



2 scoops

— winter 2021 —



MAUI FOOD BANK
Helping the Hungry

Maui Doctors Agree That Food Can Save Lives

Doctors are dedicated to saving lives, but sometimes the best medical suggestion for saving a life isn't a complex surgery or an expensive prescription – it's good nutrition sustained over a long period of time.



Dr. Frank Baum on left, Tita Hartman, MFB in middle, right Dr. Colleen Inouye

Doctors Colleen Inouye and Frank Baum know this is true, so they've started reaching out to their colleagues in the medical profession, urging them to join them in helping to save lives by donating meals to families in need of hunger relief.

As proof that they lead by example, Dr. Inouye and Dr. Baum recently made a generous donation to the Maui Food Bank that will ultimately provide 10,000 meals for hungry people in Maui County.

If you'd like to join these Maui medical professionals in donating to alleviate hunger, call Maui Food Bank or go to mauifoodbank.org – it's what the doctor ordered!

Hawaii Realtors Charitable Foundation Brings Hunger Relief To Those In Need

Hawaii's newly founded Hawaii Realtors Charitable Foundation has mobilized the forces of Hawaii's real estate industry in an effort to provide tangible help to those in need.

Moana Andersen, President of the Hawaii Realtors Charitable Foundation, stated that, "If we want to eliminate hunger in Hawaii, we all need to be involved and do our part."

Early in 2020, at the beginning of the pandemic, the Foundation initiated a statewide fundraising campaign that raised \$50,000 for Hawaii food banks. The funds were divided equally amongst four food banks on Maui, Oahu, Kauai, and the Big Island.

In September, the Foundation members agreed they wanted to do even more, so they organized a statewide food drive. The Foundation collected enough food and finances on Maui alone to provide 8,700 meals to those who are food insecure in Maui County.

Andersen went on to say, "Food is a basic need, and no one should ever have to go to bed hungry. There's always room to give more."

Mahalo to the Hawaii Realtors Charitable Foundation for their commitment to end hunger in our island community!



Left, Keith Wright, MFB; Center, Moana Andersen, President, Hawaii Realtors Charitable Foundation; Right, Tracy Stice, Board Member



MAUI FOOD BANK
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Our MISSION

The Maui Food Bank's mission is to help the hungry in Maui County by collecting and distributing food through community partnerships.

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from the desk of RICHARD YUST



Maui Food Bank Expands to Meet Local Needs

It's no secret that Maui County has been hard-hit economically by the COVID crisis. All over our island ohana, Maui's normally-booming tourism economy has given way to massive layoffs, widespread cut-backs, and collapsing businesses. All of this has produced severe hardships for Maui residents of all ages and backgrounds.

Consider these statistics:

- Prior to COVID, the Maui Food Bank normally served around 10,000 hungry people a month. But currently, that number has exploded to over 48,000 food-insecure people a month!
- In 2019, the Maui Food Bank distributed 2.8 million pounds of food. To meet the demand in 2020, we increased our food distribution to 7.3 million pounds of food!

Since April 2020, the Food Bank and partner agencies have been constantly ramping up their efforts to provide increasing quantities of grocery boxes and other food assistance to low-income families, seniors on fixed incomes, keiki, youth, and the homeless.

COVID has changed the face of hunger in Maui County — many of the people currently seeking food assistance are hardworking individuals who have been laid off from jobs and have never before needed food assistance. One such family has a history of volunteering regularly at the Maui Food Bank and has also been a financial contributor. However, their business was recently forced to close, leaving them without income. Today, they still volunteer at the Food Bank, but they've also become food recipients.

Naturally, this unprecedented demand for food assistance has challenged our Food Bank team members across the board as they struggle to keep up with exponentially intensified needs.

One Maui Food Bank employee who deserves special accolades is Keith Wright, Director of Operations. This past year, more than ever, Keith and his team have exerted extraordinary effort as they've successfully kept needed food supplies on hand and ready for distribution to people in need.

Keith strategically researches and qualifies appropriate food suppliers, assuring that every dollar donated is leveraged to its fullest extent, maximizing all contributions to benefit those in need of hunger relief in Maui County.

Due to the heightened volume of food, Keith and staff now find themselves working from multiple warehouses to manage the larger-

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Keith Wright

than-ever quantities of food coming in from the mainland, as well as from local food vendors such as bakeries, local food distributors, and farms on Maui and Molokai that provide fresh, locally-grown produce.

We at the Maui Food Bank deeply appreciate the efforts of Keith and his warehouse team.

Of course, none of this would be possible without generous community support coming from individuals, local businesses, foundations, County and State governments, and others. Here at the Food Bank, the expanded demand can be overwhelming at times, but it's satisfying to know that all of us working together are making a difference in the lives of our neighbors in need.

Mahalo for your continued support.



Richard Yust, Executive Director



Left Charles Heam,
Erick Acidera on Right

Pacific Media Group's "Battle of the Businesses" Raises 36,968 Meals to Help the Hungry in Maui County

Even amid COVID, the Maui Food Bank doubled its goal during this year's *Battle of the Businesses* event organized by 99.9 KISS FM and Pacific Media Group, which sought funds and food donations to feed those in need in Maui County.

This year, 17 businesses raised \$16,350 in cash donations and 3,557 pounds of food, which combined will provide 36,968 meals to individuals and families across the organization's network.

While the event this year attracted participation from 40 percent fewer businesses than in 2019, it will impact nearly 67 percent more people due to the generosity of local businesses who contributed. Compared to last year, 11 fewer businesses participated, but 13,803 more meals are being provided due to greater contributions.

The increase in donations is sorely needed; pre-pandemic, the Food Bank served 10,000 people a month in need of hunger relief, but now the need has more than tripled to 48,000 people a month.

"We are so excited about this year's results," said Marlene Rice, Development Director at the Maui Food Bank, and Chelsey Ham, Community Relations Manager, who held the Battle in coordination with Pacific Media Group's Maui radio stations.

"It's a nice touch from businesses coming together for the common good," said Sherri Grimes, Vice President & General Manager of Maui Radio Operations at PMG, noting that the locally owned company has been a partner of the Food Bank annually since 2008.

As an added benefit, one participating large and one small business were selected to receive a \$5,000 radio airtime

campaign on PMG stations. The winning businesses were selected during an on-air reveal with 99.9 KISS FM's Ed Kanoi and Charly Espina Takahama. Longtime Battle of the Businesses participant **Aston Maui Hill** and commercial realtors **Peake/Levoy** won campaigns to promote their businesses.

"The real winner is the Maui Food Bank and the people they serve," said Espina Takahama.

Businesses participating in this year's *Battle of the Businesses* included: **Aston Maui Hill; Island Grocery Depot Kahului & Lahaina; JR Doran Inc. (dba Ceramic Tile Plus and Exclusively Yours Design); Kumu Farms; Napa Auto Parts; Rotary Clubs of Maui; TJ's Warehouse; AAAAA Rent A Space; Down The Hatch/Breakaway; Māla Ocean Tavern; Dr. Cally Adams DDS LLC; Island Dental (Dr. Dugan); Lord's Team Ministries; Maui Garage Doors; Maui Ku'ia Estate Chocolate; Nō Ka 'Oī Self Storage; Peake/Levoy; and The Workplace Counsel.**

A special Mahalo to everyone who enthusiastically worked to make this year's *Battle of the Businesses* a huge success!



Charly Espina Takahama and
Ed Kanoi, hosts of the
Morning Kiss on 99.9 Kiss FM

children making a difference in maui county

Hunger affects everyone, and all of us – even children – can help alleviate the suffering that comes with food insecurity.



One shining example is seven-year-old Maui resident Olena.

Olena's mom came up with a creative plan for Olena to give back to her island ohana. Olena receives an allowance for doing chores at home, such as sweeping the deck, feeding the dog, cleaning her room, and setting the table.

Olena saved her money and recently made a financial contribution to the Maui Food Bank. In the letter she sent to the Food Bank with her contribution, Olena wrote,

Dear Maui Food Bank, I want to help feed the homeless so they can survive.

Love, Olena

Children often feel powerless to effect change in the world around them, but Olena's example shows how a simple commitment to helping others can create good for the giver and the recipient alike. Giving can foster a sense of empowerment in children by helping them experience first-hand that they have the ability to make a difference in the lives of others.

Thank you, Olena, for helping the hungry on Maui!

11-Year-Old Boy Scout Raises \$1,500 on Christmas Eve



Many parents need to remind their children to sit up, but one Maui 6th grader didn't need any reminders.

Pono is in his fifth year as a scout in Makawao Troop 18, and he recently resolved to raise money for people in Maui County who need food. Because Pono is a competitive Brazillian Jujitsu student, he decided on a fitness-related challenge as a means to raise money.

His first step was to solicit sponsors who would agree to donate money for every sit-up Pono could complete in a continuous session. Many donors pledged 25¢ per sit-up, while others committed to as much as \$1 per sit-up.

On Christmas Eve, while his grandmother held his feet, Pono completed 200 sit-ups as his family members cheered him on!

Pono observed, "It felt really good to help the community and provide food for people in need." All in all, Pono raised over \$1,500, which will enable the Maui Food Bank to provide 3,000 meals for Maui County residents who are food insecure.

If you're inspired to donate to the Maui Food Bank, you don't need to do sit-ups! Simply call the Food Bank or visit MauiFoodBank.org to make a donation.

Wailea Community Association Contributes \$10,000 to Maui Food Bank

For over 10 years, Wailea Resort has put on a popular bi-annual celebration called "Restaurant Week Wailea," which raises funds for the Maui Food Bank.

Of course, 2020 brought with it some changes.

"Due to the pandemic and with our resort restaurants being closed, we were unable to host our dining promotion in May and November," explained Bud Pikrone, General Manager of the Wailea Community Association. "However, having proudly supported the Maui Food Bank since we began this popular dining promotion in 2009, and with the Maui community in need, we wanted to continue making a contribution to the Food Bank."

The Maui Food Bank is extremely grateful for this generous contribution from the Wailea Community Association!



Bud Pikrone, on left, General Manager of the Wailea Community Association, presents a \$10,000 donation check to Marlene Rice of the Maui Food Bank.