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New York Common Pantry  
8 East 109<sup>th</sup> Street  
New York, NY 10029  
917-720-9700  
[www.nycommonpantry.org](http://www.nycommonpantry.org)



# The Pantry Press

Spring 2013

8 East 109<sup>th</sup> St., New York, NY 10029  
917-720-9771 [www.nycommonpantry.org](http://www.nycommonpantry.org)

## Big News! Welcome to New York Common Pantry



## A new face for the Pantry's programs



In addition to our agency's name, two of our programs' names have changed as well. What was 365 YCP is now Help 365, reflecting the aid with emergency food and benefits available to Pantry members 365 days a year. Nutrition Initiative for Children and Families is now Live Healthy!, expressing a new, more holistic approach. Live Healthy! encourages participants to embrace healthy eating, active living, resiliency skills, and

social support to improve overall quality of life. Additionally, all our programs now have their own logos!

Special thanks to The Estee Lauder Companies, Inc., Robin Hood, and Phil & Co. for providing invaluable assistance during our rebranding. For more information about our name change and answers to frequently asked questions, visit: [nycommonpantry.org/about](http://nycommonpantry.org/about).

On the evening of March 7th in a room filled with long-time supporters and new friends for our annual Fill the Bag Benefit, Board Chair Wendy A. Stein and Executive Director Stephen Grimaldi unveiled our new logo and new name — New York Common Pantry. The new name reflects the broad population we serve and our growth from a small community pantry to a provider of food and support for people throughout New York City.



With the help of McKinsey & Company, we completed strategic planning for the next five years this past summer. One of the biggest takeaways was that the impact of our work is felt beyond our East Harlem location and the name "Yorkville" no longer fit our scope. We began over 30 years ago as a locally-focused pantry but since then we have grown to serve all five boroughs. Last year we served people from 161 of the city's zip codes, our volunteers come from all over New York City, and while our building isn't large, we distributed more food than any other single pantry site in the state. Finally, in the aftermath of Superstorm Sandy, we directly served Brooklyn, Queens, and Staten Island with food and other supplies.

This year demand for food is up again by 20 percent; we project that we will serve 2.3 million meals and access over \$5 million in new benefits for Pantry visitors. While we have changed and grown in many ways, we remain committed to reducing hunger while promoting dignity and self-sufficiency for all of our Pantry members and visitors. We have preserved our intimate, community-based approach and are excited that our new name reflects our service and dedication to the whole of New York City.

## Fill the Bag Benefit: A Dazzling Success

Almost 300 guests gathered on the evening of March 7<sup>th</sup> at the University Club to celebrate Yorkville Common Pantry and mark the beginning of New York Common Pantry. Honorees included Dr. Karen C. Alfest who received the Founders Award and Fairway Market and Lauren Bush Lauren, both presented with Community Partner Awards. Maurice DuBois of WCBS-TV served as Master of Ceremonies and Karl Green of Bonhams in New York conducted the Live Auction. It was the most successful Benefit in our history, with over \$500,000 raised to help further the work of our programs.



New York Common Pantry Executive Director **Stephen Grimaldi**, **Lauren Bush Lauren** of FEED, **Dr. Karen C. Alfest** of Alfest Personal Wealth Management, **Lori Jean Levy** of Fairway Market, and Board Chair **Wendy A. Stein**.



Master of Ceremonies, WCBS-TV News anchor **Maurice DuBois**.



Guests surveying the Silent Auction.



Auctioneer, **Karl Green** of Bonhams in New York.

## A Message from Our Board Chair



A member leaving our clean, bright space with pantry bags.

When I began volunteering at the Pantry over 20 years ago, Pantry members had to wait on 109<sup>th</sup> Street, got whatever we had, and lugged their heavy grocery bags up a concrete exterior stair, rain, snow or shine. Now they have a clean bright space to sit indoors where they choose the items they need, and easily exit with full bags at street level. Along the way there were years of reconstruction, displacement, and financial crisis, and we were “the little Pantry that could” because we always came through with heart and spirit no matter what was thrown at

us. Now we serve the whole city, with clients coming from all boroughs. Our brilliant McKinsey consultants helped us realize we could legitimately claim the name New York Common Pantry, and then came Superstorm Sandy, to prove that we could make a difference in the outer reaches of our city. And you know what? We still have the heart, intimacy and caring of the Little Pantry that Could. Come visit, volunteer, and see for yourself!

—**Wendy A. Stein**

## Superstorm Sandy: The Pantry responds



Staff and volunteers unloading supplies in Brooklyn.



Volunteers preparing sandwiches.



Volunteers stocking supplies and food.

Our new identity as New York Common Pantry grows from our support of the neediest New Yorkers no matter where they may live. In the days immediately following Superstorm Sandy, the Pantry sprang into action. Even as public transportation was barely functioning and nearly half of Manhattan was living in darkness, dozens of volunteers turned out to help prepare ready-to-eat meals for those stranded in the Rockaways and Staten Island. We made contact with community leaders in storm-ravaged areas and began to deliver supplies that we purchased and that FEMA, the Red Cross, and generous individuals donated to us. Our daily deliveries to affected areas have continued even as the media coverage of those still living in impacted neighborhoods has faded. To date, we have delivered over 134,000 meals to those affected by Sandy as well as tons of supplies including bleach, diapers, batteries, etc., and will continue our daily deliveries at least through the first half of 2013.