

# TELLING THE STORY OF

# HUNGER THROUGH DATA

BY LUKE ELZINGA, COMMUNICATIONS MANAGER

The DMARC Food Pantry Network is utilizing a new tool to help tell the story of hunger in Greater Des Moines: a client data visualization dashboard.

The data visualization dashboard provides a big picture look at food insecurity in Greater Des Moines. With this new tool, we can identify areas of our community with the greatest need, explore concentrations of senior and childhood food insecurity, and even analyze how individuals move within DMARC's Food Pantry Network as a whole.

Individually, these data points represent human beings who have to use food pantries to make ends meet. Collectively, they paint a stark reality that is hard to deny—hunger knows no boundaries in our community.

*continued on page 4...*

**IN THIS  
ISSUE:**

TELLING THE STORY OF HUNGER THRU DATA  
DES MOINES PILGRIMAGE • RED BARREL NEWS  
A DECADE OF MEETING THE NEED

# You're Invited!

## A DECADE OF MEETING THE NEED

Celebrate ten years of Rev. Sarai Schnucker Rice's leadership as Executive Director of the Des Moines Area Religious Council!

**Thursday, March 1, 2018**

**5:30-7:00 p.m.**

World Food Prize Hall of Laureates  
100 Locust Street, Des Moines



All proceeds will support the purchase of fresh fruits and vegetables through DMARC's new "Fresh Fund" program in honor of Rev. Rice.

Learn more about tickets and sponsorship levels, and register online at [dmarcunited.org/event/sarai10th](http://dmarcunited.org/event/sarai10th).

## SPRING DELEGATE ASSEMBLY

Join us Thursday, March 1, at the World Food Prize for DMARC's first of two annual delegate assemblies. Each DMARC member congregation is encouraged to send one faith leader and one lay delegate to the Assembly taking place from 4:30-5:15pm, but all are welcome to attend. We appreciate your input as we give updates on DMARC's work and elect new members to our Board of Directors.

Following the Assembly there will be a celebration with community leaders, partners, and friends who make our work possible. Please consider joining us for this special event. Tickets start at \$25 and in honor of Rev. Rice's commitment to our community's health, proceeds from the celebration will support the "Fresh Fund" program to make even more produce available to our pantry clients.

To RSVP for the Delegate Assembly, or to learn more, please contact Rev. Sarah Trone Garriott at (515) 277-6969 or [stronegarriott@dmarcunited.org](mailto:stronegarriott@dmarcunited.org).

### In the past ten years, we have...



transitioned to a health-focused food supply for our Food Pantry Network, adding fresh fruits and vegetables



added a fleet of vehicles: two trucks, a van, and our Mobile Food Pantry



increased the square footage of our food storage capacity by 600%

decreased our average cost per food item by 49%



## A DES MOINES PILGRIMAGE

BY REV. SARAH TRONE GARRIOTT,  
COORDINATOR OF INTERFAITH ENGAGEMENT



Did you know there are eight Buddhist temples in Des Moines? Were you aware that there are five Orthodox Christian churches? Have you ever been in the Hindu Temple in Madrid, or just driven by?

Our metro area is an incredibly diverse place, but even folks who live here don't realize it! Break out of your daily routine and explore your city with the 2018 Iowa Interfaith Exchange: Des Moines Pilgrimage!

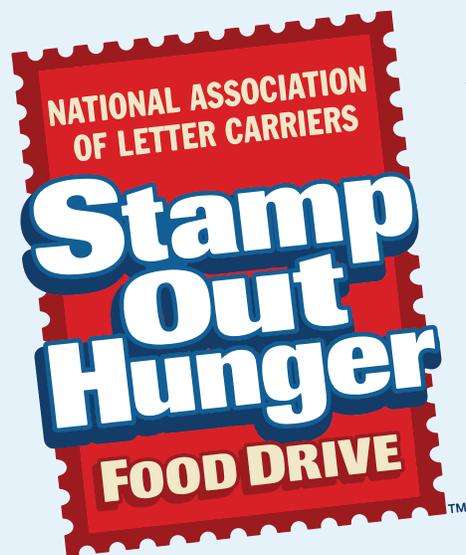


**Sunday, February 25, 2:00-4:00pm**  
**Parents Hall, Drake University**

Participants will have the opportunity to visit religious sites on a giant map of the metro area. Meet your religious neighbors and learn about their worshipping communities. All are welcome at this free event, sponsored by DMARC and The Comparison Project at Drake University.

For more information, please visit:  
[www.iowainterfaithexchange.com](http://www.iowainterfaithexchange.com)

Any questions? Contact me at (515) 277-6969 x19 or [stronegarrriott@dmarcunited.org](mailto:stronegarrriott@dmarcunited.org).

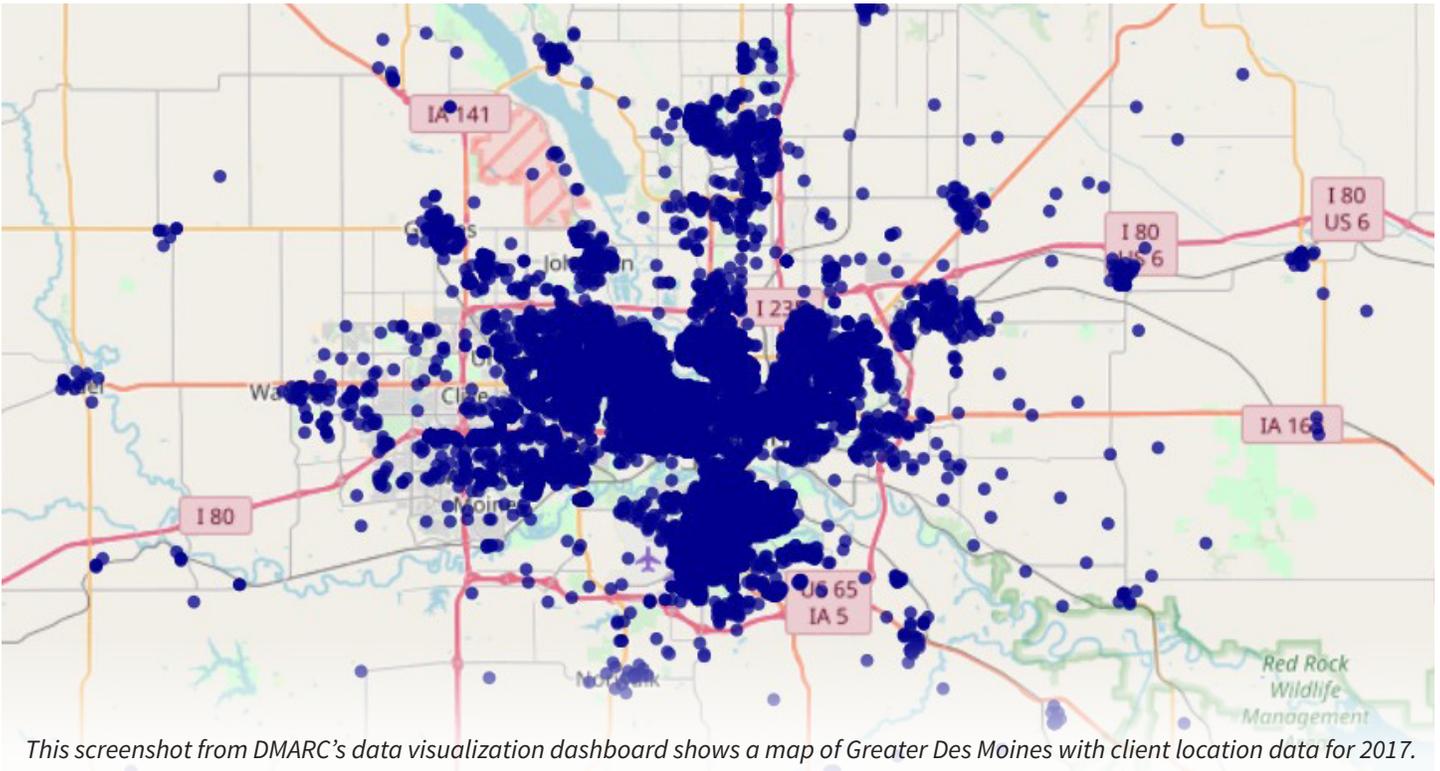


## JOIN US FOR A WEEK OF FOOD SORTING!

On Saturday, May 12, the National Association of Letter Carriers will be holding their 26<sup>th</sup> annual Stamp Out Hunger® food drive. Once again, DMARC will be the recipient of tens of thousands of food items donated from the drive. That's where we need your help!

We are organizing hundreds of volunteers to help us date-check, seal-check, and sort these food items during the week of May 14. We are seeking 30 volunteers for every two-hour shift, five shifts per day, Monday through Saturday. Sign up to volunteer online at:

[signup.com/go/cpQSRVE](http://signup.com/go/cpQSRVE)



This screenshot from DMARC’s data visualization dashboard shows a map of Greater Des Moines with client location data for 2017.

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As a former DMARC board member, Tom Fischer made it a personal volunteer project to create the data visualization dashboard after his retirement.

“As a member of the Board, I was aware DMARC was collecting data on clients using the food pantries, so when I retired in 2013, I volunteered to help make better use of the data being collected,” said Tom Fischer. “Having worked on data warehousing and data visualization projects in my career, I felt I could add some value and stay engaged with DMARC when my board term was up—and hopefully make a difference.”

And what a difference the project has made! We now have the data to confirm common trends of food insecurity in our community that have been evident to us for some time now.

“The data visualization dashboard has given us confirmation of a narrative we often address—that hunger really can be found even in areas that are often associated with affluence,” said Daniel Beck, DMARC Food Pantry Network Assistant Director.

“Before the project, I didn’t really understand the extent of the problem of hunger,” said Fischer. “But, when you see it visualized on a map and you can see where our clients come from, it’s not just the poorer areas of Des Moines. People come from all over, including the wealthier suburbs and from neighborhoods where you would have never thought there was poverty.”

Alongside this geographic information, the dashboard also provides the ability to analyze the data and limit searches based on dates, pantry location, or any category of demographic data, such as individuals over the age of 65.

The dashboard has been extremely valuable in communicating our work and the true scope of local hunger to elected officials and other change-makers in Greater Des Moines. Included on the map are different overlays for Iowa Senate and House districts, as well as city limits and school districts.

“By analyzing and visualizing this data in different ways, DMARC is able to tell the story of hunger in the greater Des Moines area,” said Fischer. “We are able to show this information to public officials, donors, and others to help them better understand the need for food, which continues to grow.”

Last fall, DMARC’s advocacy committee began meeting with Iowa Representatives and Senators of both parties from the metro area to share our data visualization dashboard with them. The response has been overwhelmingly positive.

“It has not mattered the party affiliation, the age, the gender, or the voting history of who we meet with, they are all very much engaged with the information, and concerned with how they can help out their communities,” said Beck. “The one question we get in nearly every meeting is something to the effect of, ‘How can I help?’”



Wells Fargo hosts a sculpture contest with donated food items.

### Canned Food Sculpture Contest

Get creative—and competitive—by hosting a sculpture contest using the food collected during your drive. Be sure to share your best creations!



### Coin Banks: Red Barrels and Trucks

Our mini Red Barrel and DMARC truck coin banks are a great way for kids of all ages to raise money for DMARC. Contact us to get your coin banks!

# GET CREATIVE WITH YOUR DRIVE!



DLL Financial hosts a food drive and mini-golf tournament.

### Mini Golf Tournament

Design and build mini golf courses using your food collection before donation! Break up into teams and compete for most creative course design and score.

### Need Any Other Ideas?

We're always happy to work with you to make your fund or food drive a success! DMARC can provide our list of most needed items, promotional and educational materials, a hunger simulation, as well as providing a speaker to come talk about the issue of hunger with your workplace or group.

If you'd like to learn more about hosting a fund or food drive for the DMARC Food Pantry Network, please contact our Community Outreach and Volunteer Manager at (515) 277-6969 x18 or reach us at [info@dmarcunited.org](mailto:info@dmarcunited.org).

**And don't forget**—money is always better than food. DMARC can purchase 2-6 times the amount of food that a consumer can at the grocery store with the same dollar. If you want to have a bigger impact, please consider including the option for cash donations as part of your drive.

**DMARC'S MISSION:**

Working Together to Meet  
Basic Human Needs.

**STAFF:**

**REV. SARAI SCHNUCKER RICE,**  
Executive Director

**LESLIE L. GARMAN, CFRE,**  
Director of Development & Outreach

**REBECCA WHITLOW,**  
Food Pantry Network Director

**DANIEL BECK**  
**DON CRAWFORD, JR.**  
**JOE DOLACK**  
**LUKE ELZINGA**  
**REV. SARAH TRONE GARRIOTT**  
**PAM LARSON**  
**JOHN McPHEE**  
**PATRICK MINOR**  
**DREW ROBERTSON**  
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**EMILY WEBB**  
**RON BEANE** (Advisory)  
**FRANCES COLSTON** (Advisory)

6TH ANNUAL  
DOUGLAS M. WOODS  
**CHALLENGE**  
**HUNGER**  
C A M P A I G N  
**MARCH 1 - APRIL 30, 2018**



**DMARC is excited to announce that loyal contributor Doug Woods has doubled his annual “Challenge Hunger” match from \$10,000 to \$20,000!**

For retired West Des Moines police officer Doug Woods, the convergence of “The Grapes of Wrath,” a primitive southern Iowa home, and a Bible verse led to his self-described “spiritual awakening”—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 home 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 scripture 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 sixth year of the Douglas M. Woods Challenge Hunger Campaign. Thank you, Doug!

From March 1 through April 30, 2018, donations to DMARC that are noted as “Challenge Hunger” gifts will be matched dollar for dollar, up to a total of \$20,000 given. Your \$10 becomes \$20, \$50 equals \$100, and so on.

During this year’s Challenge, your \$10 gift will help DMARC provide 35 meals.

**Mail your “Challenge Hunger” donation to the DMARC office, or give online at [dmarcunited.org/donate](http://dmarcunited.org/donate).**

# RED BARREL NEWS

BY JOHN ROBINSON, RED BARREL COORDINATOR

The time has come for me to move on and pursue other career interests. As I write this, I am just two weeks away from my final day at DMARC. And I wanted to take a moment to reflect on my time here.

It was with a bit of luck and a helping hand that I ended up working for DMARC in June 2011. Like many of our clients, I found myself partially-employed and “scraping by” just to make ends meet. If not for my friendship with the pantry director at the time, I probably would not have found myself working at the old warehouse. Like others in similar situations, I hadn’t realized services like DMARC’s even existed in central Iowa, much less how to access them. But, nevertheless, they needed extra help and I needed a substantial part-time job.

By the time the Red Barrel Coordinator position opened up a year later in 2012, I was already an advocate. I jumped at the opportunity to not only expand my role with the organization, but to help get the message out about the fine work DMARC does and the people they serve. With the move downtown in 2014, opportunities to share their mission with the greater Des Moines community expanded as well.

Unfortunately, as DMARC continued to grow, so did the need. And the trend continues. Every month sees a substantial increase in clients served from the previous year. And every November since I’ve worked here has been a record-breaking month in DMARC history. This shouldn’t be happening anywhere in our country—especially in America’s heartland. But we press on. And through the giving nature of our community (which never ceases to amaze me), we step up to help.

However, we continue to face a challenge. Median wages in this state, as in many other areas of the country, are not keeping up with productivity. We continue to hear how well the economy is doing, but few of us see the fruits of our labor. This wage stagnation, coupled with the exploding costs of healthcare and education, has no doubt contributed to the increased trends we see in our Food Pantry Network usage among the working poor. And it cannot continue.

As I take leave, I urge you to appeal to your legislators, both state and federal, to address these issues. We must try to solve them at the root of the problem. It’s up to us to change our course and empower our working clients to help themselves.

## TOP FIVE STORES FOR RED BARREL FOOD ITEMS - FY18/Q2

Rank	Store	Address	Food Items	Store Director	Volunteer Collector
1	Hy-Vee	550 S. 51st Street, West Des Moines	2,513	Mark Luke	Harlan Thomas
2	Fareway	100 E. Euclid Ave., Des Moines	1,969	Nick Greiner	Link Associates
3	Hy-Vee	410 N. Ankeny Blvd., Ankeny	1,963	Joel Flug	Link Associates
4	Hy-Vee	4707 Fleur Drive, Des Moines	1,518	Ryan Roberts	Link Associates
5	Price Chopper	4343 Merle Hay Road, Des Moines	1,384	Scott Benter	Johnston Kiwanis

## TOP FIVE STORES FOR HUNGER SACKS SOLD - FY18/Q2

Rank	Store	Address	Hunger Sacks	Store Director	Volunteer Collector
1	Hy-Vee	550 S. 51st Street, West Des Moines	371	Mark Luke	Harlan Thomas
2	Hy-Vee	7101 University Ave., Windsor Heights	263	Jeff Osborn	Chris Burch
3	Hy-Vee	4707 Fleur Drive, Des Moines	190	Ryan Roberts	Link Associates
4	Brick St. Market	114 Brick Street SE, Bondurant	162	Renee Hogan	Connie Richards
5	Hy-Vee	1700 Valley West Dr., West Des Moines	121	Abbie Olson	Northwest Kiwanis

## TOP FIVE STORES FOR RESCUED FOOD - FY18/Q2

Rank	Store	Address	Food Items	Meat/Produce (lbs.)
1	Walmart Supercenter	2150 E 1st Street, Grimes	8,492	15,282.6
2	Hy-Vee Fulfillment Center	3303 86th Street, Urbandale	10,174	162.0
3	Gateway Market	2002 Woodland Ave., Des Moines	6,780	0.0
4	Whole Foods	4100 University Ave., West Des Moines	3,153	2,848.5
5	Hy-Vee	1725 Jordan Creek, West Des Moines	1,094	0.0



UNITED TO MEET THE NEED

**Des Moines Area Religious Council**

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Des Moines, Iowa 50309

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

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*We believe...*

**SET UP A PLANNED GIFT TO DMARC TODAY**

Planned gifts come in different forms, but they share a common trait: they are all contemplated by an individual during their lifetime to take effect at or after their passing. There are many types of planned gifts, with the most common example being a simple bequest in a will, trust or within an estate plan.

As we look to our future and the needs of our community, it's imperative that we work with donors who are looking to leave a legacy that will benefit DMARC, and more importantly, our clients, for years to come.

Recent changes to the federal tax code have left many individuals with questions on giving. Please reach out to DMARC's Director of Development & Outreach, Leslie L. Garman, CFRE, [lgarman@dmarcunited.org](mailto:lgarman@dmarcunited.org) or (515) 277-6969 x13 to speak about your options for leaving a lasting impact.

[dmarcunited.org/planned-giving/](http://dmarcunited.org/planned-giving/)

*Note: in all cases it is recommended you consult your tax professionals.*

THE VOICE



UNITED TO MEET THE NEED