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## A Different Kind of Food Truck

### Meeting a vital need in food deserts

At a time when food prices are soaring out of sight, many neighbors are grateful for the Healthy Harvest Mobile Market (HHMM).

The HHMM — a collaboration between Freestore Foodbank and Anthem — is a grocery store on wheels, giving new meaning to the term “food truck.” A Ford F-350 pickup truck leads the way, hauling a 24-foot trailer that serves as a walk-in store.

The Mobile Market’s shelves are full of nutritious choices, including plenty of fresh fruit and vegetables — one of the top reasons for its existence. The HHMM launched in 2016 to bring healthy produce to the many “food deserts” in the Greater Cincinnati area.

A food desert is a neighborhood with no grocery store, leaving residents with limited access to fresh food. One client said that before the HHMM arrived, he had to take two buses to get to a grocery store with a produce section.

Jen and Andrew, pictured at left, have been coming to the Mobile Market for six years. They came weekly in their old Walnut Hills neighborhood, but when they lost their lease, they had to move — and worried they wouldn’t have access anymore.

But when they landed on their feet in Avondale, they were thrilled to learn that HHMM makes regular stops there, too. (The truck makes its rounds five days a week, stopping at two or three locations every day.)

Jen loves the fresh fruit she gets from the Mobile Market. Andrew does too, but he really likes it for another reason — it saves them money. And that’s really important in a time of rising prices.

Jen and Andrew are just a couple of the many neighbors who benefit from the fresh produce this program provides.

**Your support helps keep the Mobile Market on the road, visiting the neighborhoods that need it most. Thank you!**

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### A Message From Our President & CEO

With the holidays approaching, I can't help but feel extra grateful for everything you've done for our neighbors experiencing hunger.

We've seen this caring community rally behind us — through the pandemic and more. We've seen it in how you've helped provide emergency relief. And we hope to see it throughout the holiday season and into 2023 ... because our challenges are not over.

Soaring prices in the grocery store and at the gas pump are creating additional hardships. And while no one should go hungry at any time of year, it seems to hurt more during the holidays.

But thanks to caring friends like you, local families don't have to worry about how they'll put food on the table. We'll continue supporting neighbors through food distributions, connecting them with social services, and providing workforce development programs that move people along the path to stabilization.

Please read through this edition of Connection and see the difference you're making.

Then, I hope you'll consider a special holiday gift to help even more people. Thank you!



## Double Your Dollars on GivingTuesday

On Nov. 29, your donation will DOUBLE!

GivingTuesday is a global day of giving that unleashes the power of generosity. What started in 2012 as a simple idea to encourage people to do good has grown into a movement that inspires hundreds of millions of people to donate, collaborate and celebrate giving.

We hope you'll join the movement this year as we celebrate Double Your Dollars Day locally. For one day, your donation will double. Your gift of \$25 will help provide 150 meals for the community.

When you Double Your Dollars on GivingTuesday, your gift helps provide twice the nourishing food for children, families and seniors in our tristate area.

**You don't have to wait for GivingTuesday to give! You can donate online today at [freestorefoodbank.org/dydd22](https://freestorefoodbank.org/dydd22).**



# GIVINGTUESDAY



# Leaving a Local Legacy

This couple is supporting Freestore Foodbank now — and for years to come

Some Freestore Foodbank supporters are touched by our mission to help people who are facing hunger. Others are drawn to Freestore Foodbank for the resources and connections we offer to help people avert crisis and reduce barriers to their self-sufficiency.

For Diane and Dave Moccia, it's the whole package.

"From the onset, Diane and I both liked that Freestore Foodbank goes beyond simply giving food," Dave says. "They also give support, financial education and life skills.

"Freestore [Foodbank] helps people access resources they may not realize they're eligible for, or even know are available. And with the pandemic, people who normally would not have considered needing help had a resource to turn to in Freestore [Foodbank]."

The Moccias, who have supported Freestore Foodbank for 30 years, are monthly donors to sustain our programming. They are particularly interested in our workforce development programs (Cincinnati COOKS! culinary training and LIFT the TriState logistics training) and the life-skills education provided along with the industry-specific skills.

Philanthropy is a family value for the Moccias.

"Dave and I are of one mind in what organizations we support," says Diane. "And we also have encouraged our children. We feel we have been fortunate and that we should give to the community around us."

For Dave and Diane, part of giving back means including Freestore Foodbank in their long-term plans.

"We love our kids," says Dave, "but if we can also share resources with others in greater need, that makes sense to us. We feel like we need to give back to the community by including organizations like Freestore Foodbank in our plans for the future."

**Thank you, Diane and Dave, for making us a part of your legacy!**



**Diane and Dave want to give back to the community through their giving.**

## Leave your own legacy

How you can leave a legacy right now ... and down the road

Now: If you're at least 70½ years old, you can make a tax-free gift through your IRA — via a qualified charitable distribution (QCD) — to benefit Freestore Foodbank. And you can do so as soon as this holiday season — and receive tax benefits in return!

After reaching 72, a QCD may begin to count toward fulfilling your required minimum distribution. Your gift will never count as income, and will always bring food, connection and hope to struggling families.

Now that's icing on the holiday cupcake!

Later: One of the most tax-efficient ways to support Freestore Foodbank beyond your lifetime is to designate us as a beneficiary of your 401(k), 403(b), IRA or other qualified retirement program.

**For more information, contact Mindy Hammer at [mhammer@freestorefoodbank.org](mailto:mhammer@freestorefoodbank.org) or 513-482-7099. Or visit: [freestorefoodbank.org/stock](https://freestorefoodbank.org/stock).**

*Our legal name is Freestore-Foodbank, Inc. Our tax ID is 23-7122205. If you have included us in your estate plans, please let us know so we may thank you and know your intentions.*

# The “Perfect Place” for Volunteers

This veteran volunteer shares why she loves serving with us

Simply put: Freestore Foodbank couldn't do its work without the caring, compassionate service of our volunteers.

Volunteers are a vital part of our efforts to provide meals to hungry children, families and seniors in the tristate area. Every time you volunteer, you will leave knowing that you have helped to provide food, connection and hope for our neighbors facing hunger.

Darla gets that!

A Freestore Foodbank volunteer for more than five years, Darla started serving with her grandchildren during the holiday season, giving out meals at our Liberty Street Market.

As she learned about schools we help, she began assembling Power Pack weekend food for children. She has also packed produce for our Freestore Direct delivery program and volunteered on our Healthy Harvest Mobile Market truck.

“I feel my time is truly a contribution at Freestore [Foodbank], and it's very much appreciated,” says Darla, who has volunteered with several organizations. “Serving the end customer is their number one goal; they do it efficiently, with no bells and whistles.

“Helping to feed families who are food-deprived is my number one reason to volunteer, and I've found the perfect place for that.”



Darla (right) says helping to feed families is her top priority.

## Wanted: Holiday Volunteers!

Has Darla's story inspired you to consider volunteering? There's no better time than now, as the holiday season gets busy. If you'd like to serve, learn more at [freestorefoodbank.org/volunteers](http://freestorefoodbank.org/volunteers).

Stay connected to the work you support! Visit us at [freestorefoodbank.org](http://freestorefoodbank.org)



Yes, I want to provide more nutritious meals for children and families at risk of hunger this holiday season.

I've enclosed my tax-deductible gift of:

☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25 ☐ Other \$ \_\_\_\_\_

☐ I would like to be a Full Plate Partner and commit to a monthly gift of \$ \_\_\_\_\_. My first gift is enclosed.

☐ I would like more information on including Freestore Foodbank in my will, trust, retirement account or life insurance policy.

☐ Double my gift's impact. I will ask my company to match my gift.  
Company Name \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please make your check payable to: **Freestore Foodbank**  
1141 Central Parkway, Cincinnati, OH 45202 | 513-482-3663

## DONATE NOW

Your online gift will be put to work quickly. Please visit our website: [freestorefoodbank.org](http://freestorefoodbank.org)

**Double your gift's impact:** Many employers offer matching contributions dollar for dollar.

To find out if your employer has a matching gift program, please contact your HR department.

Questions? Please call our Donor Relations Department at 513-482-FOOD (3663).

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Your gift changes lives!