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DES MOINES AREA RELIGIOUS COUNCIL RED BARREL NEWS

DMARC Food Pantry Network—Final Edition

AUGUST 2017

RED BARREL SEEKING TO REBRAND; EXPAND

Des Moines, Iowa—With the beginning of Fiscal Year 2017-18 comes exciting new changes for the Red Barrel. As DMARC as an organization has begun setting new goals for the new fiscal year, so too has the Development department and with it, the Red Barrel program. As we strive towards increasing donations and funding across the board, we've begun developing an actionable plan to help meet our new goals. Included in that plan is a rebranding and relaunching of the Red Barrel by its anniversary date in April of 2018. Also included in the plan are a new design and new materials to be used in the construction of the barrels, an "adopt-a-barrel" program to help expand its reach into schools and businesses, and a mascot to help promote the barrel in parades and public appearances. Currently, the search is on for key stakeholders and other parties interested in participating and serving on a Red Barrel committee to help oversee the development of the new program. Those interested in volunteering to serve in this exciting new capacity should contact Red Barrel Coordinator John Robinson using the info below.

Along with changes to the Red Barrel program will come a change to this publication, the Red Barrel News. As of this edition, the monthly hard-copy version will no longer be available. Instead, it will be replaced by a digital monthly report available through DMARC's website, dmarcunited.org. A quarterly Red Barrel report in hard copy form will be also available as a new, added section of DMARC's quarterly publication, The Voice. Subscribers to Red Barrel News who are not already subscribed to The Voice should do so in order to continue to receive hard-copy updates. The first quarterly Red Barrel report will appear in the winter edition of The Voice which is due out at the beginning of November.

MORE FROM THE COORDINATOR'S DESK...



Are you an innovative problem-solver? Are you committed to address the issue of Hunger in our community? Do you have ideas that can help improve the Red Barrel program? WE. NEED. YOU. The DMARC Food Pantry Network is committed to its mission of serving the basic needs of the community, but our resources are increasingly thinning as the need continues to rise. The Red Barrel program is the most recognizable, iconic brand that DMARC owns and we want to use it to truly engage the public and drive the effort to help feed people in our community. Be part of the rebranding and relaunching effort by serving on the Red Barrel committee. You can help by selecting the design elements of our new barrel, soliciting partners to help fund it, organizing the event to relaunch it, or implementing ideas to help market it to the public. If you are looking for a great way to volunteer AND utilize your own unique skill-set, this is the opportunity for you! Call or email me using the info to the right of this column.—JR

SPONSOR A SACK SATURDAY



With nearly 30 locations to choose from, you can help make a difference volunteering for just a few hours on any given Saturday!

Did You Know...

August is National Sandwich month? Americans eat more than three hundred million sandwiches every day; an amazing statistic considering there are only slightly more than three hundred million Americans. The most popular sandwich in America is the ham sandwich, followed by the BLT. The average American consumes about 1,500 peanut butter and jelly sandwiches by the time they graduate high school.



DONATE AT A RED BARREL LOCATION NEAR YOU
DURING MONTH OF SEPTEMBER!

DSM
girl
GANG



TAMPON & PAD DRIVE:
RED ALERT

DONATE PADS AND TAMPONS
TO THOSE IN NEED.



"Like" us on Facebook: Des Moines Area Religious Council
"Like" our food work on Facebook: Move the Food



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

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RED BARREL COLLECTIONS FOR JULY 2017 = 5,425

Rank	Store	Address	Collected	Store Director	Volunteer Collector
1	Hy-Vee	7101 University Ave.	525	Jeff Osborn	Chris Burch
2	Hy-Vee	8601 Douglas Ave.	499	Scott James	Urbandale Kiwanis
3	Hy-Vee	550 S. 51st Street, WDM	488	Mark Luke	Harlan Thomas
4	Hy-Vee	410 N. Ankeny Blvd., Ankeny	481	Joel Flug	Link Associates
5	Hy-Vee	4707 Fleur Drive	430	Ryan Roberts	Link Associates
6	Hy-Vee	1990 Grand, WDM	421	Kim Cole	Chris Burch
7	Fareway	100 E. Euclid Ave.	369	Nick Greiner	Link Associates
8	Hy-Vee	5759 Merle Hay Rd, Johnston	267	Ray Doughan	Johnston Kiwanis
9	Brick St. Market	114 Brick Street SE, Bondurant	248	Reenie Hogan	Connie Richards
10	Hy-Vee	1725 Jordan Creek, WDM	234	Jason Sheridan	Bob & Jan Schulte
11	Hy-Vee	1700 35th Street, WDM	199	Brian Bieker	NW Kiwanis
12	Fareway	8450 Meredith Drive	189	Dave Eisentrager	Urbandale Kiwanis
13	Price Chopper	4343 Merle Hay Road	179	Chris Mathias	Johnston Kiwanis
14	Fareway	329 Grand Ave., WDM	165	Wil Goldberg	Link Associates
15	Price Chopper	1819 Beaver Ave.	159	Crystal Anderson	Golden K Kiwanis
16	Gateway Market	2002 Woodland Ave.	120	David Clemens	Rhonda Fingerma
17	Price Chopper	3425 Ingersoll Ave.	109	Scott Benter	Downtown Kiwanis
18	Hy-Vee	1107 Army Post Road	94	Steve Deutmeyer	Link Associates
19	Fareway	3205 N. Ankeny Blvd.	82	Rick Beckwith	DMARC Staff
20	Price Chopper	5440 N.W. 86th, Johnston	48	Tom Day	Johnston Kiwanis
21	Hy-Vee	420 Court Avenue	48	Marcie McCauslin	NEW LOCATION!
22	Fareway	10151 University, Clive	26	Kevin McCormick	Link Associates
23	Fareway	3000 S.E. 22nd Street	25	Todd Hynes	Link Associates
24	Fareway	109 S.E. Oralabor, Ankeny	17	Doug Haugland	Link Associates
25	Cash Saver	4121 Fleur Drive	3	Al Cole	Link Associates
26	Fresh Thyme Market	2900 University Ave, WDM	0	Steve Bourbon	Mallory Crain
27	Fareway	6005 Merle Hay Rd, Johnston	0	Paul Vogtlin	Johnston Kiwanis
28	Hy-Vee	3330 MLK Blvd.	0	Aron Barwick	DMARC Staff
29	Hy-Vee	3221 S.E. 14th Street	0	Dan Anderson	Link Associates

HUNGER SACKS SOLD IN JUNE = 337

TOP 10 STORES FOR \$6 SACKS (6 ITEMS)

- 71 - Hy-Vee, Mills Civic & 51st
- 53 - Hy-Vee, Fleur Drive & McKinley
- 41 - Brick Street Market, Bondurant
- 31 - Hy-Vee, N. Ankeny Boulevard *
- 31 - Hy-Vee, Grand & Railroad *
- 21 - Hy-Vee, Windsor Heights
- 18 - Price Chopper, Beaverdale
- 17 - Fareway, 86th St. & Meredith
- 12 - Price Chopper, Merle Hay Road
- 8 - Hy-Vee, 86th St. & Douglas Ave.*
- 8 - Price Chopper, NW 86th Street *
- 4 - Price Chopper, 35th & Ingersoll

TOP STORE FOR \$12 SACKS (12 ITEMS)

- 13 - Hy-Vee, N. Ankeny Boulevard

** stores tied for 4th & 9th place, respectively*

DISCARDED FOOD IN JUNE = 9,440

- Walmart, Grimes**
Collected by DMARC Staff:
3,264 food items, 3,098.3 lbs./produce, + 1,414.4 lbs./meat
- Whole Foods, WDSM—Michael Durr, Team Leader**
Collected by DMARC Staff:
1,040 food items, 173.0 lbs./meat, + 1,260.0 lbs./produce
- Gateway Market—David Clemens, Director**
Collected by Gateway Market Staff:
1,910 food items
- Hy-Vee Fulfillment Center**
Collected by DMARC Staff:
1,711 food items
- Hy-Vee, West Lakes—Jason Sheridan, Store Director**
Collected by Heidi Zlab & Staci Fanning:
716 food items
- Fareway, Johnston—Paul Vogtlin, Store Director**
Collected by DMARC Staff:
306 food items
- ALDI, SE14th, Des Moines—Jamie Hoff, Manager**
Collected by DMARC Staff:
198 food items and 43.5 lbs./meat
- Hy-Vee, Mills Civic—Mark Luke, Store Director**
Collected by DMARC Staff:
217 food items
- Hy-Vee, Downtown—Marcie McCauslin, Store Director**
Collected by DMARC Staff:
78 food items

FIVE YEAR HISTORY OF DISCARDS & RED BARREL COLLECTIONS

Month	2013	2014	2015	2016	2017	Money
January	11,423	8,304	8,811	9,093	14,138	\$51.00
February	8,342	8,527	7,991	7,396	15,476	\$46.00
March	9,339	10,932	8,012	8,314	14,402	\$0.00
April	10,599	12,262	10,622	11,027	16,470	\$141.86
May	8,110	10,943	7,210	8,586	14,989	\$2.00
June	7,532	8,176	5,626	8,253	14,837	\$2.00
July	9,435	6,757	8,516	7,105	14,865	\$189.40
August	7,009	6,877	7,700	7,002		
September	8,506	8,863	8,602	7,044		
October	9,108	10,707	9,475	8,186		
November	11,307	9,997	7,573	10,526		
December	13,079	15,338	9,766	12,292		
TOTAL	113,789	117,683	99,904	104,824		