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Skippy Peanut Butter Promotion

February 25th - March 3rd, 2014



For every
3 POUNDS SOLD
of Skippy peanut butter
HY-VEE WILL
DONATE 1 POUND
to the Des Moines Area
Religious Council's Red
Barrel Program
(which helps feed the hungry
of Des Moines!)



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"Like" our food work on Facebook: Move the Food



Follow us on Twitter: @dmreligious
Follow our food work on Twitter: @MoveTheFoodDSM



DES MOINES AREA RELIGIOUS COUNCIL RED BARREL NEWS

A Monthly Publication of the DMARC Food Pantry Network

FEBRUARY 2014

HY-VEE & SKIPPY HELP "SPREAD" THE LOVE

Des Moines, IA—March 1st marks National Peanut Butter Lover's Day. And thanks to the help of Hy-Vee Store Director Wes Snook and a representative of the Hormel corporation, DMARC can celebrate. For one week, beginning February 25th, Hy-Vee will donate one pound of Skippy brand peanut butter to the food pantry network for every three pounds purchased in Des Moines area Hy-Vee grocery stores. This kind of matching donation promotion is a great way for

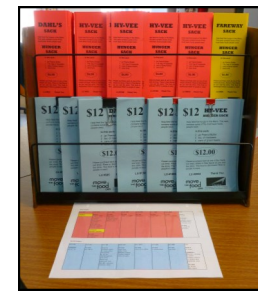


DMARC to increase its peanut butter supply in a short amount of time. It also helps make up for the dip in donations that regularly occurs this time of the year after the holiday season has passed. For this reason, DMARC is encouraging everyone to "spread" the word to all the peanut butter lovers in the greater Des Moines area to stock up during the week and help make the promotion a successful one for the pantry. Van & Bonnie from WHO-AM will also be helping in that regard by pushing the promotion on the airwaves during their morning radio show. And local voice talent and office manager for Radio Garage, Jeff Martin, will be making his own contribution to the cause by donating a entire pallet of peanut butter! Look for the signs at your local Hy-Vee starting February 25th and help get the word out. We'll also be posting online reminders via *MoveTheFood.org's* Facebook page that you can "share" with your friends. The promotion ends March 3rd.

NEWS FROM THE COORDINATOR'S DESK



Anybody who collects Hunger Sacks or makes Hunger Sacks at any of our participating grocery store locations knows how fast some stores go through them, especially around the holidays. In an effort to make the tags readily available to volunteers who might need them, I've set up a tag station inside our new warehouse for easy access (*see photo the right*). Some tags are labelled differently depending on whether the store is a Dahl's, Hy-Vee, or Fareway and a chart is available to see which tags go to which store based on the lookup numbers. Stores that make their own can call me at any time if they are running low and I will deliver them. —JR



VOLUNTEER SPOTLIGHT



On Saturday, February 1st, brother and sister Neal and Quinlynn DeSomber (pictured above) collected donations at the Hy-Vee grocery store on Grand & Railroad in West Des Moines. On the other side of town, the Youth Ministry from Community of Christ Church on Pennsylvania Avenue collected contributions from customers at the Dahl's Foods located on E. 33rd and Hubbell on Des Moines' east side. Both groups brought in just over 100 food items and \$175.00 in cash.

DMARC Food Pantry Network
1435 Mulberry Street
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RED BARREL COLLECTIONS FOR JANUARY 2014 = 8,080

Rank	Store	Address	Collected	Store Director	Volunteer Collector
1	Dahl's	3425 Ingersoll Ave.	994	Mark Pearson	Downtown Kiwanis
2	Hy-Vee	410 N. Ankeny Blvd.	625	Wes Snook	Link Associates
3	Hy-Vee	4707 Fleur Drive	565	Jamie Stephens	Randy and Nicole Mitchell
4	Dahl's	4343 Merle Hay Road	542	Dave Wilson	Ron Stoen
5	Dahl's	5003 E.P. True Pkwy WDM	483	Troy Bond	Link Associates
6	Hy-Vee	7101 University Ave.	461	Matt Heldenbrand	Chris Burch
7	Hy-Vee	550 S. 51st Street, WDM	382	Mark Luke	Bob and Jan Schulte
8	Dahl's	5440 N.W. 86th, Johnston	379	Joe McDonald	John Young/Ron Stoen
9	Hy-Vee	8601 Douglas Ave.	366	Josh Asche	Larry Hamlin
10	Dahl's	3400 E. 33rd Street	337	Lyle Ellenwood	Link Associates
11	Fareway	8450 Meredith Drive	318	Dave Eisentrager	Larry Hamlin
12	Hy-Vee	3221 S.E. 14th Street	214	Doug Dop	Link Associates
13	Hy-Vee	5759 Merle Hay Rd, Johnston	211	Ryan Roberts	John Young/Ron Stoen
14	Hy-Vee	1990 Grand, WDM	168	Kim Cole	Chris Burch
15	Dahl's	1208 Prospect, WDM	147	Kevin Helm	Paul Benson
16	Dahl's	8700 Hickman Rd.	132	Pat Childress	Liz Coffman
17	Dahl's	1819 Beaver Ave.	121	Jeff Hudson	Golden K Kiwanis
18	Fareway	109 S.E. Oralabor, Ankeny	105	Doug Haugland	Link Associates
19	Hy-Vee	1725 Jordon Creek, WDM	98	Jim Carney	Harlan Thomas
20	Fareway	10151 University, Clive	67	Kevin McCormick	Link Associates
21	Dahl's	4121 Fleur Drive	59	Mike Hixon	Randy and Nicole Mitchell
22	Hy-Vee	1107 Army Post Road	53	Brian Hixon	Randy and Nicole Mitchell
23	Dahl's	1320 E. Euclid Ave.	43	Jim Martin	Link Associates
24	Hy-Vee	1700 35th Street, WDM	21	Tony Taylor	Link Associates
25	Fareway	3000 S.E. 22nd Street	9	Wil Golberg	Link Associates
26	Fareway	100 E. Euclid Ave.	9	Nick Greiner	Link Associates
27	Dahl's	1802 N. Ankeny Blvd.	0	Mike Lee	Amy Tournier
28	Fareway	3205 N. Ankeny Blvd.	0	Store Director	Amy Tournier
29	Hy-Vee	3330 MLK Blvd.	0	Brandon Williams	Red Barrel Coordinator

HUNGER SACKS SOLD IN DECEMBER = 458

TOP TEN STORES FOR \$6 HUNGER SACKS (6 ITEMS)

- 50 - Hy-Vee, S. 51st & Mills Civ.
- 43 - Dahl's, 35th & Ingersoll
- 41 - Dahl's, 50th & E.P. True
- 35 - Hy-Vee, N. Ankeny Blvd.
- 34 - Hy-Vee, 4707 Fleur Drive
- 28 - Dahl's, N.W. 86th, Johnston
- 24 - Dahl's, Merle Hay Road
- 22 - Hy-Vee, 86th & Douglas
- 20 - Hy-Vee, S.E. 14th & Park
- 18 - Hy-Vee, Windsor Heights

TOP FIVE STORES FOR \$12 HUNGER SACKS (12 ITEMS)

- 40 - Dahl's, 35th & Ingersoll
- 23 - Hy-Vee, N. Ankeny Blvd.
- 12 - Dahl's, Merle Hay Road
- 5 - Hy-Vee, Windsor Heights
- 3 - Dahl's, Prospect & Grand

DISCARDED ITEMS FOR DECEMBER = 1171

Hy-Vee, Jordan Creek
Jim Carney, Store Director
Harlan Thomas

997

Hy-Vee, East Euclid
Mike Kueny, Store Director
Link Associates

174

Fareway, East Euclid
Nick Greiner, Store Director
Link Associates

0

FIVE YEAR HISTORY OF RED BARREL COLLECTIONS

Month	2010	2011	2012	2013	2014	Cash
January	8,892	7,848	9,826	11,423	8,080	—
February	9,015	9,102	8,599	8,342		
March	10,637	9,398	10,876	9,339		
April	8,866	10,837	10,540	10,599		
May	7,015	9,580	7,707	8,110		
June	11,009	7,334	8,817	7,532		
July	9,172	7,970	9,544	9,435		
August	8,779	8,848	7,620	7,009		
September	7,740	8,419	6,565	8,506		
October	12,589	13,112	9,357	9,108		
November	11,586	14,267	13,157	11,307		
December	12,933	18,362	12,074	13,079		
TOTAL	117,802	124,638	114,682	113,789		