

THE FOODBANK OF  
MONMOUTH & OCEAN  
COUNTIES IS NOW...



# FOOD FOR THOUGHT



## The FoodBank is Now... Fulfill

“We changed our name because we are doing more and invite our neighbors and partners to mobilize and engage in the many hunger-fighting services that help shorten the food line and add to the bottom line of families in need.”

Official launch of the new brand took place at Neptune headquarters in May and included signage unveiling, a press conference and a lively parade on the premises, complete with trucks, volunteer walkers, and the Neptune High School Marching Band!

The FoodBank of Monmouth and Ocean Counties announced it is now doing business as **Fulfill** to communicate the many ways we are working to end hunger in the community. “We changed our name because we are evolving and invite our neighbors and partners to mobilize and engage in the many hunger-fighting services that help shorten the food line and add to the bottom line of families in need. Because ending hunger in our community is a complex challenge, it takes a comprehensive approach to provide the resources people need to maintain active, healthy lifestyles,” says Carlos Rodriguez, Executive Director.

Fulfill programs include nutritious food distribution, kids’ feeding programs, mobile and pediatric pantries, free tax preparation, SNAP and healthcare enrollment assistance, and culinary job training and placement.

Hunger in Monmouth and Ocean Counties is no longer a crisis that can be remedied with emergency food

alone. Fulfill distributes more than 12 million meals to 132,000 people, including 40,000 children in Monmouth and Ocean Counties, and partners with more than 300 feeding programs that include food pantries, soup kitchens, senior centers and group homes – and 95 cents of every dollar donated goes directly to those in need. Fulfill receives a 4-star, highest ranking on Charity Navigator.

Fulfill operates in two locations: 3300 Route 66 in Neptune and at The B.E.A.T. Center, 1769 Hooper Avenue in the Silverton Plaza Toms River. Mobilize the community with us and learn more about how to get help, give help, take a tour or partner with Fulfill at [www.fulfillnj.org](http://www.fulfillnj.org) or call **732-918-2600**.

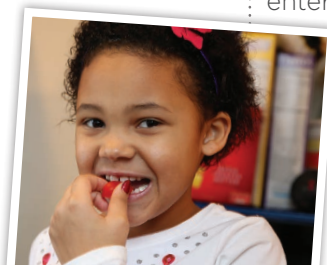
With your help, Fulfill is determined to make sure that “Hunger Won’t Win Here!”



## Upcoming Events and Ways to Help:

**September 18, 2017: STUDENTS CHANGE HUNGER** — Make sure your grammar school, middle school, high school or college is participating in our holiday season of giving competition — top schools receive trophies, prizes and a chance to win the Governor’s Cup Award. To sign up and participate during the fall season, contact Kate at [kirving@fulfillnj.org](mailto:kirving@fulfillnj.org). We welcome sponsors too!

**September 19, 2017: Donor Appreciation Night**  
A special “invite only” evening to celebrate our Silo of Hope Donors for their dedicated support of Fulfill. Interested in becoming a Silo of Hope Donor? See inside for details.



**September 25, 2017: The Jersey Shore Culinary Classic** — This event will be held at Doolan’s Shore Club in Spring Lake from 5:00-9:00 PM. The best tasting event at the shore with new OPEN BAR pricing and entertainment by BRIAN KIRK and the JIRKS! To get tickets, contact Kate at [kirving@fulfillnj.org](mailto:kirving@fulfillnj.org) or pay at the door!

**October 1 — November 15: Fulfill’s annual “Families Feeding Families” Turkey and Holiday Meal Drive!**  
Help a local family enjoy a holiday meal by donating frozen turkeys, chickens or holiday trimmings. We will accept donations large and small (including cash donations) at our locations in Neptune (3300 Route 66, Neptune) or Toms River at THE B.E.A.T. Center (1769 Hooper Avenue — at the back of the building to Fulfill).



**Headquarters**  
3300 Route 66  
Neptune, NJ 07753  
(732) 918-2600

**The B.E.A.T. Center**  
1769 Hooper Avenue  
Toms River, NJ 08753

www.fulfillnj.org

Follow us on



Fulfill earned a 4-star rating from Charity Navigator for eight consecutive years. This distinction means Fulfill, a 501 (c)3 charitable organization, outperformed most charities in America in areas of efficiency, fiscal integrity, and effectiveness.



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Executive Director  
Carlos M. Rodriguez

# September Is Hunger Action Month

As we approach the fall, we are mindful of the many changes that have occurred since this time last year. The FoodBank of Monmouth and Ocean Counties is now doing business as **Fulfill...** and we cannot THANK YOU enough for your support, enthusiasm and renewed spirit as you help us spread the word that winning against hunger does not end with providing food. Together, we can deliver many hunger-ending strategies that help families get back on their feet and thrive. A combined approach of food distribution through our incredible network of feeding partners along with resources that help bring income back into households, give our neighbors in need a hand up. Our partnership with you is what makes us a caring community in which to live.

September is Hunger Action Month, a time when our local efforts are amplified nationally. As part of the Feeding America network, we bring awareness to the issue of Hunger in America and in our own towns. It's also a great time to remember the things many of us take for granted, like a Thanksgiving dinner with turkey and trimmings, gifts, parties and holiday cheer, are not experienced by people who are struggling to feed their families throughout the year.

We continue to bring awareness and create partnerships with businesses, elected representatives, and individuals for help and advocacy for our hungry neighbors.

Together, we can address the immediate need for food, as well as protect the resources that help families put food on the table: healthcare, SNAP and tax credits for working families.

We know that results matter to you, so here are some hunger-fighting stats from this year:

- **Fulfill distributed more than 12 million meals**, including 2.9 million pounds of fresh produce
- **More than 70,000 meals were prepared for at-risk children** in after-school and summer programs
- **The B.E.A.T. Center partners provided more than \$7 million in food and resources** including over 1,900 volunteer hours in the first 12 months since opening in Ocean County

Our strategy works to both feed the lines and shorten the lines. Whether you are a long-time supporter or new to our organization, we consider you a partner in helping to make sure that HUNGER WON'T WIN HERE. Together... we can win against hunger!

Sincerely

Carlos M. Rodriguez  
Executive Director

## Help Ensure Hunger Won't Win Here

**For 132,000 people in Monmouth and Ocean Counties, hunger is a year-round problem.**

With a gift of \$1,000 or more annually to Fulfill (formerly The FoodBank of Monmouth and Ocean Counties), you join a special group of dedicated families and individuals—the **Silo of Hope Society**—who are deeply committed to providing for the most basic of human needs—food.

Silo of Hope members make up 84% of our individual donations and are critical to keeping us strong. Your leadership supports Fulfill's mission to alleviate hunger and build food-secure communities in Monmouth and Ocean Counties.

**If you are interested in becoming a Silo of Hope member, contact Diana Flippo at 732-643-5843 or email [dflippo@fulfillnj.org](mailto:dflippo@fulfillnj.org).**

### Silo of Hope Society

**Silo of Hope has six levels of annual giving, starting at \$1,000**

- \$1,000+ **Seed of Hope**
- \$2,500+ **Gardener of Hope**
- \$5,000+ **Gatherer of Hope**
- \$10,000+ **Cultivator of Hope**
- \$25,000+ **Nourisher of Hope**
- \$50,000+ **Leader of Hope**

## Summer Meals Success

Thanks to YOU... kids who depend on school lunch programs did not have to go without a meal this summer.

This year, Fulfill provided the most meals to summer programs since it began in 2012. We have 25 sites within Monmouth & Ocean Counties.



“We did a much improved job of reaching eligible low-income families with help from YMCA Community Centers, the New Jersey Department of Agriculture and our generous donors,” said Fulfill Network Engagement Manager, Wendi Silver. “It’s wonderful to see kids get nutritious breakfasts and lunches so they have the energy to play and enjoy the summer, and it’s a great relief for families who struggle to afford both the costs of seasonal daycare and additional meals.”

Here at the Freehold Community YMCA Summer Food Service Program, children were served chicken breast with cheese on whole wheat bread, a fresh plum, carrot sticks with low-fat dip and one percent milk.

## Grants Provide Funding for Key Programs

Fulfill’s Mobile Pantry brings nutritious food to neighborhoods where people can’t access a food pantry due to distance or mobility/transportation limitations. Each month, the Mobile Pantry brings food directly to more than 1,000 individuals, including persons with disabilities, seniors, and families. Last year, grants from the Wakefern Food Corporation, Wawa Foundation, and Walmart Foundation helped the Mobile Pantry distribute more than 318,000 meals. We’d like to extend a special thank you to these community leaders for ensuring that no one in our area goes hungry!



## Local Scout Builds NEW Produce Wash Station for Fulfill’s Organic Garden

Thanks to Boy Scout Matthew Redbord from Troop 76 in Wayside, Fulfill now has a new wash station for our Volunteer Organic Garden, which is greatly appreciated!

Matt wanted to build something for his Eagle Scout Project that would contribute to our garden. After meeting with Garden Coordinator Jess Sinkhorn, they decided the wash station was a perfect way to get the fresh picked produce from the garden to the pantries cleaned and ready for cooking. “It’s a solution we have needed to provide for a while,” said Jess.

Matt was responsible for designing the

station, securing volunteer help, raising funds, buying materials and building the sturdy structure.

The project took more than a year to plan and six weekends to build. “I want to thank Fulfill for giving me this opportunity. I also want to acknowledge the incredible support from the scouts, dads, neighbors, and friends who assisted. I couldn’t have done it without you,” says Matt.



## Meet Gordon

He was in the middle of treatment for esophageal cancer when he lost his job and the healthcare benefits that were included. When he explained this to the hospital social worker, Dale, she promptly contacted Fulfill, asking for assistance and setting up an appointment with Susan, a Fulfill Resource Connections team member.

Since he lost his healthcare benefits, Gordon could not receive his cancer medications, get the necessary tests to track its progression, or schedule the surgery that could save his life. He needed an insurance policy that would provide the doctors, tests, medicine, and treatments needed to bring him to recovery. He had almost given up hope in finding that care until he was introduced to a Fulfill specialist who had access and experience in the marketplace.

Gordon now has an inexpensive plan, with zero deductible, that took effect August 1<sup>st</sup>. His appointments are scheduled, his doctor visits have resumed, and his medications can be taken without interruption.

“I am so grateful to Dale, who knew to call Fulfill in order to get me the help I needed to continue my treatment. I am hopeful for the future and happy to know that I’m in good hands,” says Gordon.

\*Fulfill Resource Connection Specialists can be found in many locations in Monmouth and Ocean Counties, helping with healthcare and SNAP applications, as well as free tax preparation. For more information, visit our website at [www.fulfillnj.org](http://www.fulfillnj.org).

## From Volunteers to Donors... Nina and Kirk are Making a Difference

Seven years ago, this compassionate couple came through the doors of Fulfill (formerly The FoodBank of Monmouth and Ocean Counties), looking for a meaningful volunteer opportunity in retirement.

Nina and Kirk Willey are now familiar faces at Fulfill and are part of our team of regular Monday volunteers. "I enjoy working in the sort room because we are making sure that only the best quality food is being distributed. I work with a wonderful group of people and love the camaraderie, while serving the community," says Nina.

Kirk prefers volunteering in the garden and at our mobile pantries. "I like that we can supply those in need with fresh produce and grow

ingredients for use in the Culinary Training Program. I also enjoy helping at Mobile Pantry locations because I see first-hand how people benefit from receiving food," he says.

As they became more familiar with all the services offered by Fulfill, they decided to do even more and became donors. Kirk sums it up this way. "We have been donors for 5 years now because we are more aware of hunger among the children and elderly in our community, and we are fortunate enough to contribute. You get back more than you give when you help someone, and it's very rewarding to have a hand in providing nutritious food to those who need it. We hope the recent rebranding from The FoodBank to Fulfill will increase donations and involvement so that it can cast a wider net to help more of our neighbors."



"Fulfill is fortunate to have loyal donors like Nina and Kirk who really know us, and we check in with them regularly to see how we're doing," says Development Manager Diana Flippo. "Roughly 60% of our donor base begin as volunteers, who witness the impact of their dollars first-hand. We are so grateful to all our volunteer donors and could not do what we do without them!"

**To become a donor, please contact Diana at [dflippo@fulfillnj.org](mailto:dflippo@fulfillnj.org) or by calling 732-643-5843.**



## Maxine Nieves

Langosta Lounge — Prep Chef  
Graduate of Fulfill Culinary Arts Training Program

I grew up in a family that loved to cook and I remember as a child I enjoyed being with my grandfather who had a food truck and sold hot dogs and hamburgers. One of the many things I love about food is the memories that it conjures up of moments long forgotten. I can take a bite of my favorite foods and they transport me back to happy times in my life. But life wasn't always so easy.

As an adult, I was a licensed cosmetologist and I lost my job during the recession. When my lease ran out and I still couldn't find work, I had to make the difficult decision to pack up my things and live out of my car. I was hungry and scared and not sure what to do next. Every day was a struggle. I felt I had hit rock bottom and I knew I had to figure something out, so I finally had to push pride aside and utilize the help that was available to me. I had to have enough sustenance to keep going.

I heard about Fulfill's Culinary Training Program from the JBJ Soul Kitchen,

and I knew I had nothing more to fall back on so I applied. It was a life-changing decision. I became the valedictorian and won a scholarship award at graduation. Once you have a sense of pride, you can move forward and your life changes. That's what I loved about Fulfill (The Foodbank of Monmouth & Ocean Counties). I want to say thank you for your compassion and for all those who support the program so people like me can stop feeling alone and without hope and move forward and get ahead.

Getting my first paycheck was like a dream. I had to pinch myself because I couldn't believe I was being paid for something I love doing and am passionate about. Now I have a great job at Langosta Lounge in Asbury Park. I would say to others, don't ever give up hope and don't be embarrassed to ask for help. Circumstances can be awful, but you can find a way to keep moving forward. The smallest things can make a difference in someone's life.

"Getting my first paycheck was like a dream... I couldn't believe I was being paid for something I love doing and am passionate about."