

# 2011 ROADRUNNER ROUNDUP



## Special Holiday Food and Fund Drive Edition

### The Gift of Food...With Your Help

Enclosed is your handy guide for helping those in need this holiday season. Please support our work this fall and winter and benefit the nearly 40,000 hungry and vulnerable people we serve every week.

Inside this special holiday edition you can find everything including:

- Volunteering at our Albuquerque branch this holiday season
- How easy it is to facilitate an Online Food Drive from your computer
- Information about hosting a food and fund drive
- Purchasing our Gift Cards where the recipient receives a beautiful card with a special gift tag about our hunger relief programs
- Buying Souper Bowl tickets to give as a unique holiday gift

Through all of these activities your participation and support helps feed hungry people including families just like Alison, Aaron and Karl.

#### Meet Alison, Aaron and Karl

Alison and Aaron are being raised by a single father that has suffered from a traumatic brain injury.

Because of his injury, Karl their father, is not able to work. He receives financial assistance which helps with some of the family's needs, but it is not enough to prevent their family from sometimes going hungry.

But there is help for Alison and Aaron. Thanks to the *Food for Kids Backpack* program, nearly 3,500 children in 47 elementary schools receive help with food including Alison and Aaron. The program ensures that children have food on the weekend since schools meals aren't available on Saturday and Sunday.

Before being placed on the program Alison told school staff, "I wish we had more food. Sometimes I get to eat cereal, but we never have milk to eat with it. Sometimes me, my dad, and Aaron don't have enough food to eat at home."



***"Thank you, thank you!  
Now I can have milk in my cereal and  
something to eat this weekend."  
Alison***

The first time the children received the backpack filled with food, Alison jumped up and down in excitement. She said, "Thank you, thank you! Now I can have milk in my cereal and something to eat this weekend."

School personnel have said that they are overjoyed that Karl's children not only will receive breakfast and lunch every day at school, but will have food for the weekend through the *Food for Kids Backpack* program.

Karl is also thankful for the food they receive through the program. He said, "This food helps us out tremendously."

Since the downturn of the economy, unfortunately, this is a very common story. Your donations can help change lives like those of Alison, Aaron, and Karl's so they can have a better future.

# HOLIDAY LETTER CARRIERS' FOOD DRIVE IN ALBUQUERQUE

## *Saturday, November 19, 2011*

Over the years so many of you have helped by donating food! Thank you! Here is another way you can donate food to help those that are less fortunate. You can do three things to help...

- 1) Clean out your pantry or pick up a few extra food items at the store before Sat., Nov. 19th
- 2) Fill up a bag or two with non-perishable food
- 3) Leave out a bag filled with food near your mailbox on Sat., Nov. 19th. Your letter carrier will pick it up.

Roadrunner Food Bank has been fortunate enough to partner with the *National Association of Letter Carriers* and the *National Rural Letter Carriers' Association*, allowing us to collect food in Albuquerque for hungry people of New Mexico.

The *National Association of Letter Carriers*, the *National Rural Letter Carriers' Association* and the *US Postal Service* make this food drive possible. Thank you letter carriers for making a difference in the lives of the hungry people we serve! Thank you donors, for contributing food and funds to help us in our work. Your gift touches the lives of 40,000 people every week.

### **Volunteers Needed for Albuquerque's Letter Carriers' Food Drive**

You can volunteer to help during the Letter Carriers' Holiday Food Drive. Volunteers are needed on Nov. 19th at the post office locations listed below. Volunteers are also needed on Nov. 20th at our Albuquerque warehouse to begin sorting the food that the letter carriers' bring in. To volunteer, please register at [www.rffb.org/volunteer](http://www.rffb.org/volunteer) or email [christina@rffb.org](mailto:christina@rffb.org).



#### **Albuquerque postal locations where volunteers are needed:**

Manzano Substation	11600 Haines NE (Juan Tabo and Haines, South of Indian School)
Uptown Substation	2505 Graceland NE (North of Carlisle, South of Menaul)
Richard Pino Substation	4600 Paradise (Paradise and Davenport, near Eagle Ranch Rd)
Main Post Office	1135 Broadway (Broadway between Lomas and Mountain)
Highland Substation	111 Alvarado SE (near San Mateo and Central)
Academy Substation	6255 San Antonio NE (San Antonio and San Pedro)
North Valley Substation	110 Montano Rd NE (between Edith and 2nd Street)

### **Hosting a Food and Fund Drive Online**

[www.rffb.org/onlineFD](http://www.rffb.org/onlineFD)

Each year hundreds of groups, businesses and organizations host a food and fund drive in their place of employment, faith community, or school. This year, we hope you will continue to host a food and fund drive, but consider including an Online Food Drive to collect monetary donations. For every \$1 gift, we can provide more than 4 meals. All you have to do is sign up to be included in our Online Food Drive program!

#### **Once You Sign Up We Will:**

- Provide a secure online giving link to email to your group
- List your group name on our online donation page
- Track your group's giving
- Update your group's total donations
- Provide email templates to remind people to participate
- Provide a speaker to inspire giving
- Invite your group to volunteer and tour the Food Bank

#### **The Benefits of Our Online Food Drive:**

- No boxes or barrels taking up space in your lobby
- Instant communication about the food drive to your constituents encouraging monetary donations
- Greenest way to give with a gift made online and in just a few minutes
- A great way to promote inter-department competitions

#### **Other Ways to Give:**

- Text RRFB to 20222 to generate a \$10 gift



- Scan the code above with your smart phone to make a gift online

For more information contact [annamarie@rffb.org](mailto:annamarie@rffb.org), call 505-349-8921 or visit [www.rffb.org/onlineFD](http://www.rffb.org/onlineFD) for details. Groups in Doña Ana County interested in hosting a food and fund drive for our Las Cruces branch should contact Amireen Corpus at 575-523-4390 or [amireen.corpus@rffb.org](mailto:amireen.corpus@rffb.org).

# HOLIDAY FOOD AND FUND DRIVE ACTIVITIES

## ANYTIME

Host an **Online Food and Fund Drive** from your computer. For more details call 505•349•8921 or visit our website at [www.rffb.org/onlineFD](http://www.rffb.org/onlineFD).

## NOVEMBER 1-30

Donate a bag of non-perishable food at any **Smith's Food and Drug** location.

## NOVEMBER 1-19

Listen to **92.3 KRST** and **93.3 KOB FM** in Albuquerque to find out how you can make a difference this holiday season in the lives of hungry New Mexicans.

## NOVEMBER 18

**Stuff the Truck in Las Cruces.** Bring a bag of non-perishable food to 2711 N. Telshor. Contact [nancy@rffb.org](mailto:nancy@rffb.org) for more information.

## NOVEMBER 19

### Letter Carriers' Food Drive in Albuquerque

Leave a bag of non-perishable food by your mailbox for your letter carrier to pick up. Letter carriers will pick up food from businesses and schools too!

## NOVEMBER 19

Drop off food donations at **ABQ Uptown** (Louisiana and Indian School) from 10 am - 5:30 pm. Donations of food accepted such as non-perishable foods and frozen turkey/ham.

## NOVEMBER 19

Watch **KOB TV** and listen to **92.3 KRST FM** and **93.3 KOB FM** during our Live Broadcast at 4 pm.

## NOV. 19 - 22

**Las Cruces:** Bring non-perishable food to 2711 N. Telshor and help our Las Cruces branch.

## NOV. 19 - DEC. 18

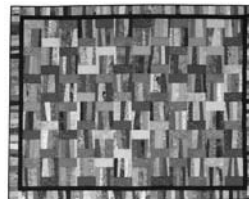
Donate non-perishable food items at **Starbucks** locations in the Albuquerque metro area.

## NOVEMBER 20

**Sortin' Sunday:** 9 am - 3 pm at Roadrunner Food Bank in Albuquerque. Help sort and box food for distribution to the hungry this winter. Register to volunteer in advance at [www.rffb.org/volunteer](http://www.rffb.org/volunteer) or email [christina@rffb.org](mailto:christina@rffb.org).

## THROUGH DEC. 2

Purchase **raffle tickets** for this beautiful quilt. **\$1 per ticket.** Tickets may be purchased online, by calling 505•349•8678, or at 5840 Office Blvd NE in Albuquerque. Visit [www.rffb.org](http://www.rffb.org) for more information.



### DURING ROADRUNNER FOOD BANK'S BUSINESS HOURS:

**Albuquerque Branch:** Monday - Friday, 8am to 4pm, 5840 Office Blvd. NE  
**Las Cruces Branch:** Monday - Thursday, 7am to 4pm, 2001 Copper Loop

- Bring in frozen turkeys or hams for the hungry this holiday season.
- Volunteer in Albuquerque. We need your help to sort food, fill food boxes and repack bulk food. Register to volunteer in advance at [www.rffb.org/volunteer](http://www.rffb.org/volunteer) or email [christina@rffb.org](mailto:christina@rffb.org).
- Schedule a tour of our Food Bank by calling 505•349•8678 today!

## THANK YOU Holiday Food and Fund Drive Sponsors!

**Smith's**  
FOOD & DRUG STORES



ALBUQUERQUE JOURNAL



## Roadrunner Food Bank:

**Albuquerque Branch**  
5840 Office Blvd NE  
505•247•2052

**Las Cruces Branch**  
2001 Copper Loop  
575•523•4390

For a map to either location, visit [www.rffb.org/contact](http://www.rffb.org/contact)



Roadrunner Food Bank, Inc.  
5840 Office Blvd NE  
Albuquerque, NM 87109  
(505) 247-2052 Fax (505) 242-6471

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
Albuquerque, NM  
Permit No. 1629



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**GREAT  
GIFT  
IDEA...**



**SOUPER BOWL TICKETS ON SALE NOW!**  
**Join us on Saturday, January 28, 2012**

Get ready for soup! And dessert too! Souper Bowl tickets are on sale for 2012. Join us on Saturday, January 28, 2012 from 11 am to 2 pm at *5840 Office Blvd NE* in Albuquerque.

We expect more than 40 restaurants and chefs to prepare savory soups and delicious desserts for your enjoyment. Our prize drawing packages are back too! You can purchase tickets and enter for a chance to win wonderful prize packages that include staycations, airline tickets, and much more. Prize drawing tickets will be available for purchase at the event.

Ticket prices are \$40 for adults and \$10 for children 12 and under. **Purchase tickets at [www.rrfb.org/souperbowl](http://www.rrfb.org/souperbowl), at the Food Bank or by calling 505-349-8921.** Online ticket sales end on January 25<sup>th</sup>. Tickets purchased the day of the event are \$45 at the door.

Checks should be made payable to Roadrunner Food Bank. Please indicate in the memo line of your check, Souper Bowl 2012. A one-time \$2.00 handling fee will be included with tickets that are purchased online or by telephone. Checks for the event tickets and handling fee should be mailed to:

Souper Bowl Tickets  
c/o Roadrunner Food Bank  
5840 Office Blvd NE  
Albuquerque, NM 87109

**Las Cruces Branch Update**  
**2001 Copper Loop, Las Cruces, NM 88005**

In January of this year, Roadrunner Food Bank began providing food distribution to New Mexico's southwestern counties. Counties receiving food distributions from Roadrunner's Las Cruces location include Doña Ana, Hidalgo, Grant and Luna.

In the first six months of distributing food, our Las Cruces branch distributed more than 1.6 million pounds of food to 49 agency programs in the four county area, and brought our *Food for Kids Backpack* program, *Mobile Food Pantry* and *Senior Helpings* program to southwestern New Mexico.

Hunger is an especially big problem in southwestern New Mexico where poverty rates are above the state average of 19%.

To host a food and fund drive to benefit southwestern New Mexico contact [amireen.corpus@rrfb.org](mailto:amireen.corpus@rrfb.org). For information about our Las Cruces branch, contact Nancy Barnes-Smith at [nancy@rrfb.org](mailto:nancy@rrfb.org) or call 575-523-4390.

**LAS CRUCES HOLIDAY EVENTS**

**NOVEMBER 18**

**Stuff the Truck in Las Cruces.** Bring a bag of non-perishable food to *2711 N. Telshor*. Contact [nancy@rrfb.org](mailto:nancy@rrfb.org) for more information.

**NOVEMBER 19-22**

**Las Cruces:** Bring non-perishable food to *2711 N. Telshor* and help our Las Cruces branch.

**A Special Thank You To**



for underwriting the cost  
of this newsletter.



# Holiday Shopping With Ease!

You can take care of all your holiday shopping with Roadrunner Food Bank! Through our **Holiday Gift Card program** you can purchase a beautiful card for all the special people on your list. It is a perfect gift for employees, friends, and loved ones.

Recipients receive a color version of this striking card and a gift tag of your choice. Below are examples of gift tags we enclose in your cards. To order, fill out the form on the back and mail it to us. Holiday Gift Card orders can be completed online at [www.rffb.org](http://www.rffb.org) or over the phone by calling 505•349•8921. The last day to order online is Dec. 19<sup>th</sup>, but phone orders or walk-in orders in Albuquerque are available until Dec. 23<sup>rd</sup> at noon. Cards ordered online will be sent directly to the buyer to mail to recipients.



Actual Card Size: 7" x 5" in full color

**Backpacks for the weekend**  
to help feed 5 hungry elementary age children

have been generously donated to

in your name by

**HUNGER** Together we can put an end to hunger!

**Gift Card A: \$20**  
Provides backpacks filled with food to feed 5 hungry elementary age children for a weekend.

**4 Emergency Family Food Boxes**

have been generously donated to

in your name by

**HUNGER** Together we can put an end to hunger!

**Gift Card B: \$30**  
Provides an Emergency Family Food Box to 4 families in crisis. The box has food for 3 days.

**2 Senior Helpings Food Boxes**  
for Home Delivery to Medically Frail Seniors

have been generously donated to

in your name by

**HUNGER** Together we can put an end to hunger!

**Gift Card C: \$50**  
Provides 2 hungry seniors in need with supplemental food for one month. The box has about 30 meals in it.

**340 lbs. of Fresh Produce**

have been generously donated to

in your name by

**HUNGER** Together we can put an end to hunger!

**Gift Card D: \$75**  
Supplies 340 pounds of fresh produce to hungry New Mexicans.

**Food for 40 families**

**MOBILE FOOD pantry**

have been generously donated to

in your name by

**HUNGER** Together we can put an end to hunger!

**Gift Card E: \$100**  
Your gift will provide food to 40 families in need.

**Weekend Backpacks to feed 40**

**elementary age children**  
have been generously donated to the FOOD FOR KIDS PROGRAM of

in your name by

**HUNGER** Together we can put an end to hunger!

**Gift Card F: \$150**  
Provides backpacks filled with food to feed 40 hungry elementary age children for a weekend.

# Holiday Gift Card Program Order Form

Card/Tag	Price per Card/Tag	Gift Card/Tag Description	Select a Quantity	Price	Total
A	\$20	Backpacks filled with food for five children			
B	\$30	Four Emergency Food Boxes			
C	\$50	Two Senior Food Boxes			
D	\$75	340 Pounds of Fresh Produce			
E	\$100	Food for 40 families			
F	\$150	Backpacks filled with food for 40 children			
<b>Total Amount</b>					

**Specify which card/tag each individual is to receive.**  
 (orders of more than 10 gift cards will be sent directly to the buyer for mailing)

Card/Tag Option	Name	Address/City/State/Zip

Attach a separate sheet if you have additional recipients.

**Choose One:**

- Please send me the cards, tags and envelopes for me to mail.
- Please mail the cards, tags and envelopes for me to send to the recipients listed above.  
 (orders of more than 10 gift cards will be sent directly to the buyer for mailing)

**Payment Information:**

Enclosed is my total payment of \$ \_\_\_\_\_ for the gift card/tags I am ordering.

- Check   
  Visa   
  MasterCard   
  American Express   
  Discover

**Please fill out your contact information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Order online, by mail or call in your order to Roadrunner Food Bank**  
 5840 Office Blvd NE, Albuquerque, NM 87109  
 www.rafb.org or call 505•349•8921