His loss is others’ gain
Virginia pastor loses weight to feed the hungry and challenges others to do the same

By Carol Breitinger, Communications Director

Last August Rev. Bill Wade announced to his Winchester, VA area church members that he was embarking on a weight-loss and wellness plan: for every pound of weight he lost from then to Christmas, he would donate $10 to the Society of St. Andrew to feed the hungry. “My motivation was that my loss (in weight) meant others (the hungry) would gain. By the time I weighed in on Christmas Eve I had lost 50 pounds,” said Bill.

Having asked his small, rural Loudoun Charge congregations to encourage and pray for him in his effort and to also pledge a contribution to SoSA for every pound he lost, a total of $7,500 was raised for hunger relief. A portion of this generous donation covered shipping costs for a 45,000-lb. SoSA Potato Drop held at the United Methodist VA Annual Conference in early June and another held later in the Winchester area.

Skeeter Ramey, Hunger Relief Advocate to the Virginia Conference United Methodist Men’s Cabinet and a long-time friend of Bill Wade and the Society of St. Andrew, helped organize the second Potato Drop, which was held June 30th at Riverton UMC.

“Bill’s Loudoun Charge churches and Riverton UMC are at opposite ends of the Winchester District. Bill and I and our churches wanted to bring the whole community together to help the hungry,” he offered.

Bill Wade’s concern was not only for his own

From the Sheep Shed

By Ken Horne, Executive Director

There’s a very old expression I want to introduce to you. My father (I respectfully referred to him as “my old man”) used to caution me against what he called being “penny wise and pound foolish”. The basic idea is that refusing to spend enough now to fix a problem properly can wind up costing you much more later. Being penny wise and pound foolish can hurt your personal finances. It can do much worse than that on a national scale. Where our treatment of the hungry is concerned we seem to have a terminal case of “penny wisdom and pound foolishness”.

A recent study has calculated the cost of tolerating hunger in the United States. The study* was commissioned by the Sodexho Corporation and conducted by an old friend of mine, Dr. J. Larry Brown of the Harvard School of Public Health. Larry put together a team of researchers from Harvard, Brandeis and Loyola Universities and conducted a thorough study of the consequences of tolerating serious hunger among 35 million of our fellow citizens. The results of this study are startling.

People who don’t get enough to eat turn to food stamps, and when that’s not enough (and it isn’t) they go to emergency food charities. These charities (like SoSA) provide food to fill the need that food stamps don’t cover. Good people like you donate money to keep these charities functioning. That bill is $14.4 billion a year!

People who don’t get enough to eat get sick more than the rest of us, and, because they can’t go to the doctor like we can, they get much sicker before they get any treatment. They get that treatment in our hospital emergency rooms, where it is most expensive. Their expenses get passed on to the rest of us through higher insurance premiums, which contribute to the rising cost of health care generally. That bill is $66.8 billion a year!

People who don’t get enough to eat drop out of school more than the rest of us, and those that stay in school don’t learn as fast or as well as the rest of us. Because of this they aren’t as productive in their working lives as the rest of us. The lost productivity bill is $9.2 billion a year! Now, I think that number is too low, but I have learned not to argue with Larry, he’s almost always right.

The total annual cost of tolerating hunger in this country is over $90 billion! This becomes even more shocking when you consider that virtually every authority in the field maintains that an additional $10 billion investment in present government feeding programs (food stamps, WIC, etc.) would totally eliminate hunger in this country.

So let’s see......... Refuse to spend $10 billion to fix the problem that’s costing you $90 billion? You would have to be penny wise and pound foolish to make that decision. Yet our “leaders” do that every year, and think they’re saving us money! You’d think we could elect people at least as smart as my old man. Well, maybe next time. ◊

GA provided thousands of pounds of food to help feed evacuees and firefighters affected by the South Georgia wildfires...In MS more than 500 volunteers gleaned and moved 213,000 lbs. of food to families in need. Amidst that, 300 elementary school kids in a depressed area bagged and took home 7,000 lbs. of nutritious sweet potatoes; 85,000 lbs. of squash and watermelons were saved from packing houses and given to more than 100 food assistance agencies; and a rejected load of mel-in-your-mouth sweet corn made its way to hungry folks in Little Rock, AR...SoSA’s Hunger Relief Advocates in MO, OH and IN were busy this spring/summer with Potato Drops. Joe Barneymeyer (MO) got help from George “Tater” Jensen (OH) with a 44,000 lb. load during the MO United Methodist Men’s Gathering. Meanwhile, David McGreary (IN) kept 135 volunteers busy with 4 Potato Drops totaling 167,000 lbs.

SoSA volunteers are up to the challenge! When 100 acres of squash were donated to SoSA in FL for gleaning, we had less than a week’s notice to pull together enough volunteers to get the job done. To our delight, 70 volunteers came out and gleaned over 13,000 lbs. of squash. The local food bank was the recipient for their 150 client organizations. Two weeks later the same offeredSoSA eggplant fields to glean. Many of the same volunteers showed up, including 34-day camp kids who rose to the challenge...A joint effort between SoSA in FL and the Second Harvest Food Bank of Central FL resulted in the largest number of volunteers to gather in a corn field - 147 folks gleaned 14,000 lbs. of corn in an 8-acre field that had already been harvested twice!...Last year the Jasper First UMC (AL) established an award in honor of dedicated SoSA volunteer Jim Ferrell. This year’s award went to Nora Lane, director of the Jasper Salvation Army. Nora can assemble a large group of volunteers on short notice to unload, bag and distribute bulk loads of any produce that’s available. Whenever SoSA contacts Nora, her response is always, “let’s do it!!...”72 SM volunteers picked 11,000 lbs. of cabbage in the rain; 103 gleaners hand picked 34,800 lbs. of corn in MS’s 95+ degree heat. Not least among MS volunteers this summer was MS United Methodist Bishop Hope Morgan Ward, who joined our Harvest of Hope event in MS to glean corn and also gleaned blueberries another day...In the VA Hampton Roads area volunteers gleaned nearly every day in June, missing only 3 days...3,200 NC volunteers put in 7,800 man-hours to provide nutritious food to the hungry. Every gleaning group gets a thank you note, but for the first time ever a group sent SoSA in NC a thank you note...The GA Gleaning Network has developed wonderful relationships with several farms that have in the past had to dump their excess produce or use it to feed livestock...Saying they would much rather have the food go to the hungry, they are thankful to be working with SoSA. The Greensboro NC A&T Research Farm allowed SoSA to harvest their organic cauliflower crop, which went to local shelters, a day program for mentally handicapped adults, and other feeding ministries. And the need continues. 150 churches across the nation used SoSA’s inspiring Lenten devotions program as a fruitful way to raise money ($39,583 this year) to feed the hungry. SoSA in MS is particularly grateful to Schaeffer’s Chapel UMC, which raised $1,500, and the two-church charge of Ebenezer UMC & Myrtle UMC, which raised $965. These donations alone will provide 123,200 servings of food to those in need...There’s nothing like a little competition to stir things up...The two-church charge of Brown’s Chapel and Pleasant Hill UMC in Pittsboro, NC have for many years used SoSA’s Lenten program. This year the churches wanted to see which could raise the most money. The friendly competition raised over $1,000...On Hunger Awareness Day, volunteers from an OH home school association collected donations for SoSA in front of WalMart and Kroger grocery stores. It was hard, hot work, but well worth the sweat and exhaustion to feed so many hungry people in the area. We hope to add this event to our regular HOH schedule for many years to come!...Don’t be blue – Fall HOH events are filling up, so register soon to guarantee your spot. The college and young adult HOH weekend is October 5-7 in Keezletown, VA (near Harrisonburg) – it’s a great time to meet new people and invite new friends to share in your passion for hunger relief! Don’t be left feeling blue – register for HOH today! Get the full schedule and application at www.endhunger.org/hoh_schedule.htm, email sosahob@endhunger.org or call 800-333-4597 and Do Something About Hunger! Something old, something new...don’t be blue

By Lauren Holcomb, Minister of Program Director

Top to Bottom: Phase II HOHers did their thing in the nation’s capital, including helping to distribute a load of potatoes to agencies throughout DC. Impoverished people a voice on Capitol Hill. We also visited the ONE Campaign, Bread for the World, the World Food Programme and the World Food Program to learn about international efforts to alleviate hunger and poverty. It was an awesome week of fun and service, and we met many people who changed our perspectives on the problems of homelessness and hunger.

Something New – For the first time, we had a weekend Harvest of Hope in Mississippi, and it was a great success! Some 50 Senior High youth and adults came together to glean over 62,000 pounds of sweet corn, blueberries, peas, cucumbers, and other vegetables. A team from St. James UMC in Little Rock, AR led the event along with SoSA’s two Mississippi regional staffers. It was hard, hot work, but well worth the sweat and exhaustion to feed so many hungry people in the area. We hope to add this event to our regular HOH schedule for many years to come!

“It was...well worth the sweat and exhaustion to feed so many hungry people”...
Over the river and through the woods

By Marian Kelly, Potato Project Director

Potatoes donated to the Potato Project did a bit of traveling in the second quarter of 2007.

A load donated by a Minnesota grower went to an American Indian Reservation in South Dakota. A load originating in Maine was delivered to a large food bank in New York. Another Maine potato grower donated a load for distribution in Virginia. Our only potato donor in Wisconsin gave us two 45,000-lb. loads of spuds that ended up at two churches in Ohio. A tractor-trailer load delivered in Oklahoma came from North Dakota. North Carolina sweet potatoes went to a Rotary Club in West Virginia and to churches in Virginia and South Carolina.

But we’re not just about potatoes. A charity partner gave the Potato Project four tractor-trailer loads of flavored water and tea, which was a godsend for a lot of folks in West Virginia, Georgia and Virginia during a very hot and dry spell in June.

This is just a small example of the expansive scope of the Society of St. Andrew’s Potato Project and the people and places that benefit from the generosity of growers and manufacturers everywhere.

Whether it’s a nutritious and delicious baked potato or a bottle of refreshing, re-hydrating water, SoSA is about salvaging food for the hungry.

Yes, indeed, our potatoes and other products have been “over the river and through the woods” to reach those in need in every corner of the country.

May God bless our food donors, our financial donors, and the many volunteers that have helped SoSA feed hungry people these past several months. We pray for your continued support.

HIS LOSS

Continued from page 1

health and well-being but for that of his congregations and others. “Many of my own church members have health issues and lots of folks in the nation are dealing with weight problems,” Bill explained. “In fact, several members of my congregations also lost weight along with me. It’s a health issue and a spiritual issue that is very much a part of our Wesleyan tradition.

“If other pastors that have weight problems were to be supported by their people as I was mine,” said Bill, “and if they were to support the Society of St. Andrew in the way my charge is doing, we could be feeding a lot of hungry people, not to mention be much healthier ourselves.”

Not only did the 6-foot-3-inch pastor lose 50 pounds, taking him down to his high school weight, but his cholesterol dropped more than 60 points, making his point about better health.

Bill Wade’s commitment to feeding the hungry through the Society of St. Andrew, which dates back nearly twenty years, and his recent weight loss spurred a generous contribution that will ultimately provide more than 75 tons of food for the hungry. The end result will be nearly half-a-million servings of nourishing food for hungry families. “I’d call that a good trade-off for 50 pounds,” concluded Bill.

New faces at SoSA

Three new people have joined Society of St. Andrew’s Development Team, which focuses on raising the funds needed to salvage fresh produce and distribute it nationwide.

D’Lynn Shaw, who comes to us from the banking and mortgage industry in Florida and Virginia, is the new Director of Corporate Giving responsible for researching and applying for corporate and foundation grants. D’Lynn first learned about SoSA through Potato Drops at her church in Forest, VA. “Before working for SoSA, I had no idea so much food went to waste in our country,” she said. “I’m very excited to do my part to help feed the hungry through SoSA’s common sense approach of salvaging food. I’m thankful to be working for such a wonderful organization.” In announcing her appointment, Mike Waldmann, SoSA’s Chief of Operations, said, “D’Lynn brings excellent writing skills and sales experience to this strategic job.”

Wade Mays, formerly director of the Purpose Driven Children’s Ministry Conference at Rick Warren’s Saddleback Church in Orange County, CA, is focusing on SoSA’s Mission Advancement. Mike Waldmann reports that this is a new position designed to support SoSA’s expanding efforts to reach individual, church and corporate donors and applauds Wade’s enthusiasm for working in this ministry. “I feel truly honored to have the opportunity to work with the Society of St. Andrew toward the goal that no man, woman or child will go to bed hungry,” said Wade.

Jennifer Moore, most recently Director of Program Ministries at Mountain View UMC in Forest, Virginia, is now SoSA’s Director of Church Relations. She replaces Susan Allen, who retired after faithfully serving the Society of St. Andrew for 14 years. “Jennifer’s energy and experience in the pulpit will prove to be tremendous assets to SoSA,” said Mike. Jennifer said she feels blessed to work for a ministry that is faithful to Jesus’ calling of feeding our hungry brothers and sisters. “I’m excited about working with our churches to help them fulfill their commitment to helping others.”

All three are now bringing their considerable talents to bear on SoSA’s “Enough is Enough: endhunger.org” marketing campaign.

Harvest of Hope Summer Intern

Our 2007 HOH summer intern is Lauren Austin, a recent graduate of William & Mary who will be attending Virginia Commonwealth University in the fall to work towards her Master’s Degree in Social Work. Lauren has been involved with mission work for many years and just had her first international mission experience in Russia with William & Mary’s Wesley Foundation. Having worked for a food bank in Northern Virginia last summer and also for Appalachia Service Project before that, Lauren comes to us well versed in the complex problems of hunger and poverty. Her willingness to help out both in the fields and in the office has made her a huge asset to Harvest of Hope this summer, and we wish her all the best as she continues to serve her brothers and sisters in Christ in Richmond this fall.
Through a glass... clearly  
BY Ken Bradford 
DEVELOPMENT DIRECTOR

There’s a traditional Jewish story told about a rich but miserable man who once visited a rabbi seeking understanding of his life and how he might find peace. The rabbi led the man to a window and said, “What do you see?”

“I see men, women, and children,” answered the rich man.

The rabbi then stood the man in front of a mirror and asked, “Now what do you see?”

“I see myself,” the rich man replied.

Said the rabbi, “It is a strange thing, is it not? In the window there is a glass and in the mirror there is a glass. But the glass of the mirror is covered with a little silver and no sooner is the silver added than you cease to see others, and see only yourself.”

Clearly, everyone who contributes financially to the Society of St. Andrew is able to see beyond their silver. They are able to see the needs of people, and more importantly, they respond to those needs by putting their “silver” to work in a tangible way. By contributing to SoSA, every one of our financial supporters is responding in faith to make a real difference in peoples’ lives.

It is very unlikely that a donor to our ministry will ever get a thank-you note from someone who received a serving of fresh fruits or vegetables delivered by the Society of St. Andrew. But guess who the recipients of the food we provide do thank? They thank God. And that is fitting, for God is not only the source of the food, but because of people responding to God’s call to be generous that we have the financial resources to deliver the food to them.

When you’re able to deliver food to hungry Americans for just two cents a serving, it means that no gift is too small to have an impact on people’s lives. We at Society of St. Andrew truly appreciate every donation and are very thankful for the selfless support of all our donors.

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VBS Success Stories
Every kid counts when it comes to feeding the hungry

When it comes to feeding the hungry, every prayer, every financial gift, every effort counts ... and that includes those of kids. This year’s VBS mission project, “Truckin’ to End Hunger,” resonated with VBS leaders and kids alike, and they responded with enthusiasm and generosity. Here are a few of their stories.

★ Gateway Trinity Lutheran Church, Fort Myers, FL ran three weeks of VBS in conjunction with Lutheran Outdoor Ministries of Florida. They said, “We were so touched by your program theme that we decided to fully immerse our campers during missions week in the idea of truckin’ to end hunger. We feel strongly that children who are educated about world issues at a young age can and will make a difference for our future.” They expanded SoSA’s curriculum, adding daily arts and crafts projects and environmental education elements. One day the kids planted a “prayer garden” to remind people to pray for the hungry; another day they planted a garden at church. The kids gleaned thousands of pounds of eggplant one morning to give to the hungry. And they raised money for SoSA’s hunger relief work. “The week was a huge success,” said Sarah Balkcom, program coordinator. “60 campers now know that they can make a difference and feed those who are hungry by spreading the word, by going out and gathering, by planting seeds, and by standing up for a cause that can change someone’s life. They also made a difference in the lives of this congregation and the community. During the closing program, each class shared a portion of what they had learned and all the parents raved about what a great week it had been.”

★ Otterbein United Methodist Church, Harrisonburg, VA - “We displayed a big wooden truck with a 5-pound bag of potatoes in it representing 25¢ to feed the hungry. We collected donations in a ceramic potato and each day gave the children a report on how many pounds of potatoes we could buy. We challenged the congregation to match the children’s contribution and they more than doubled it!

★ Loganville Christian Church, Loganville, GA - “We pulled the wagon around the church and collected money while the children chanted ‘truckin’ to end hunger’ and ‘a nickel buys a pound!”

★ Trinity Presbyterian Church, Laurinburg, NC - “Parents liked our ‘spare change’ approach and that we were making hunger relief in our country a priority. The children related well to the project. We paired it with snack time, helping them to realize that some children have no meals let alone snacks.”

★ Chamberlayne Heights UMC, Chamberlayne Baptist Church, and Duncan Memorial UMC, Richmond/Aslan, VA - This combined VBS program reported: “We played potato relays of various types to emphasize the need to move food and money quickly and effectively to people and areas of need.”

★ Good Samaritan/St. Paul Charge UMC, Clover, SC - “After explaining the Mission Project we asked the kids to do chores at home to earn money to put in the ‘big yellow dump truck’ we made. During each day’s opening ceremony we’d read information from your mission packet. The children were excited about this project and raised over $100 themselves. You should have heard them when the final total was announced!”

★ First Baptist Church, Norfolk, VA - 44 VBSers spent a day on the Eastern Shore gleaning over 4,400 lbs. of potatoes. Prior to the event the kids held a car wash and raised almost $600 for SoSA to feed the hungry.

You Met the Challenge
THE FEINSTEIN CHALLENGE

Each year the Feinstein Foundation divides $1 million among participating hunger fighting charities nationwide, using it to help them raise funds during March and April.

Because our supporters responded with enthusiasm and generosity, the Society of St. Andrew received $26,814 from the Feinstein Foundation. That’s 44.5% more than we got in the 2006 fundraising challenge! Thank you!

If you were one of those who pledged, please be sure to send in your contribution before the end of the year.

Thank You!

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800-333-4597 • sosasauendaughter.org
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For information about SoSA programs call 800-333-4597 • sosausa@endhunger.org • www.endhunger.org