

Martha's Table

EDUCATION • FOOD • OPPORTUNITY

United Way #8445 • CFC #29262 • www.marthastable.org

2014 Fall
Newsletter



EDUCATION



FOOD



OPPORTUNITY

The big green grocery machine rolls over summer hunger



This summer, we partnered with Arcadia Foods to bring a “Big Green Grocery Machine” to 1,000+ families with children enrolled in 8 area elementary schools in some of DC’s lowest-income communities (an average of 90% of students at each school qualify for free or reduced lunches). Thanks to our generous supporters, we were able to bring this pop-up farmer’s market to each school neighborhood one time per week – that’s a total of over 130 Mobile Markets July through October!

Five days a week, the Martha’s Table/Arcadia Mobile Market pulled into school neighborhoods, where staff and volunteers put up market awnings to shade Arcadia’s farm-fresh produce, eggs and grass-fed meat. Meanwhile, Martha’s Table staff set out healthy staples like wheat spaghetti, black beans, juices, sugar-free cereals and rice.

At every market, we tackled the obstacles to healthy eating that our parents listed in our January 2014 Food Security Survey: (1) Cost – shoppers at the Mobile Market received FREE healthy groceries once a month and purchased their produce at affordable prices the remaining weeks; (2) Lack of Food Preparation Skill and Knowledge – using foods available at the market, culinary educators demonstrated how to prepare fast, easy, healthy meals; (3) Taste – providing samples at the market encouraged shoppers to try new fruits and vegetables – even when they looked a little strange!

(4) Access – we brought healthy foods directly to neighborhoods who otherwise had little to no access to fresh fruits and vegetables.

By the end of October, when the Mobile Market will cease for the winter and families will return to our indoor Martha’s Markets in school gymnasiums, we estimate that we will have distributed over 15,000 pounds of fruits and vegetables, more than 400,000 farm fresh eggs, and 20,000 pounds of dry staples. That’s a whole lot of healthy foods for families who otherwise would have been forced to make hard choices once school meal programs ended for the summer: cutting back on food or making tough decisions about buying other necessities.

Our roving farm-stand featured free and for-sale produce and groceries, accepting food benefits such as SNAP and WIC, and proving that there is definitely a demand in low-income neighborhoods for fresh vegetables and fruit. On average, 25-35% of the foods purchased at the Mobile Market were paid for with SNAP or WIC benefits, which means families in these neighborhoods were consciously investing in their health and family well-being.

Thank you! We were overwhelmed by your support for our Summer Food Fund, and we are even more committed to keeping fresh produce and other healthy foods on our neighbors’ tables all year-round. **We will be opening THREE additional Martha’s Markets in schools and community sites before 2015!** Go to www.marthastable.org/donate to support our year-round Healthy Eating efforts.

McKenna’s Wagon - 32 years old & going strong!

It was 1982, the height of a deep recession, when Martha’s Table’s late co-founder Veronica Maz and some volunteers loaded sandwiches into a Good Humor truck donated by a local church and went looking for homeless men to feed. Since that first outing, “McKenna’s Wagon” has rarely missed a day bringing healthy meals to 200+ homeless men and women at three established sites around the city. Thank you for helping us keep the wheels turning on this important food and nutrition program!

Give now to support McKenna’s Wagon for the next 32 years! Your gift of \$700 sponsors McKenna’s Wagon, our daily mobile food program, for one day.

To volunteer on McKenna’s Wagon, go online to www.marthastable.volunteerhub.com.

Education Inspiration

Do you look back on your school days and immediately think of one teacher who made a lasting impact on your life? For many of the students enrolled in Martha's Table after-school and summer programs, that teacher has been Timothy Jones, Director of Education, Elementary to Career, who's served our students and families for 18 years.

A graduate of Howard University, Timothy teaches children through both instruction and example, integrating the lessons he learned in the classroom of life with his formal education. During his time with Martha's Table, he has led education strategy for elementary school, middle school and high school students, focusing on both the academic and 21st Century learning skills (creativity, collaboration, communication and critical thinking) that children need to be successful.



Timothy Jones with Martha's Table Alumni. From left: Timothy Jones, Cornesha Rajah, Bria Brown, Isaiah Aladejobi

During the last year, he has spearheaded Martha's Table's Guided Reading Program and led our efforts to improve our students' reading levels, which included bringing on a Literacy Coach to intensify literacy education for K-8 students.

Timothy is a trusted advisor and enthusiastic supporter for our students, so it is no surprise that he hired three former Martha's Table students during the summer, each currently earning a college degree, to work with children enrolled in the summer programs. Check out the "In Their Own Words" section to hear what these Martha's Table alumni have to say about Timothy and their time at Martha's Table.

In their own words

"Timothy Jones and Selena Gonzales-Jones saw something in me when I joined the Martha's Table program in 2008, and ever since have encouraged me to do my best and follow my dreams. This summer I am no longer Cornesha, a student. I am Cornesha, an authoritative figure running a writing club for current K-8 students. I'm a role model, facilitator and teacher."

– Cornesha, Martha's Table alumni (graduated in 2012)

"There was a teacher [at Martha's Table] who treated me like an equal. He knew how to communicate with me. As he taught me about values, he told me his tales. It was cool that [he] didn't just see me as a kid, but as a great man in the making. That teacher was Timothy Jones."

– Isaiah, Martha's Table alumni (graduated in 2008)

"Timothy is not only a mentor, but a father-figure, providing invaluable guidance and advice. Each of my teachers in the after-school and summer programs had an amazing ability to connect with us, and brought out our best, even when we doubted our own abilities."

– Bria, Martha's Table alumni (graduated in 2011)

Setting the Table for the Next 35 Years - A Letter from Patty



As we prepare for our 35th year of service in the District, I thank each of you in the Martha's Table family for your contribution of unwavering dedication

and "sweat equity" that keeps moving the needle forward on improving access to quality education, healthy food and affordable clothing.

Each of the articles in this newsletter explores this summer's "Martha's Table actions with impact" and demonstrates the way we partnered with our children and their families to break the cycle of poverty. We collaborated with Arcadia to address summer hunger in a visible, effective and mobile way. We hired Martha's Table graduates to inspire our current students and provide extra muscle for our literacy strategies. And we welcomed parents to our "Success Kitchen" and partnered with them as key family leaders.

Each of these actions demonstrates what we do best – delivering programs that make a measurable difference, creatively finding partners and strategies that address challenges, and joining forces with our children's parents to build assets and find solutions.

In the months to come, you will hear much more about our Healthy Start, Healthy Eating and Healthy Connections strategies, which will guide the way we work and invest in the months and years ahead as well as the way we expand our programs to serve more children and families. We hope you believe, as we do, that there is much we can do collectively to give our children a Healthy Start, spur Healthy Eating, and create the Healthy Connections that help our children and their families thrive.

Thank you for making this type of bold thinking possible! We are grateful to have you by our side as we set the table for our next 35 years of impact.

Yours in service,

Patty Stonesifer
President and CEO



Launching Learners, Earners & Leaders

We're off and running this school year! Our early education program has 90 infants and toddlers enrolled while our Elementary to Career program has 68 students enrolled in our before- and after-school program.

Last year's evaluations of our students' developmental and academic progress identified areas where we are excelling (social and emotional development supports), as well as a few areas (instruction and literacy) where increased rigor is needed to give our children the strongest academic start and support possible. We used those findings to plan for this year, and already we're seeing positive results.

With our new Literacy Coach onboard, there is a renewed focus and energy surrounding reading and language – with parents, teachers, and students alike! We've partnered with the award-winning AppleTree Institute to strengthen our early education curriculum for our youngest learners and close the achievement gap before kindergarten. And we are engaging parents at an entirely new level as their children's first and primary teachers through our Family Success Center, where we provide information about how children develop, hands-on lessons in nutrition and how to cook healthier foods, and resources for parenting and financial stability.

The earlier that good habits for eating, exercise, literacy, and learning are established ... and the sooner parents are confident in their role as a child's primary teacher and leader... the more likely it is that a child will become a learner, an earner, and a leader.

Consistent preparation for each of those roles in life is how Martha's Table can best partner with our children's families to reduce poverty.

2014 AND BEYOND: *Setting the Table* for the next 35 years of impact

HEALTHY START

Of the nearly 10,000 children born in DC every year— over 40 percent of them are likely to live in a low-income household (earning below 200% of the poverty level). These children need high-quality supports to ensure they enter elementary school ready to achieve the same level of success as their peers from higher income families. Martha's Table's Healthy Start strategy supports our children and their parents as they work to achieve success.

- Academic Coach (improving instruction for children of all ages, training parents and teachers on the best ways to support each child's learning): \$5,800 per month
- Literacy Coach (implementing innovative reading curriculum and fostering a love of reading) \$190/day
- Literacy Daily Dose (expanding our library to offer more books for more ages, interests and reading levels; offering literacy activities for parents and their children; providing innovative literacy instructional resources for teachers): \$2,500/month

HEALTHY EATING

One in three children lives on the edge of hunger in the District, according to D.C. Hunger Solutions. **Our vision at Martha's Table is that every child has both the quantity and quality of food they need to thrive.** With 13 Martha's Markets today, we are providing over 450,000 healthy meals through grocery distributions to hungry children and families each year. At a Martha's Market, we bring fresh groceries to elementary schools and community centers so that low-income families can "shop" for the free foods they want and need, all while enjoying fun cooking demonstrations that encourage healthy preparation and eating.

But our work is not done. We have a bold vision to expand our healthy eating markets dramatically in the years ahead, beginning with THREE new Martha's Markets in Ward 8 by 2015! Over the next year, our goal is to work with critical partners to fully-saturate the high-needs neighborhoods of Wards 7 and 8 with access to healthy groceries and nutrition knowledge so that we can effectively move the needle in key areas of reducing hunger, encouraging healthy eating, and improving health.

- Martha's Market at Martha's Table (sponsor one month of emergency food at the healthy grocery market in our lobby): \$9,900
- Martha's Market at schools (sponsor a monthly market at a local elementary school): \$2,500/month
- McKenna's Wagon (sponsor the daily meal for the homeless through our mobile food program): \$700/day
- Healthy bag of groceries (sponsor a 23 pound bag of groceries for a hungry family): \$20

HEALTHY CONNECTIONS

Beyond Healthy Start and Healthy Eating, it takes opportunity to ensure that parents, children, and all DC neighbors are able to achieve and sustain success in order to break the cycle of poverty. Martha's Table's Healthy Connections will include parent engagement efforts, older youth programming, and service to the community through free clothing at Martha's Outfitters for those in crisis. We will continue to explore what additional supports we might add to our offerings in order to better support the older youth, parents, adults, seniors and working families in our community that are working hard to live healthy and successful lives.

- Internship Sponsor (sponsor a paid yearlong internship for an older youth in our food/nutrition programs or our thrift stores): \$2,500
- Parent Education Sponsorship (sponsor a financial literacy workshop, parenting workshop, etc.): \$500



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Martha's Table Mission Statement

Martha's Table believes everyone deserves both dignity and opportunity. Through healthy food, affordable clothing, and quality education, we work with you to build a better future.

Thank you BLOOMBERG!



Our hats are off to every member of the Bloomberg team who has helped Martha's Table in so many ways over the past year: **On August 18th**, Bloomberg generously sponsored our "Back-to-School" Market so students and their families could stock up on school supplies, such as backpacks, notepads, 3-ring binders, calculators, pens, pencils, crayons, glue – all the best supplies for school readiness. And in **September**, Bloomberg volunteers assessed the technology and social media needs of Martha's Table teachers and staff, providing workshops, training, and advice to help us improve our knowledge. We thank Bloomberg's leaders and employees for investing in us and we are grateful for the new learning, great friendships, and caring mentors. Thank you, Bloomberg!

'Tis the Season ... for Workplace Giving

The quickest, easiest, most hassle-free way to support Martha's Table financially is by making a contribution where you work. Simply pick up a Combined Federal campaign (CFC) or United Way (UW) contribution form from your personnel office, fill it out using **CFC #29262** or **UW #8445**, and return it to your employer. The amount you've chosen to donate will be deducted automatically from your paycheck and sent to us each month. Your pay stubs will have a record of your contributions, and you'll also get an acknowledgment from Martha's Table for your tax purposes. CFC and UW season runs through December 31. Please choose Martha's Table for your 2015 workplace giving today! Every gift to Martha's Table via **CFC#29262** or **UW#8445** helps us support our Healthy Start, Healthy Eating and Healthy Connections programs:

\$50 a month helps outfit a student for success with books and other supplies for excellence in literacy, math, and science.

\$10 a week buys two bags of healthy groceries for one family at our Martha's Markets.

\$1 a day buys fresh fruit for a child to snack on throughout a month.

Mark Your Calendar Now for these FunTastic Martha's Table Events!

Sunday, October 26: OUR FIRST ONE POT SUPPER EVENING: Everyone deserves a healthy meal every day. This October 26, you can **HELP BEAT HUNGER IN DC** by hosting a **ONE-POT SUPPER** in your home for family and friends and "passing the pot" to contribute to Martha's Table food and nutrition programs. To find out more, go to www.marthastable.org/one-pot-suppers.

Sunday, November 23: ANNUAL COMMUNITY DINNER: Turkey + Pies!
Join Martha's Table families, staff, volunteers, and community neighbors here at Martha's Table for our Annual Community Dinner, where we will share dinner and delicious pies as we celebrate the holidays and provide a healthy meal for those served through our education, emergency food, and healthy grocery programs.

Saturday & Sunday, January 24-25: 7TH ANNUAL SIPS AND SUPPERS:
Join us as celebrity chefs, food artisans, and mixologists again prepare their signature dishes and drinks to benefit Martha's Table and DC Central Kitchen over two fabulous evenings. For complete information, go to www.sipsandsuppers.org.

UW #8445

CFC #29262

