

Peas and Carrots

Operation Hungry Child, Inc.

Letter from the Director

It's not yet summer down here in South Georgia, but you wouldn't know it when you stepped outside. Somehow the seasons go from winter to summer with a very small break we call spring, most notably marked by the azaleas blooming, pollen and allergy sufferers everywhere. This spring brought a big change for us as we welcomed a new baby into the family. Hannah became a big sister to Joseph on April 18. Now I have two hungry mouths to feed...

We have a lot of exciting things going on at OHC and SpenserNation as you will see in the following pages. Spenser and Mom have been quite busy selling their books to benefit food banks and visiting schools to raise awareness. They just returned from Baltimore, where they participated in Literary Night at Shady Spring Elementary. Leading up to the event, the school hosted a food drive to stock the shelves of the community church pantry. As you would imagine, the children (and adults) were very excited to meet Spenser!



Map the Meal Gap

In addition to all of the information you will find in this newsletter, I want to inform you of a project recently undertaken by Feeding America. "Map the Meal Gap" is an interactive study where you can understand the face of hunger at the local community level just by clicking on a map and learning

about the residents in your state struggling with hunger. It puts a very tangible picture on the problem of hunger in our country. I encourage you to check it out at feedingamerica.org. Before the problem of hunger can be addressed, it must be understood. Learning the specifics of the hunger crisis better enables the problem to be addressed.



We appreciate the support we receive from you and look forward to finding more ways we can feed children and lessen the pangs of hunger here in America.

Sincerely,

Lindsey Brooks Buck
Executive Director

**Spring 2011
Volume 3, Issue 1**

Inside this issue:

Changes	2
ElephantShooz	2
National Recognition	3
New Friends and Old	3
An Apple A Day	4
Ways to Contribute	4



TO DONATE

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OperationHungryChild.com

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GA 31405

Look for us on Facebook
and become a fan



**16382 Cans
collected**

Changes Coming to OHC

Operation Hungry Child started as Spenser's non-profit affiliate in our commitment to fight child hunger but as we continue to grow and expand, we decided that some housecleaning needed to be done. And what better time than spring? Not that we are throwing anything away, just re-organizing and streamlining some of our objectives and operations.

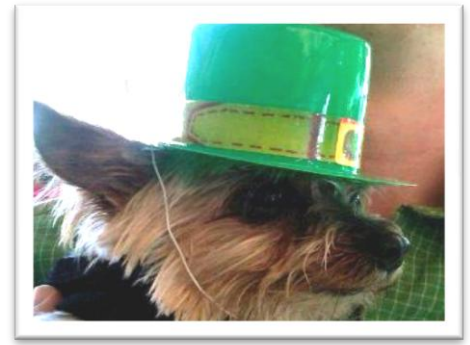
- We are debuting our new logo that will focus more on children and less on Spenser (although he will continue to be our "front dog" in the war on hunger).
- We are launching a mother-child initiative with the introduction of *ElephantShooz* in May.
- We are introducing a line of personalized children's books (more on this fun thing later).
- We are continuing to work on the Pepsi Refresh

project idea, Apple A Day, to mount a nationwide initiative teaming with pediatricians and grocery stores to address underfed children in our communities.

Pretty ambitious? Yes, it is and we are very excited about all of our plans.

As always, we are asking for your help both in the gathering of funds and the distribution of funds. If you are aware of an organization that awards grants for programs like ours or if you are aware of a child hunger program that needs funds, please let us know.

Spenser's *Little Friends* books have almost sold out of their first printing! We are so pleased with the reception they have gotten. Of course, with the 4.95 price tag, they do not raise as much money but we continue to work on the awareness angle even in these toddler books.



Spenser enjoyed his 11th St Patrick's Day parade and his visit to St Francis Cabrini School the next day to read his Savannah story to the children.

ElephantShooz in May

ElephantShooz, A Workbook for Moms, will be available in time for Mother's Day. If the name throws you off, look in the mirror at your lips as you form the words. Yes, you got it - I LOVE YOU - but more socially acceptable to a fifth grader getting out of the car at school. And that's where the title originated. Of course, all of us mothers know that it could also refer to the elephant-size job that we do or the many shoes that we wear. *ElephantShooz* will be available initially at Amazon.com and at our websites.

National Recognition for SpenserNation

Operation Hungry Child and SpenserNation were honored to receive the 2011 Teacher's Choice Award for Outstanding Children's Book Series. This award is based on educational value, originality and creativity, ease of use, high-interest level, and motivation for children. It is the only national award that requires judges to be both teachers and parents. The judges' comments included many compliments to our fabulous illustrator, Amie Jacobsen.

The book industry is cluttered with competitions and contests. Many, we feel, can be won by just paying the entry fee. This competition was quite different

starting with the package that was required when we entered.

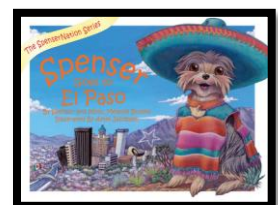


A copy of each book, with promotional materials, a set of lesson plans, other materials available at no charge from the

"I loved everything about these books! I think the illustrations are wonderful and can be adapted to any age. Spenser is adorable and captures the reader with the interactive nature of the book. Of particular note is the section in the back about the food banks of each city. Using this as a springboard for community involvement makes it so adaptable age-wise."

CONTEST JUDGE

SpenserNation website, and biographies of author and illustrator all went into the original box. And after we were notified of our selection, we still had work to do - detailed forms asking lots of questions had to be completed and returned. It was well worth the effort.



Spenser Goes to El Paso won a bronze award from the Young Voices Foundation.

Make New Friends - But Keep the Old



Operation Hungry Child is pleased to announce its newest partner in the war on childhood hunger. The Child Feeding Project which finds its home in the Feeding America West Michigan Food Bank located in Grand Rapids, Michigan, is just getting off the ground. OHC has experience in these programs and was keen to help. Lindsey worked with Nancy Ullrey, Agency Relations Manager, to ensure that our goals and objectives all lined up and a funds award was made in March.

Operation Hungry Child also hosted for the second year a Christmas party for the children at the Kayton Homes Kids Cafe. This is the Kids Cafe featured in the *Spenser's Savannah* book. Melanie, Will, and a group of helpers fed and entertained the children. Each child was given a copy of *Spenser Goes to El Paso* to add to their home reading collection. The children look forward to this visit from Spenser and a chance to share some holiday spirit.



The Spanish language edition of *Spenser Goes to El Paso* is making inroads in the southwest Texas areas. Ben spent time in November working with the Chamber of Commerce and the tourism bureau to determine how we could meet common objectives. It looks like the plan will be to use the Spenser book to introduce event planners to the El Paso area and stress the area's strong Hispanic roots. Proceeds go to the West Texas Food Bank.

An Apple A Day - An Awareness Project

Operation Hungry Child was thrilled to be a finalist in Pepsi's grant-awarding contest. Our goals were lofty and we were pitted against a number of veteran money-raising organizations with full-time staffs. Unfortunately, we didn't win. Fortunately, we discovered what great friends and fans we have. We also learned we have unqualified support for our project, An Apple A Day (AAD). So we plan to continue to search for funds to see it through - which means new opportunities in grant-writing and proposal seeking.

Apple A Day has three main objectives:

- Raise awareness of child hunger in America

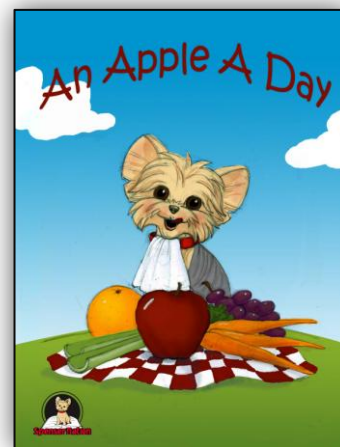
- Address the problem of underfed/malnourished children
- Engage those who can make a difference in their local communities

In short, An Apple A Day involves interaction between parents/children and three separate groups.

Operation Hungry Child will develop and produce a children's activity book/workbook about nutrition featuring Spenser.

Pediatrician groups will distribute to children when they visit for well child checkups.

Participating grocers will redeem specific pages in the book for an apple (when completed and presented by the child).



A timeline has not been established yet for AAD although we do hope to complete the design phase and begin production this year.

OHC is in the process of applying for grants to fund the venture.

Thanks to our donors!

Donations will be listed in the next newsletter.

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Ending childhood hunger,
one child at a time.

Ways to Contribute

In the interest of cost containment, we are not including envelopes in this newsletter.

Check page 1 for specifics on how to donate. Your donations are needed and appreciated.

Giving Tiers

Make a monetary donation as you are able. Monthly BillPay deductions are easy.



\$1-\$100



\$101-\$200



\$201-\$500



\$501-\$1,000



\$1,001 +

Child Hunger Programs in Your Community

Let us know about programs in your community that support child hunger. We are always looking for new partners. Just email us at programs@operationhungrychild.org. We will get in touch with the organization and take it from there. All you need to do is send us the name of the organization - we'll take your personal referral as a good recommendation. After all, we are in this together.

Use Our Products

- Buy Spenser books for yourself, for gifts, for donations
- Buy ElephantShooz for every mother that you know (we'll send you the launch date)
- Be on the lookout for the launch of our new personalized books - from Sesame Street to the Bible - you will love these stories and so will the child whose name you add.

Be Part of the Solution

Talk about the problem. Volunteer at a local food pantry or food bank. Participate any time you hear of a food drive. Incorporate food collections into your social events. Facebook about the need to take care of America's children. Be the program at your church or social club. We will be glad to support you in any of these activities. Just let us know what you want to do - and we'll send a book or some photo cards or some coloring sheets or just some good ideas.