



Foodbank Milestones and Memories

In the beginning the food bank was referred to as a “bank.” The organization is now referred to as the Foodbank.

1980 – 1981

- The “food bank” began in September 1980, as a project of the STOP organization with an initial \$5,000 federal Community Service Administration (CSA) grant. The Virginian-Pilot reported in a May 1981 news article that the Southeastern Virginia food bank existed largely “hand to mouth.”
- On January 6, 1981, a monthly meeting was held to facilitate the development of a crisis foodbank located at 141 Dorset Avenue, Virginia Beach. After some discussion concerning board member attendance at meetings, it was decided the meetings would be held the second Wednesday of every month at 1:00 p.m.
- In February 1981, 48,486 pounds of food were received, 12,564 pounds of food were distributed and \$1,385.10 of income was collected from shared maintenance fees. The Foodbank had seventy-one member agencies.
- In May, the Foodbank learned it had been denied a \$75,000 CSA grant to continue operations. The denial of the grant sparked a community drive by local business leaders resulting in \$25,000 in donations.
- On May 19th, as reported in The Virginian-Pilot, the United Way’s admission committee voted unanimously to recommend that the “bank”, a clearinghouse for food for the poor, be admitted as a member organization. The headline was “Food Bank Gets Endorsement of United Way Aid.”
- Second Harvest, the national food bank network, supplied more than 70 percent of all food donated. Food was distributed to the community at 10 cents per pound to cover shared maintenance costs.
- The first trucks donated (previously used) to the food bank were provided by the Kotarides family and Sandler Foods. The Norfolk Community Foundation provided funding to repair the trucks. Other equipment was donated by Rosso and Masstracco (Giant Open Air Markets).

1982-1984

- The Foodbank moved from Dorsett Ave. in Virginia Beach to the Armour Meats building off of Berkley Ave., (Extension) in the South Norfolk area of Chesapeake.
- The Foodbank added four staff members to assist with food distribution.
- A volunteer program was developed with the Volunteer Center (now called Volunteer Hampton Roads).
- Christian Broadcasting Network (CBN) became a major funding source.
- Food distribution totaled 3.5 million pounds annually.
- A USDA commodity contract was developed with the Virginia Department of Agriculture.
- The Eastern Shore branch operation began in 1984 in donated space.
- America's Second Harvest, (formerly Second Harvest) supplied 60 percent of all donated food. Local food contributors included Camellia Foods and Giant Open Air Markets.

1985-1987

- A \$650,000 capital campaign project was conducted in conjunction with the United Way and other agencies. The facility located at 2308 Granby Street was purchased and renovated.
- The Norfolk Free Clinic donated \$60,000 from its annual fund raiser, the "Ghent Art Show" (now called the Stockley Garden Art Show) to the Foodbank.
- The Foodbank of the Virginia Peninsula incorporated as a separate entity with a no interest loan of \$10,000 from FSVEA.
- The Foodbank purchase food program was developed with funding received from United Way. America's Second Harvest provided 50 percent of all food to the Foodbank.
- Canned food drives became an important tool for local hunger awareness campaigns.

1988-1991

- The Conrad Family Trust leased their building located at 2401 Monticello Avenue for Foodbank initiatives including Procter and Gamble product reclamation, Virginia's Table and Justine's Clothes Bank.
- The Virginia's Table program began with much local enthusiasm and support.
- The Food Chain organization, the prepared and perishable food rescue network was established. United Parcel Service supported the Food Chain program and raised over \$120,000 over 5 years.

- In 1989 Taste of Hampton Roads was developed as a fund raiser with all volunteer leadership.
- Justine's Clothes Bank was established as a program. Up to 30,000 new clothing items were given to referred clients through Foodbank partner agencies annually.
- The Agency Advisory Council established.

1992-1994

- Virginia's Table Program was incorporated into the donated Warehouse Food Program and renamed Fresh Foods. Funding for free-standing, no cost to agencies delivered food began to decline. Enabler program model was instituted to spread the cost of food rescue to receiving agencies and to give them more product variety.
- Advisory councils established for all Foodbank programs and membership criteria for board of directors was instituted.
- Annual membership fee established for agencies at \$25.00.
- "Shopping made easier" changed warehouse to self-service model, much like a warehouse membership "club." Frequency of agency shopping increased, food distribution and income generation remained flat.
- Eastern Shore Thrift Store furniture and clothing sales became major funding sources.
- Eastern Shore admitted to the United Way of the Eastern Shore for annual funding.
- SHARE Mid-Atlantic and the Foodbank of Southeastern Virginia programs merged. Corporate entity remained Foodbank of Southeastern Virginia. Self-help aspect of SHARE augments Foodbank charity image.
- VISTA volunteer support ended for warehouse-donated food program at Norfolk facility and on the Eastern Shore.
- VISTA volunteer support continued in SHARE project after merger.
- Elimination of direct service programming, which consisted of referrals to agencies for emergency food order for families and individuals.
- The Foodbank of Southeastern Virginia hosted a Hunger Forum, which was sponsored by the Federation of Virginia Foodbanks, Virginia Hunger Congress and the Virginia Hunger Foundation.

1995-1997

- There was increasing pressure on Foodbank agencies and Foodbank staff to provide referrals to emergency food providers.
- Reduction in warehouse and salvage team staff. Added one driver to augment staff of SHARE and donated food programs.
- The Kid's in The Kitchen program was funded by the Virginia Beach Foundation.

- The Norfolk Redevelopment and Housing Authority provided Super Pantry Funding from 1996-1997.
- The annual funding contract from the City of Norfolk was increased to \$30,000. Support from the City of Suffolk expanded. No support was received from the cities of Portsmouth or Virginia Beach.
- A new contract with the Department of Agriculture allowed for reimbursement and single source distribution in the Foodbank's service area. Delivery requirement for soup kitchens was included. New outreach in rural communities including a monthly food box distributed to qualified individuals. This service was contracted and 27,000 family food packages were distributed each month.
- A professional direct mail campaign was developed.
- Continuation of targeted fund raising resulted in the ability to purchase the Eastern Shore branch in Tasley, Virginia. The Thrift Store becomes profitable.
- Meals are computed by averaging pounds of variety of foods and dividing by 1.5. In 1995-1996, 4.8 million meals were made available in Southeastern Virginia including the Eastern Shore.
- The Foodbank Volunteer Program was awarded the Hampton Roads Volunteer Achievement Award presented by Volunteer Hampton Roads.
- A Capital Campaign program was instituted for a new building at 800 Tidewater Drive.

1998-2002

- The Foodbank moved from the Granby Street location to 800 Tidewater Drive in 1998.
- The Kids Cafe program started serving nutritious meals to children in a safe and supporting environment through afterschool sites. The first two sites were located at the Colonial and Diggs Town Boys & Girls Clubs and opened in April 1999.
- Kids Café Advisory Council formed in September 2001.
- AmeriCorps*VISTA volunteered with Kids Café from October 2000 through August 2003.
- The SHARE program was dissolved in December 2001 due to program decline.
- In 2002, the shared maintenance fee was increased to 18 cents per pound.

2003-2006

- Food distribution increased from 7.5 million pounds in 2003 and to 10 million pound in 2006.
- Kids Cafe sites increased from 10 to 27 locations.

- A Kids Cafe endowment was established through the Howard and Alma Laderberg restricted funds administered through the Tidewater Jewish Foundation.
- The entire Foodbank truck fleet was replaced with new vehicles. Funding was provided through grants and individual donations.
- The Foodbank annual signature Taste event, Taste of Hampton Roads, netted \$104,000 in 2006.
- All IT equipment was replaced.
- An aggressive direct mail campaign resulted in \$370,000 net contributions compared to \$18,000 in 2002.
- The Foodbank was awarded the coveted national Charity Navigator Four Star Award.
- The Foodbank was selected as the United Way of South Hampton Roads Certified Agency of the year in 2005 and 2006.

2007-2009

- The Foodbank was selected as the United Way of South Hampton Roads Certified Agency of the year in 2007.
- Received a \$128,000 grant from the Norfolk Foundation to renovate the distribution area and add a “clean room” to handle bulk food repacking.
- The Foodbank served its millionth meal at a Kid’s Cafe site in 2007.
- Supported by Virginia Attorney General, Bob McDonnell, the Legal Food Frenzy became a statewide fundraising event vying for the Attorney General’s Cup.
- Won America’s Second Harvest Innovative Fundraising Campaign of the Year 2008 for Legal Food Frenzy.
- In 2008, America’s Second Harvest changed its name to Feeding America.
- Hosted Eastern Region of Feeding America Food Banks annual conference in Norfolk.
- Volunteer Isiah Baker was named Feeding America’s Volunteer of the Year in 2009.
- For the first time, the Virginia General Assembly budgeted one million dollars for the Federation of Virginia Food Banks to purchase food.
- The economic downturn increased the number of individuals served by the Foodbank from 250,000 in 2008 to 330,000 in 2009.
- The Foodbank was named Certified Agency of the Year by the United Way of South Hampton Roads in 2009.

2010-2011

- Kids Cafe served its 2 millionth meal in November 2010
- The Federation of Virginia Foodbanks received another million dollars from the Virginia General Assembly to purchase food.
- As a pilot through Feeding America, the Foodbank completed installation of the ATHENA Project which included CERES software and all new hardware.
- Food distribution continued to increase to 385,000 individuals in 2010.
- Began a two million dollar capital campaign to expand operations, renovate the fifty-year old facility and replace the roof.
- The Foodbank Board of Directors approved one million dollars from the reserve and replacement fund for capital campaign expenditures.
- Backpack® program expanded from three sites to 33 sites in two years from 2009-2011.
- The Foodbank was awarded a grant for the Mobile Pantry program.
- The Foodbank distributed 14.7 million pounds of food in 2011.
- Renovated office space and finished addition of HOPE Room for child nutrition programs.
- With much hard work and support, the Foodbank completed a much needed new roof in the spring of 2011.
- An extreme success, the Foodbank collected over 400,000 pounds of food from the ExtremeMakeover:Home Edition Extreme Food Drive.
- The annual Foodbank Taste of Hampton Roads event celebrated its 22nd birthday in 2011.