



DMARC CELEBRATES FIRST ANNIVERSARY IN NEW HOME

1435 Mulberry Capital Campaign Update

Martin Luther King Day, January 19, 2015, marked the one-year anniversary of the opening of the DMARC campus at 1435 Mulberry Street in Des Moines.

And, the outpouring of community support for DMARC's relocation could not have come at a more critical time.

Since November 1, 2013, DMARC pantries have seen double-digit increases nearly every month in the percentage of families requesting short-term food assistance. In fact, we are now providing emergency food for about 20% more people than during the same period a year ago.

DMARC's capacity to meet this growing need was a direct result of operational efficiencies from being in the new space, as savings of about \$230,000 were redirected to provide more food for more families in 2014.

Efficiencies and savings continue to grow. Yet, we recognize that DMARC is not in this work alone.

Thank you for embracing the spirit of giving, and for walking with DMARC to lighten the burdens of our neighbors who cannot, for a short time, manage on their own.

To support the 1435 Mulberry Street campaign, or to learn more, visit dmarcunited.org/campaign.

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A NEW YEAR, A NEW START

BY REV. SARAI SCHNUCKER RICE, EXECUTIVE DIRECTOR

Ever since the beginning of the recession in the fall of 2008, DMARC has had to direct most of its energy and attention to making sure that the people of Greater Des Moines have enough to eat.

We've continued to do interfaith engagement by developing programs for youth interested in interfaith work, presenting the Bear Lecture series, and reintroducing Winter Thaw (formerly January Thaw). But we haven't been able to focus on the life of our congregations as closely as we would like.

We continue to see month after month of double-digit increases in the number of people using our pantries, but we hope to make 2015 a great year to re-energize our work with our congregations. Possibilities include workshops on congregational management issues or networking opportunities for pastors.

To that end, we invite you to help us focus on additional ways that we can be of value to member congregations. We will be forming an exploratory group this spring, and I would love to have your participation. You will be hearing from me directly in the next few weeks, but feel free to respond to this column if you would like to participate or if you have an idea for some way that we could help you thrive as a congregation. You can reach me at 515-277-6969 or sarai@dmreligious.org.

A handwritten signature in black ink that reads "Sarai Schnucker Rice".

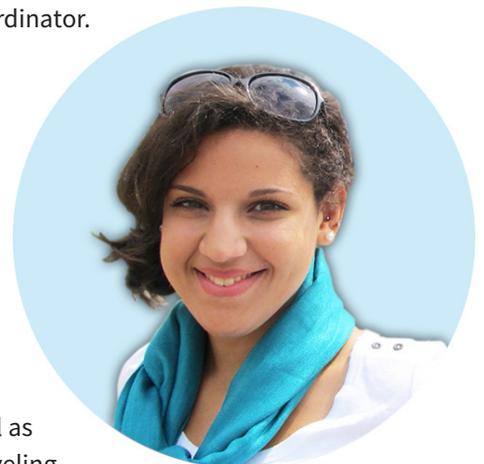
Rev. Sarai Schnucker Rice

WELCOME ANNIE FULLAS, INTERFAITH YOUTH PROGRAM COORDINATOR

Annie Fullas joined our staff in October of 2014 as DMARC's Interfaith Youth Program Coordinator. She graduated from Simpson College in 2014 with a B.A. in political science and a minor in religion. During her time at Simpson, she had the opportunity to intern in Washington D.C. with the InterFaith Conference of Metropolitan Washington.

Throughout her senior year at Simpson, she served as the Interfaith Intern through the Religious Life Community on campus. Her time was spent engaging peers by facilitating interreligious discussions, hosting interfaith-minded events, and organizing visits to various places of worship in and around Des Moines.

As a perpetual lover of Des Moines and all things interfaith, Annie is excited to continue building relationships with adult faith leaders and youth in the metropolitan area, as well as providing experiential/service opportunities through interfaith work. She also enjoys traveling, poetry, politics, asking big questions, and being an aunt to three beautiful children.





“SPIRITUAL AWAKENING” LEADS TO DOUGLAS M. WOODS “CHALLENGE HUNGER” CAMPAIGN

BY KRISTINE FRAKES, DEVELOPMENT DIRECTOR

What do “The Grapes of Wrath”, a primitive southern Iowa farmhouse, and a Bible verse have in common?

For retired West Des Moines police officer Doug Woods, the convergence of these writings and memories of a boyhood experience led to his self-described “spiritual awakening” in 2012 – and, soon after, the launch of the first Douglas M. Woods Hunger Challenge to benefit the DMARC Food Pantry Network.

Doug was a picky eater as a child, and his father often reminded him of children in Europe and others who were not getting enough to eat. To emphasize the point, his dad gathered up several bags of groceries and drove with Doug to deliver food to relatives in a primitive Iowa farmhouse with little furniture, bare floors and a wood stove for heat. It was an image he never forgot.

Doug said his reading of John Steinbeck’s “The Grapes of Wrath”, set during the Great Depression with its vivid portrayal of “people dying of malnutrition every day – in this country”, increased his awareness of hunger.

And, it was a reading of Bible verse 2 Corinthians 9:10 while attending New Hope Assembly of God Church in Urbandale, that spoke to him of “giving to the poor and needy”, and that guided him in his call to service through DMARC.

With the recognition that cash could help DMARC buy more food than he could buy at retail price and donate, Doug began to make monetary donations. But, he felt called to something bigger - to do something more.

The rest is both history and a future in the making, as DMARC announces the third year of the Douglas M. Woods \$10,000 Challenge Hunger Campaign. Thank you, Doug!

From March 1 through April 30, 2015, donations to DMARC that are noted as “Challenge Hunger” gifts will be matched 50 cents for every dollar, up to a total of \$20,000 given. Your \$10 becomes \$15, \$50 equals \$75, and so on.

This challenge comes during a season when donations to the food pantries are historically low. Yet, the need for food assistance continues. During the Challenge, a \$10 gift will help DMARC provide 20 meals. Donate online at: dmarcunited.org/donate, or mail your “Challenge Hunger” donation to the DMARC office.

Thank You for Your Support!

The Feinstein Hunger Challenge provides another way to leverage your gifts. Read more on page 8.

2 CORINTHIANS 9:10

“Now may He who supplies seed to the sower, and bread for food, supply and multiply the seed you have sown and increase the fruits of your righteousness.”

A NEW LOOK FOR DMARC

PRIMARY COLOR SYSTEM



SECONDARY COLOR SYSTEM



A NEW LOOK FOR DMARC

BY LUKE ELZINGA, COMMUNICATIONS MANAGER



UNITED TO MEET THE NEED

“From a design standpoint, the DMARC logo displays a dimensional ‘ribbon’ look that connects all of its letters - much how the organization ties together many denominations of beliefs to accomplish its mission. The ‘ribbon’ also represents the ‘fabric’ that ties the entire community together – helping those who are struggling to meet basic human needs for quality of life. The new logo design also incorporates a DMARC ‘arc’, reflecting the physical look of Des Moines bridges, while also representing the bridge of hope that DMARC provides to the communities it serves.”

-Adam Jensen, Vice President and Creative Director, c(3) Marketing

At DMARC’s Grand Opening and Ribbon Cutting Ceremony last June, the new building at 1435 Mulberry Street wasn’t the only thing being debuted. DMARC’s new logo (as seen above) was officially rolled out, along with the tagline, “United to Meet the Need.”

It was this tagline that inspired the name of DMARC’s new online home, dmarcunited.org. The new website seeks to be a combination of two previous DMARC websites: dmreligious.org and movethefood.org.

The website has new and improved features such as a tool for finding the closest DMARC food pantry, a suggested donation of the month and responsive design, making the site more accessible for tablets and mobile devices.

As you may have noticed, the design of *The Voice*, eVoice and other DMARC materials have changed as well to reflect the new brand.

With this push to modernity, DMARC has also begun producing videos to tell our story.

Visit youtube.com/user/dmreligious to find videos about our programs and operations, community gardens, and highlights from last year’s Grand Opening.

The logo, colors, fonts, and other aspects of DMARC’s new brand were assembled by c(3) Marketing, a full-service local marketing agency that serves non-profits exclusively. We thank them for their guidance and skill in our transition to the new look of DMARC.

Our new website, dmarcunited.org, contains all the same content and features as dmreligious.org and movethefood.org, plus some new additions that you can learn more about below. We'd love to hear your suggestions and feedback for the new site! Contact Luke Elzinga, Communications Manager, at 515-277-6969 or lelzinga@dmreligious.org.

NEW AND IMPROVED WEBSITE FEATURES



Finding a DMARC Food Pantry Network partner pantry has never been easier! Simply visit dmarcunited.org, click the 'Find a Pantry' button, and enter your location to find the nearest food pantry.

You can also find more information on pantries in DMARC's Food Pantry Network, such as their hours, website, contact information, area served, and additional services provided aside from a food pantry.

Each month, a different food item will be featured online as a designated "Donation of the Month." This is part of an effort to promote more food donations that meet our healthy guidelines. A full list of DMARC's most needed items can also be found online.

DONATION of the MONTH



Responsive design is a type of web design that optimizes pages to be viewed across all devices. The fluid layout adapts page contents to display differently on different devices, depending on the screen size. As more and more web traffic is mobile, having a website that is simple and easy to navigate, no matter how you're accessing it, is essential in the Internet age.

coming soon...

ONLINE VOLUNTEER PORTAL

In the coming months, DMARC will be developing an online volunteer portal to manage and track volunteer activity. This will save time and costs for our staff while making things easier for volunteers, as the current system relies entirely on pen and paper. Volunteers will be able to sign a waiver online, enter volunteer hours, and update personal information. More information on the online volunteer portal and a prospective launch date can be expected this summer.

EVENTS AND ANNOUNCEMENTS

DMARC'S MISSION:

Religious Communities Working Together
to Meet Basic Human Needs.

STAFF:

REV. SARAI SCHNUCKER RICE,

Executive Director

DANIEL BECK

JOE DOLACK

LUKE ELZINGA

KRISTINE FRAKES, CFRE

ANNIE FULLAS

PAM LARSON

DREW ROBERTSON

JOHN E. ROBINSON

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CAPITAL CAMPAIGN UPDATE

We are grateful for the generosity of donors who have already committed \$1,153,065. Learn more about the capital campaign or make an online donation at dmarcunited.org/campaign, or contact Kristine Frakes at kfrakes@dmreligious.org or 515-277-6969.



PEANUT BUTTER LOVER'S DAY AT HY-VEE



March 1 is National Peanut Butter Lover's Day and, once again, Hy-Vee and Skippy will be teaming up to help support the DMARC Food Pantry Network. From February 24 to March 2, for every three pounds of Skippy peanut butter sold at Des Moines area Hy-Vee stores, the team will donate a pound of peanut butter to the Food Pantry Network. Thanks to Hy-Vee and Skippy for this great promotion!

FEBRUARY AT FAREWAY: GIVE A PIECE OF YOUR HEART TO DMARC

Throughout the month of February, be on the lookout for hearts in the aisle of Des Moines area Fareway stores. This promotion is inspired by Valentine's Day, and aims to increase Red Barrel donations of some of DMARC's most needed food items. Participating is simple! Select an item marked with a heart, and donate it to the store's Red Barrel.



SPRING DELEGATE ASSEMBLY

Save the date! The annual DMARC spring delegate assembly will be held on Tuesday, March 17 at 7:00 p.m. Location remains to be determined.

David Bear

MEMORIAL INTERFAITH LECTURE SERIES

SAVE THE DATE: DAVID BEAR LECTURE

The 5th Annual David Bear Memorial Interfaith Lecture Series will be held on October 13, 2015. Joining us this year will be Yaakov Ariel, Professor of Religious Studies at the University of North Carolina Chapel Hill. Dr. Ariel is the author of *An Unusual Relationship: Evangelical Christians and Jews*.

Help sustain interfaith engagement with a contribution to the David Bear Memorial Interfaith Lecture Series!

Donate online at dmarcunited.org/donate, or contact Kristine Frakes for more information: 515-277-6969 or kfrakes@dmreligious.org.

WEST DES MOINES HUMAN SERVICES MOVES TO NEW OFFICE ON 6TH

BY LUKE ELZINGA, COMMUNICATIONS MANAGER



Just a few blocks south of their previous location, West Des Moines Human Services moved into their new home at 139 6th Street in West Des Moines in October of last year.

The move has had a direct impact on the 300+ households served each month by the West Des Moines Human Services food pantry. With more available space, the pantry was able to expand their food options and allow clients the opportunity to choose which items go in their monthly food box.

“Our clients have loved going to the self-select pantry,” said Food Pantry Coordinator Stephanie Corbett. “It’s been a lot more efficient for them and they really enjoy being able to choose what they’ll use.”

Like all food pantries in the DMARC Food Pantry Network, the pantry at West Des Moines Human Services receives food from DMARC free of cost.

“DMARC is a great partnership with us,” said Corbett. “Everyone at the warehouse is really great to work with. When we’re in a pinch, if we’re short on food, I can call them up and they’re very receptive to making sure our shelves are always stocked.”

Aside from food received from DMARC, West Des Moines Human Services purchases food from the Food Bank of Iowa, and receives donations of food and personal products from the West Des Moines community. In the summer, they receive fresh produce donations from the Faith and Grace Garden, which also donates directly to DMARC.

Corbett says clients value the fresh produce, but at times are unsure how to prepare some of the fruits and vegetables they receive.

“Just last week we had eggplant in the food pantry, and a lot of clients were asking, ‘Well, what do I do with eggplant?’ So, we looked for some recipes and found a ratatouille recipe and other things that eggplant pairs well with.”



Corbett says providing education on nutrition, as well as recipes that utilize monthly food boxes and Meals from the Heartland is a future goal of the food pantry at West Des Moines Human Services. They also seek to provide clients with more of the items they request.

“People are asking for fresh produce, dairy, meat products... personal items are always in demand,” said Corbett.

Interested in learning more? Watch a video interview with Food Pantry Coordinator Stephanie Corbett and tour the new food pantry online at [youtube.com/user/dmreligious](https://www.youtube.com/user/dmreligious).



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 **Des Moines Area Religious Council**
 **@dmreligious**

DMARC/FEINSTEIN HUNGER CHALLENGE LAUNCHES ON MARCH 1ST!

From March 1 through April 30, consider designating a DMARC food pantry gift or pledge as a match for the Feinstein Foundation 2015 Hunger Challenge. Simply include the word “Feinstein” when making your gift. Your support is needed and greatly appreciated!

Our goal this year is to reach \$100,000 in donations. The \$1 Million Feinstein grant is distributed to all eligible organizations proportionally, based on cash and food pledges and donations received as a part of the Feinstein Challenge.

Questions? Contact Kristine Frakes: 515-277-6969 or kfrakes@dmreligious.org.

ANNUAL RECEIPT OPTION

By choosing to receive a list of your gifts at the end of the year, instead of receiving a separate receipt for each one individually, you can help DMARC reduce the cost of postage and materials and increase the value of your gifts.

The IRS recognizes an annual summary to “substantiate several single contributions” so long as the receiving organization (DMARC) provides the summary to you by January 31 of the year following the donations.

If you would like to opt for an annual donation receipt, contact Linda Vander Hart, 515-277-6969 or lvanderhart@dmreligious.org. Thank you!

