

Austin Food Bloggers Project 2011

Welcome to the first philanthropy event as members of the AFBA. Thank you for sharing in our passion and concern to end hunger in our community. By participating in this event, you will have the opportunity to share your thoughts and write about the face of hunger. One year ago, many of us took on the challenge faced by so many in our community today. We lived for a week on the contents of what a typical food basket would include and blogged about it. We created recipes from those basic ingredients provided to us on a list and we were able to enlighten our readers about a true need in our community. In many instances, it was equally enlightening to us as food bloggers.



For this year's Anniversary Project, we will delve more into the SNAP program and why so many clients find it too daunting to re-apply every month for the extra \$16 the program provides. We will have the opportunity to hear about some of the amazing resources that CAFB offers in our community.

As food bloggers, we have the ability to take a lot of information and simplify it into stories for others, often drawing on our own experiences to write a unique piece that touches the hearts of others. We also have the ability to create a wide variety of tasty meals that bring comfort and healing to many people.

Our challenge is to bring more awareness to our local food bank – particularly the SNAP program – by creating some nutritious recipes that Angela and her team could incorporate into the local classes. Each of our stories will be different due to our own life experiences and perspectives, just as the stories are of each individual or family supported by CAFB. The face of hunger knows no bounds.

Things to keep in mind while creating recipes:

- Kid-friendly, vegetable-based snacks that require minimal, if any, cooking for K-12th grades. (This is a big need.)
- We are all busy, so focusing on 5-10 ingredients is preferred.
- Recipes need to be nutrient-dense (higher ratio of nutrient:calories). No added sugar, low-fat (oil-based vs. solid fats), whole grains preferred, fruits & vegetables, and vegetable sources of protein, etc.
- For adults, we will need to keep in mind that most of the clients will have basic appliances, so ideally no food processors should be used in the recipes.
- Client transportation may only be a bus or walking, so consider their



ability to carry what is purchased.

- Some clients are living in hotels with minimal heating and refrigeration elements.
- For many clients, SNAP doesn't go far enough and they need to supplement their food budget by visiting a pantry. Below is an example of a food pantry's inventory. While the inventory changes from day to day and varies from agency to agency, CAFB's nutrition education class recipes often include ingredients available at the pantries.

April 8, 2011 Inventory at St. John Community Food Center

Assorted Baby Food	Minute Maid Apple Juice	Vitamin Water Zero	Sweet & Sour Chicken
Dry Pinto Beans	Apples	Rice	Onions
Oranges	Smoothie Mix	Cabbage	MRE (Meals Ready To Eat)
Frosted Wild Grape Pop Tarts	Assorted Dairy	Grapefruit	Zero Vitamin Water
USDA Applesauce	USDA Rice	USDA Peanut Butter Creamy	USDA 1% Low Fat Milk
USDA Rolled Oats	Chicken in Water	USDA Spaghetti	USDA Mixed Vegetables
USDA Macaroni	Heinz Ketchup	Bread items	USDA Whole Kernel Sweet Corn
USDA Applesauce	USDA Rice	USDA Spaghetti Sauce	USDA Spaghetti
Fuze Drinks	USDA Cherry Apple Juice	USDA Grapefruit Juice	USDA Rolled Oats
USDA Macaroni	Turkeys		Ruffles Hot Wings Chips
Rock Salt for Water Softeners	Meat Frozen	Assorted Lunch Meat	V8 Raspberry Green Tea
Assorted Canned Meat & Fish	Assorted Canned Beans	Assorted Canned Pasta & Soup	Assorted Canned Vegetables
USDA Chicken Leg Quarters	Cereals Assorted		



Participation Guidelines

- Please post your first blog by April 30, 2011
- Commit to creating at least two blog posts by May 30, 2011
- Consider linking to CAFB's website at austinfoodbank.org, their donation page, and/or hungerisunacceptable.com

Promotion Mix

- Updates on the AFBA and CAFB Facebook page
- Updates on the AFBA and CAFB Twitter account
- Home page presence on AFBP website
- AFBA and CAFB blog post(s).
- CAFB microsite listing and linking to participant blogs.
- Project banner included in rotation on CAFB home page <http://www.austinfoodbank.org>
- Project graphic on CAFB blog that links to the CAFB microsite
- Since all blog posts will be tagged as "hunger stories", CAFB blog coverage will appear on Hunger Is UNacceptable's home page <http://www.austinfoodbank.org/hunger-is-unacceptable/>
- Prominent graphic/link to project microsite on the "Your Voices" section of Hunger Is UNacceptable <http://www.austinfoodbank.org/hunger-is-unacceptable/your-voices.html>
- CAFB E-newsletter story (distribution list is approximately 23,000 and is sent out monthly)
- Story in *Feedback* – CAFB's print publication (distribution list is approximately 18,000).

For more information:

AFBA Philanthropy questions: Kristina Wolter, girlgonegrits@yahoo.com

CAFB questions: Lisa Goddard, lgoddard@austinfoodbank.org

Resource guide: <http://www.austinfoodbank.org/austin-food-bloggers/austin-food-bloggers-resource.html>

