



CAPSTONE PROJECT REQUEST

Hunger Network Overview

History

Over 36 years ago cuts in public welfare programs and the national recession led the Interchurch Council of Greater Cleveland to create the Hunger Taskforce to address the increasing need for emergency food for children in Cuyahoga County. In 1995, with the help and blessing of the Cuyahoga County Commissioners, the Hunger Taskforce became an independent organization renamed the Hunger Network of Greater Cleveland (HNGC).

Mission

The mission of the Hunger Network of Greater Cleveland is to reduce hunger in our community by providing food and linkages to other vital services for hungry people, especially children and families, by actively participating in a coordinated response to people in need.

With the aid of over 1,100 dedicated volunteers, our network of over 100 hunger centers and hot meal programs distributes nutritious food directly into the hands of approximately 60,000 hungry people every month, nearly half of whom are children. For every dollar raised, the Hunger Network is able to provide four nutritionally balanced meals.

The Hunger Network's Garden of Giving Program enables our food centers to take fresh produce fresh from the garden and into the bags of clients coming to the Network for emergency food. This program helps provide more nutritious meals for our food insecure citizens.

The Stay Well Project, in partnership with University Hospitals is providing basic health & prevention information, diet education, health screening and services to our clients, at Network food centers in their own neighborhoods.

Capstone Project Proposal

Background

The Hunger Network of Greater Cleveland provides the system that the volunteers in our pantries and hot meals utilize to provide equitable and reliable emergency food service to individuals and families throughout the county. We are dedicated to providing nutritionally sound meals to our families. Our use of funds is restricted to taking whatever is available from the Cleveland Foodbank (CF) where inventory rotates daily based on corporate donors and government supplies and where our emergency centers compete with several hundred other non-profits for the daily



inventory. We attempt to incorporate any fresh produce that is available from the CF or from our Gardens of Giving project in our bags and meals but our facilities are in churches and community centers and are not conducive to storing highly perishable products.

Our volunteers interact with low income families in their service areas on a daily basis throughout the year and help them access other social and community services when possible. The Gardens of Giving project has made it possible for some families to get involved in growing some of their own food. Recently the Hunger Network has partnered with University Hospital to provide health education and screening events at eight of our programs each month. Since the project began we have had over 4000 clients participate with nearly half of them receiving blood pressure, glucose, BMI and other tests. Over 200 people needed urgent care. Large numbers of participants have diet sensitive diseases. Hunger, nutrition and health are closely connected and although we have been the largest grassroots emergency distribution agency in Cuyahoga County for decades we now have a greater message to impart to our clients and the larger community about healthy diets and the improved health that results.

Problem

We have new stories to tell and new information to impart but spend a lot of energy on advertising our four events to insure their success since we depend on them to operate. However, there is now a great opportunity to add an interesting education component to our messaging. We have also recently improved our web site and have been using social media in any way we can to get involvement and support. The Hunger Network has a small staff of 9 people, three of whom work on fundraising, marketing and public relations. Our board is also involved in hands on work so we would need assistance to expand beyond our existing marketing (and minor education) efforts.

We need a plan and with a project that can expand our existing messaging and advertising that will shift our branding and messaging to include the urgent need for everyone to understand the strong connection between adequate and nutritious food to not only make hunger go away on a temporary basis, but to help the hungry “Stay Well”. There are stories of discovery and success coming from the Stay Well and Gardens of Giving Project that we are not able to share.

New Education/Marketing Message and Plan Needed

The Hunger Network is interested in having Capstone Project students assess this situation and provide a doable plan with the components of a new Education/Marketing plan that keeps our current advertising but expands it to include this vital new information. The plan should help us to leverage our new web sites and our social media platforms and our print messaging to expand our focus to hunger and the new evidence of the impact of good nutrition and health throughout our operation.

The goal will be to give the Hunger Network a marketing plan that would include the related nutrition and health aspects and include an education plan so we are telling a story beyond the general hunger facts we use today.



The outcomes should include several options, ideas and methods that could be incorporated in our current calendar to achieve this. The Executive Director, Special Events, Public Relations Director and Development Assistant (in charge of social media) as well as necessary Program staff would be available to assist in the assessment and discovery phases of the project as well as the development of the project plan and plan components.

Hunger Network Facts:

- 60,000 people per month receive emergency food at one of our center or hot meal programs...that is 17,000 more than the capacity of Progressive Field.
- 25,000, or forty one percent of those served each month are children.
- The Hunger Network serves 6,500,000 meals per year.
- Over 75% of the emergency food in Greater Cleveland is distributed by the Hunger Network.
- The Hunger Network purchases food from the food bank and other food wholesalers and then puts that nutritious food directly into the hands of the truly needy.
- The Hunger Network is an effective and efficient delivery system with centers strategically located throughout Cleveland's neighborhoods and surrounding suburbs.
- The Hunger Network distributes food at over 100 hunger center pantries and hot meal programs throughout Cuyahoga County.
- More than 1,100 caring volunteers work in our centers and provide more than just a food to the people we serve.
- 94% of the Hunger Network's annual expenses is for program costs, while 5% is for fundraising and .61% is for administrative costs.

Annual Events

Inaugural All About the Bag Fashion Show – February 26, 2014

The All About the Bag Fashion Show will be a fashionable evening full of fancy frocks, fun and fundraising! Don't miss the first ever All About the Bag Fashion Show featuring the finest looks Beachwood Place has to offer, a Diamond Drop, an exhibit by Virginia Marti College students, a Mini Cooper Raffle and an unbeatable silent auction that Cleveland Fashionistas can only dream of! Where: Landerhaven Executive Caterers, 611 Landerhaven Drive, Mayfield Heights. When: 6:00 P.M. Ticket Prices: \$55 General Admission, \$125 Premier Package includes: VIP Ticket, Swag Bag & Mini Cooper Raffle Ticket.

26th Anniversary Walk for Hunger – May 10, 2014

The Walk for Hunger is the Hunger Network of Greater Cleveland's signature event that takes place each May to raise funds and awareness to fight hunger in Greater Cleveland. The Walk for Hunger is a walk through downtown beginning at Burke Lakefront Airport and finishing at the North Coast Harbor with music, refreshments and entertainment for the entire family. Over 2,000 walkers in teams of 10 or more participate each year and help raise money to directly support hungry men, women & children right here in greater Cleveland. Walkers who raise \$40 or more earn a Walk for Hunger T-shirt.

8th Annual Rolling on the River – September 26, 2014



Join the Friends of the Hunger Network, a Young Professional Group, for a fabulously fun party at Windows on the River. Tickets include free play money for casino games, complimentary food, wine, beer, live music, raffle prizes and a great silent auction. Tickets are \$59 per person now through September 12th, \$69 per person September 13th- September 25th, \$75 per person on September 26th at the door.

25th Annual Best Party of the Year – December 5, 2014

Join us for the Best Party at the Intercontinental Hotel, a gala event complete with fabulous food featuring local restaurants, delicious drinks including a signature Martini Bar, exciting live music and endless dancing. The event also includes an extensive Silent Auction, 50/50 Raffle and Wine Pull. Tickets are \$89 per person now through November 9th, \$99 per person November 10th- December 4th, \$109 per person on December 5th at the door.



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Executive Director Bio

Dana Irribarren, Executive Director

Dana Irribarren is the Executive Director of the Hunger Network of Greater Cleveland, which she led into its independent status in 1995.

The Cleveland Plain Dealer called her a “vital link in the food chain,” dubbing her a Cleveland “All Star” in 1997. Dana began her career in hunger in 1977, and opened 10 hot meal sites and four hunger centers in the early 1980s. She managed the 1995 transition of the Hunger Network from a program of the Interchurch Council to an independent, nonprofit with no interruption in service.

“As the Executive Director of the Hunger Network of Greater Cleveland I try to stay focused on what I believe the organization should be doing and I try to bring a sense of vision to all the work we do while at the same time being practical and realistic about what can be achieved.” A strategic plan harnessing this focus has provided an overall direction for the Hunger Network of Greater Cleveland. Dana attributes the organization’s success to its attention to the Network’s inherent goals.

She believes we need to work toward giving people, especially children, a basic right to food in this country instead of accepting that they, in this time, in this economy, go hungry.

Dana earned her Bachelor’s of Arts Degree in social work in 1985 from Antioch in Yellow Spring, Ohio.



HUNGERNETWORK OF GREATER CLEVELAND

Stopping Hunger in its Tracks™

Location Guide

Hunger Centers

Avon Avenue
Bay Presbyterian Church
Bountiful Basement
Bread Basket
Bread of Life
Brookside
CACC I- Collinwood
CACC II-Nottingham
Calvary Lutheran
Community Corner
Corinthian
Cory
Euclid Hunger Taskforce
Friendly Inn Settlement
Garden Valley
Harvard Community Ctr.
Heights Emergency
Lakewood Community
 Service Center
Lane Central
Lee-Seville-Miles
Maple Heights
Mt. Haven
Near West Food &
 Family Center
New Cleveland Food
 Basket
New Covenant
Parma
Redeemer Crisis Center
SCAN
Shaker Heights
 Community Center
Southeast Clergy
St. John Kanty
St. Mark
Triedstone Community
 Care Center
University Settlement

Hot Meal Programs

Beth-El AME Zion
Bethany Christian
CACC III – Grovewood
Changing Lives
Community A.M.E. Church
Cory Kitchen
Dunham Ave.
EBC Fery
Emmanuel Baptist
Faith Baptist
Fifth Church of God
First Beulah
Lee Memorial
Mercy Seat Mission
Morning Star
Mt. Nebo MBC
Mt. Olive
Northeast Church of God
North Presbyterian Church
Philemon Community
Pilgrim Church of Christ
Quinn Chapel
2nd Ebenezer Missionary
St. Andrews Episcopal
Trinity Cathedral
True Vine
Windermere UMC

Alliance Pantries

Adams Avenue
Addison Square
Bethany Baptist Church
Beulah Baptist
Bread of Life
Concord Baptist Church
Confirmed Word Faith Ctr.
Dunham Avenue
East Mt. Zion
EBC Ferry

Euclid Four Square
Full Gospel
Garfield Hts Senior Center
Golgotha
Greater Bethel AME Zion
Lee Memorial
Living Waters Church of God
May Dugan Center
Mt. Moriah
Mt. Nebo Baptist Church
Mt. Sinai Baptist Church
Mt. Zion
New Sardis Baptist
Pilgrim UCC
Quinn Chapel
S. Hill Lend a Hand
2nd Ebenezer
2nd Nazarene
Semach Sedek RIAS
St. James
St. Timothy Missionary
 Baptist Church
Starlight Baptist Church
Temple Baptist
The Living Water Church
Trinity Assembly of God
Windermere



Hunger Centers & Hot Meal Sites

