood hunger, we have only one goal – to eliminate it, **completely**. While that may sound naïve or optimistic, we stand by this goal. We also realize such a goal demands powerful programs, and we have those as well.

As mentioned on page 1, the WFAFB presently operates two Childhood Hunger Programs that compliment our main food distribution mission (Kids Cafe and the PowerPak 4 Kids Backpack Program). Kids Cafes are safe, nurturing places where nearly 100 neighborhood children go after school and receive nutritious snacks and a meal as well as help with homework from caring volunteers or staff members.



PowerPak 4 Kids targets the poorest and most hungry children in our service area by working in school districts where vast percentages of the children receive free meals in school but have no such provisions over weekends or holidays. This year, nearly 500 hungry children located at six sites in North Texas received backpacks each Friday full of child-friendly food for their own consumption. In the coming 2007-08 school year, the Food Bank is expanding the program by 87% to serve 911 hungry children.



How the PowerPak 4 Kids Backpack Program Works

By working with donors, school principals, guidance counselors, teachers, parents, and dedicated volunteer leaders, the WFAFB presently operates an effective weekend backpack program where an average of 486 needy children receive supplemental nutrition **each week through the school year**. Every single stakeholder identified in the previous sentence is anxious and prepared to increase this program by a whopping 87% in 2007-2008 – to include 911 children.

In the last school-program year (2006-2007), the WFAFB piloted three (3) PowerPak 4 Kids Backpack Programs for students in grades kindergarten through sixth in Henrietta, Holliday and Petrolia Schools. The WFAFB also adopted the food supply responsibilities for existing backpack programs at Bowie, Nocona and Saint Jo Schools. In these six schools, chronically hungry children were identified by teachers and school staff using guidelines and warning signs for program eligibility. With confidentiality and discretion always a priority, parents of PowerPak 4 Kids children signed approval forms for participation. Take-home food items were procured by the WFAFB, delivered in bulk to sites, and assembled into individual distribution units by volunteers. Backpacks containing nutritious, child-friendly food for the weekend were distributed every Friday.

The WFAFB is careful to ensure that only nutritious, child-friendly foods are stocked in our backpacks. WFAFB's backpacks contain: Breakfast Items – Pop tarts, Granola bars, Cereal in bowls, Oatmeal, Graham cracker snacks; Lunch and Dinner Items – Macaroni and Cheese (microwave), Chef Boyardee, Soups, Vienna sausages, Beanie Wienies, Chicken/Tuna to go, Potted meat, Spam spread; Snack Items – Breadsticks w/cheese, Fruit roll-ups, Beef jerky, Snack pack pudding, Applesauce cups, Fruit in gel, Yogurt dips, Mini raisin boxes, Fruit snacks, Variety of juices, Graham cracker snacks, Peanut butter crackers, Cheese Crackers, Trail mix, Corn nuts, and Goldfish crackers. Every backpack also contains nutritious, shelf stable milk. The average annual cost of **purchased food** for a back pack is \$146. **The total cost, including food, transportation, salaries, and other is \$163.**



Why Expand PowerPak 4 Kids and How Can the Citibank Foundation Help?

With 12,000 children living in absolute poverty and one-half of all our children eligible for free school meals, childhood hunger is obviously a serious problem in North Texas. Our rationale for expanding PowerPak 4 Kids is straightforward – no other childhood hunger relief program has worked as well in 1) targeting very needy children, 2) attracting and holding loyal program volunteers, 3) catching the interest and donations of foundations and individuals, and 4) gaining media attention. With the benefit of a program year of experience, PowerPak 4 Kids is poised to expand by 87% (486 to 911 children) in 2007-2008 to include elementary schools in Archer City, Byers, Seymour, and Wichita Falls. As with the six schools already benefiting from the PowerPak 4 Kids Backpack Program, the four new schools in 2007-2008 will receive backpacks, child-friendly/shelf-stable food, nutritional education materials, substantial staff assistance from the WFAFB, and other program technical assistance.

It is our deepest hope that the Citibank Foundation will consider a \$5,000 grant to help the WFAFB to accomplish the PowerPak 4 Kids **program expansion** described in the previous pages. The WFAFB's dedicated Board and staff desire nothing more than to see strong communities in which our services were no longer required. In the meantime, we have a huge responsibility in providing emergency food to the neediest people across our service area. **There is no doubt in our collective minds that the neediest people are those children we intend to address in our PowerPak 4 Kids Backpack Program in 2007-2008.** A grant for \$5,000 from the Citibank Foundation to help the Wichita Falls Area Food Bank to

strengthen and expand our PowerPak 4 Kids Backpack Program would go a long way toward our goal of eliminating childhood hunger in our service area.

Thank you for your kind consideration of this important request from the # 1 safety net for poor and hungry people in North Texas. If we may answer any questions or provide additional clarification, please do not hesitate to call. Finally, it would be our greatest pleasure to provide an informative tour of the Wichita Falls Area Food Bank so that you can come to know this amazing and effective charity.

Sincerely,

Mary E. Stengel
Executive Director

Attachments:

1. Copy of 501 (c) 3 tax-exempt determination letter from IRS
2. Federal Taxpayer ID Number: 75-1812865
3. Copy of the current operating budget-WFAFB
4. Copy of most recent audited financial statement
5. PowerPak 4 Kids Program Budget Showing Requested Grant from Citibank Foundation
6. List of members of the Board of Directors
7. List of key staff and their responsibilities
8. List of major funding sources (please see project budget)
9. Evidence that requested funds will serve low- and moderate-income populations