

Stronger Together

PLAYBILL

The Tivoli Building • Washington, DC • May 4, 2015



Martha's Table

EDUCATION • FOOD • OPPORTUNITY

SETTING THE TABLE FOR THE NEXT 35 YEARS



Mission & Vision

Martha's Table works to strengthen children, families and community by making healthy food and quality learning more accessible. For 35 years, Martha's Table has served as an important community partner, expanding access to a range of skills and resources needed to earn, learn, and lead through life.

We're Stronger Together

Think about all of the people who have shared their strength and knowledge when you needed it the most. Maybe it was the person who taught you to read. Maybe it was the person who took a chance on you as a young employee. Along the way, most of us have experienced what it feels like to have someone care at just the right time, and in just the right way. It makes us



stronger and it can change our circumstances—it can change lives. Martha's Table knows that impact. It's why we care so much and work so hard to foster stronger children, families and community. Building access to a Healthy Start, Healthy Eating, and Healthy Connections are at the heart of why and how we do our work. They are key ingredients for strong communities.

Our Efforts:

Healthy Start: For vulnerable children from 12 weeks to 13 years old who have parents in school or at work, we will provide the academic, health, and life supports to ensure a great start to a successful life. Our work will include intensive full-day early education programming in the earliest years, followed by dedicated out-of-school time academic and social supports as the child progresses through his or her elementary school years. Our primary focus will be school readiness and success by 3rd grade.

Healthy Connections: As our children progress through middle school, high school, and college, we will support our youth with service, leadership, and work opportunities as they mature as learners, leaders, and earners. At the same time, we will work with the parents of Healthy Start students to become family visionaries and leaders on their family's path toward a self-defined vision of success.

Healthy Eating: For more than 17,000 elementary school children attending over 50 elementary schools throughout D.C., we will provide access to healthy food, information, and motivation to eliminate hunger, improve health, and create a more joyful connection to food and eating. We will do this through our Joyful Food Markets partnership with the Capital Area Food Bank. Additionally, we will offer our markets at elementary schools and community sites in other areas of the city and will continue to offer prepared meals for homeless men and women and the working poor via McKenna's Wagon at four locations.

PROGRAM

6 p.m.: Cocktails and Conversation

7 p.m.: Program begins

WELCOME

Cathy Sulzberger, Chair, Martha's Table Board of Directors

I AM MARTHA'S TABLE INTRODUCTION

Timothy Jones, Director, Healthy Connections

HISTORY & KEY CONSTITUENTS

Dr. Marceé White, Director, Martha's Table Board of Directors
& **Timothy Jones**

OUR VISION, OUR PARTNERS, OUR FUTURE

Patty Stonesifer, President & CEO, Martha's Table

PANEL: WHY GIVE LOCALLY?

WHY GIVE TO MARTHA'S TABLE? WHY GIVE NOW?

- **David Rubenstein**: Co-Founder/Co-CEO, The Carlyle Group (moderator)
- **Joe Horning**: Co-Founder, Horning Brothers and Horning Family Fund
- **Laura Graham O'Shaughnessy**: Co-Founder/CEO, Social Code; Trustee Philip L. Graham Fund; Director, Martha's Table Board of Directors
- **Carrie VanRoekel**: Formerly Senior Vice President of Marketing for Expedia and Senior Marketing Executive at Microsoft and Procter & Gamble; Director, Martha's Table Board of Directors
- **Melody Barnes**: Former director of President Obama's White House Domestic Policy Council; Former Executive Vice President for Policy for the Center for American Progress; Chair, Forum for Community Solutions, The Aspen Institute; Board Member, Marguerite Casey Board of Directors

SETTING THE TABLE VIDEO

INSPIRATION TO ACTION



HISTORY

After three and a half decades of nourishing minds and bodies, the Table is set for new challenges. From the riot-torn streets of the past to the trendy restaurants and gleaming high-rises of today, Martha's Table has stood as a beacon of hope on 14th Street and beyond.

The '80s – Humble Beginnings



Teaming up with her friend and mentor Fr. Horace B. McKenna and “an ample store of wit and wiles, but not much in the way of wallet”, Dr. Veronica Maz quit her job as professor of sociology at Georgetown University, and opened the doors at Martha's Table.

With a grand total of \$93 in cash, she fed 4 children that first day. But this was only a taste of things to come. This “Kids Kitchen” program quickly grew to serve hundreds of local children. Keeping with Maz's “life-is-not-a-handout” philosophy, “Junior Business Kids” was begun. Stressing the habits of hard work and saving, this program required children either to pay a dime for their chosen pieces of fruit or to bake and sell cookies, returning the proceeds to their families.

Sadly, 1982 also witnessed the death of Fr. McKenna, and in his memory McKenna's Wagon rolled out along its maiden voyage through the streets of Washington DC. Coinciding with the recession in this year, this program brought much needed food and hope to the desperate.

The opening of a thrift store, the expansion of youth programs all the way to 18 years old, the transformation of the after-school snack program into a fully-fledged breakfast and lunch initiative, the installment of Veronica Parke as the new President and CEO, and the milestone of over 150,000 meals served all marked this formative decade as one of energy and promise.



The '90s – The Seed Sprouts

With the beginning of this new decade came a generous grant from the Ford Motor Company to expand our Mother/Early-Childhood program and to begin a more comprehensive tutoring program. In the following year (1991), this program provided 5,000 total hours of valuable tutoring.

With our nutrition, education and thrift store activities becoming increasingly noticed, in 1992 Martha's Table received two prominent visitors: First Lady Barbara Bush and Mrs. Boris Yeltsin. Other important visits to Martha's

HISTORY



Table included Patty Stonesifer (our current President and CEO) with Bill Gates in 1994 and again in 1996 to present grants for much needed computers and software, better enabling us to prepare our kids for the 21st century.

The '90s saw major victories in education, nutrition and expansion. We began our very successful teen program, which would ultimately lead our creative teenagers to release their own

CD of original poetry, rap and spoken word. We accommodated 140 children every day, and pioneered our Martha's Pantry program in 1995, which, by December, had 130 families lining up out the door to receive much needed food assistance. Through a generous donation by Ms. Dorothy Kidder, we installed showers and laundry facilities for the homeless in 1997, and McKenna's Wagon grew to feed 1,300 people. By 1999, the waiting list for young children to enroll in our programs had grown to 160 and we had received Vice President Al Gore as a volunteer.

The '00s – Full Speed Ahead

The decade began with a visit from President George W. Bush, followed in 2002 by First Lady Laura Bush and First Lady Marta Sahagan (Mexico). In 2002, every one of our seniors graduated high school, with all but one enrolled in college. The one remaining chose to enter the Marine Corps.



In 2003, rising food insecurity prompted a before-school program, featuring a healthy breakfast and structured activities. At Thanksgiving alone, Martha's Table provided 3,600 meals for the less fortunate.

In 2004, Lindsey Buss assumed presidency of Martha's Table and oversaw the expansion of many education and food programs, the opening of Martha's Outfitters, and accreditation of the children's (2004) and early education (2010) programs.

Carrying on our successes in education, our after-school program reached 87 enrollees in 2006, who collectively earned a "B" average in their schoolwork (39% of them making the Honor Roll)! Our child development center also grew to host 118 children that year, with kids being dropped off as early as 7 am, some of them remaining as late as 6 pm.

As the economic downturn deepened in 2008, clients seeking emergency assistance doubled. When our pantry was bare, our volunteers and generous benefactors soon restocked our shelves. In response to this growing need, we at Martha's Table joined forces with DC Central Kitchen in

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2009 for a series of dinners called “Art, Food, Hope” which have continued each January since as “Sips & Suppers”. These dinners raise awareness of homelessness and hunger in the nation’s capital, making use of celebrity chefs and those in media to shine a spotlight on hunger.

2010 through 2015 – Partnering and Growing



Multiple visits and volunteering by President Barack Obama and the First Family increased our visibility — Martha's Table has been visited by several U.S. presidents and high-profile visitors. In 2011, we joined forces with Target to put pantry sites in two elementary schools using their Meals for Minds model which featured a market in

which parents choose healthy food, get nutrition tips, and watch cooking demonstrations. By 2012, we had added two more pantry sites. These sites would, in 2013, be renamed our Martha's Markets program, which has truly grown into its own by adding 7 new healthy grocery markets at schools and has big plans for the future. As it stands, we are happy to announce that through amazing partnerships with Walmart, Capital Area Food Bank, and more, we host 15 healthy grocery markets in schools and community sites throughout the metro area, reaching over 18,000 families with healthy groceries each year.

Our Child Development Center received national accreditation from the National Association for the Education of Young Children in 2010 (only one of two in DC to receive such an honor). Two years later, this center would expand to include a 3rd infant classroom, helping accommodate families on the waiting list for affordable quality early education. For older children, the teen program split into two so that 14-18 year olds attending our Martha's Table Collegiate Academy prepared for college admissions while our 19-24 year olds attended Degree DC, which supported them during college.



April of 2013 saw the arrival of Patty Stonesifer, the new President and CEO. With a long résumé of prior accomplishments, Patty brought with her a deep commitment to continuing Martha's Table's record of compassion and impact. In 2013, a new Martha's Outfitters in Anacostia joined our popular store on 14th Street which provides affordable and free clothing and household goods for families struggling to make ends meet.

HISTORY



Furthermore, in response to a report citing that 85% of DC's 8th graders are not proficient at reading, Martha's Table launched an intensive literacy initiative in 2014 that focuses on improving literacy proficiency. Also in 2014, we partnered with the AppleTree Institute to sharpen our infant and toddler curriculum and teaching strategies and added both an onsite Academic Coach and a Literacy Coach as well as instituting a home visiting program for infants.

Investing in the next 35 years

Martha's Table's ambitious plans to expand to a second site in the Hillside neighborhood of Ward 8 and continue key programs in the 14th Street neighborhood while bringing Joyful Food Markets to every elementary school in Ward 7 and 8 require a new level of support and commitment. Families battling economic hardship count on us to be there for them, whether it's snowing or sunny, on good days and especially on bad days. However, this kind of expansion requires a new level of operating funds, infrastructure and capacity. It requires staff, programmatic and administrative systems, technology, and fundraising capacity. Setting the Table for the Next 35 Years requires broad, sustained funding from hundreds of individuals and institutions to support a new level of quality, reach and impact. We offer many ways and many levels of giving, including through our new Apple Giving Society. Based on giving levels named for our favorite apples ("Red," "Green," "Golden") the Apple Society will recognize supporters who commit to \$10,000, \$50,000, \$100,000 or more per year over multiple years. We expect Apple Society members will contribute 50% of the private funding needed [each year] to realize our vision.

Starting tomorrow, Martha's Table's team will be reaching out to you about making a commitment to our vision and our future as an Apple Society member. We appreciate each and every one of our donors and those of you already investing at the Apple Society level. In the days ahead, we will thank you for your support, or invite you to join our long list of supporters, and share our bold vision for the future.



ACKNOWLEDGEMENTS

The Horning Family: a unique vision and shared goals

For the Hornings, investing in the community, improving neighborhoods and supporting families grows out of values that date back to their childhoods. Both Lynne and Joe (Joseph) come from families where volunteering and supporting educational institutions were the norm. Inspired by their parents, by Catholic social teaching relating to those in need, and by the civil rights movement, they have devoted countless hours and significant resources to supporting children and families in our region. They have been inspired by many individuals – from civil rights activist Rosa Parks and founder of the Catholic Worker movement Dorothy Day, to Martha's Table co-founder Father Horace McKenna. In turn, the Hornings have inspired many others – their family, their friends, and colleagues in the business community – who recognize the role philanthropy can play not only in changing neighborhoods but in changing lives.

**All of our Apple Society Members
including individuals, foundations, corporations,
faith-based organizations, many groups
and many friends**



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