OUR FEATURE STORY:

Giving Thanks

Rochelle and her son Jayden prepare to give thanks this holiday season without worry of going hungry.
Letter from the President/CEO

Help Feed Hope This Holiday Season

With the holidays just around the corner, I often think about all that I am thankful for this season. First and foremost, I am thankful for my family – I look forward to another memorable holiday season with my children and grandchildren.

I am also beyond thankful for you and your support of Second Harvest, as individuals, businesses and government. Your commitment to our mission to feed hungry people and solve hunger issues in our community fueled a 40 percent increase in the amount of food we distributed this past year, which provided 23,342,000 meals for hungry children, families and seniors.

However, we still have neighbors in need struggling with the fight against hunger. Thousands of families across Middle and West Tennessee do not know how they will provide Thanksgiving and holiday dinners for their family.

According to the 2014 Hunger in America Study, Second Harvest and our 450 plus Partner Agencies throughout our service area distribute groceries and serve meals to close to 26,000 individuals a week, which is approximately a quarter of a million children, adults and seniors annually.

We are providing food to families like Rochelle’s, a mother you’ll read about in our cover story, that have experienced a loss of income due to unforeseen circumstances. Unexpected challenges on limited budgets force tough choices like choosing between paying for food or paying for basic needs such as utilities, rent or medical care. These hard-working and hopeful families facing extreme circumstances will continue to need our services, and your generosity will make the difference ensuring we can help all those in need.

There are many ways you can support Second Harvest this holiday season, including participating in Double Your Impact. During the first two weeks in December, every dollar donated, up to $555,000, will be doubled to provide not four, but eight meals to those in need thanks to various anonymous individual donors as well as a corporate gift from Nissan.

Consider joining us as we feed hope this holiday season. Remember your gifts of time, food and funds make countless family celebrations more joyful. Your generosity gives children a reason to be thankful this Thanksgiving, and your compassion brings hope to seniors in need this holiday season.

Sincerely,

Jaynee K. Day
President & CEO

Your suggestions and comments for Extra Helpings are always appreciated!

Please send an email to news@secondharvestmidtn.org

OUR MISSION
TO FEED HUNGRY PEOPLE
AND WORK TO SOLVE
HUNGER ISSUES IN OUR
COMMUNITY

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Please send an email to news@secondharvestmidtn.org
BY THE NUMBERS:

28,010,520  Total pounds distributed
10,105,511  Pounds of groceries rescued
7,000,000+  Pounds of fresh produce distributed
284  Mobile Pantry distributions
177,000+  Individuals served at Mobile Pantries
54,477  Emergency Food Boxes provided
151,769  Kids Cafe meals and snacks provided
6,737  Kids received BackPacks
78,512  Volunteer hours logged

SPOTLIGHT: VIRTUAL FOOD DRIVES

Go Beyond the Traditional Food Drive

For every five people looking forward to celebrating the holidays with friends and family over a warm meal, there is one person dreading another day worrying about how to provide a meal for their family.

You can help ease the worry for thousands of families struggling to put food on the table by starting a Virtual Food Drive this holiday season.

The online Virtual Food Drive is an easy, immediate way to help raise awareness of hunger issues in the community and provide necessary funding that Second Harvest Food Bank so desperately depends on to distribute meals to hungry children, families and seniors throughout the winter months.

Last year, Virtual Food Drives helped provide half a million meals to those in need. Become a champion in the fight against hunger by hosting your own Virtual Food Drive.

Rally your company to support the cause with a friendly competition or start a drive in lieu of a birthday. You can take action in the fight against hunger for any reason, including a chance to be the Mayor of Smashville on Tuesday, November 25, 2014, at the Nashville Predators Food Drive game.

Not only can you help Second Harvest and the Nashville Predators put hunger in the penalty box by participating in the Nashville Predators Virtual Food Drive but also by coming downtown to donate food and funds during our all-day Smashville Ices Hunger takeover of the Bridgestone Arena Plaza on Tuesday, November 25.

Visit secondharvestmidtn.org/preds to join the Nashville Predators Virtual Food Drive and to learn more about our all-day takeover of the Plaza. To start your own Virtual Food Drive to help your neighbors in need this holiday season, please visit secondharvestmidtn.org/vfd.

DID YOU KNOW?
If each fan brought one can of food to the game on November 25, Second Harvest could provide 14,000+ meals!

IN MIDDLE TENNESSEE DON’T KNOW WHERE THEIR NEXT MEAL IS COMING FROM

395,770  PEOPLE

DONATE FOOD
DONATE TIME
DONATE MONEY

@ 2HarvestMidTN
or visit us online at secondharvestmidtn.org
As the holiday season rapidly approaches, take a second to ask yourself what you would do if you were unable to provide for your family. It is hard to imagine today’s “face of hunger,” but with 1 in 6 Tennesseans, including 1 in 4 children struggling with hunger, it is a lot more recognizable than you might think.

Many of our neighbors seeking food assistance have jobs, raise families, work toward education and struggle with health problems. A variety of unpredictable circumstances can quickly force the unforeseen challenge of living on an extremely limited income.

Rochelle, mother of four, would have never predicted she would have to rely on a food pantry to feed her family. “I picked a great career for myself – a nurse,” she says. “For a long time, it afforded my family a wonderful lifestyle. I owned a house, and we did all the fun things families can do when life is comfortable.”

Yet, one day, Rochelle’s circumstances changed. A high-risk pregnancy sparked a downward spiral of problems. She was put on bed rest for months and lost her job. She cashed in her 401(k) and sold many valuables to pay the bills but was quickly left with nothing.

Rochelle’s kids began losing focus in school as their diets changed because she says, “to survive, we started eating cheap foods,” the most common coping strategy. According to the 2014 Hunger in America Study, 91 percent of families seeking food assistance from Second Harvest purchase inexpensive, unhealthy food as an immediate response to avoid hunger.

Additionally, 66 percent of those we serve report having to choose between paying the utility bill and paying for food for their family. Rochelle remembers when her electricity was shut off, “I felt like I was letting my kids down,” she says. “It was a low point – feeling like you aren’t living up to your expectations properly.”

She knew she needed help – no matter how embarrassed and ashamed she felt. “I thought I had really hit a low point having to apply for food stamps,” she recalls. The Supplemental Nutrition
Family Assistance Program, formally known as the Food Stamp Program, was Rochelle’s desperate attempt to improve her situation, but she needed more immediate help. According to the State of Tennessee, once one applies for SNAP benefits, it may take up to 30 days to qualify and receive benefits.

Out of options, Rochelle found herself at a local food pantry. Her son Jayden recalls, “we went to the food pantry to get fresh food and cool snacks.”

Local Second Harvest Partner Agencies with food pantries, like Greenhouse Ministries in Rutherford County, see families like Rochelle’s on a consistent basis, and only expect to see an increased demand for food assistance this holiday season.

“As we prepare to see more families this holiday season, we are grateful that Second Harvest is behind us, ensuring we can continue to offer assistance to the food insecure families in our area,” says Shelly Childers, Director of Marketing and Program Development at Greenhouse Ministries.

Second Harvest is able to provide Partner Agencies with healthy, nutritious food to distribute to those in need, thanks to support from our community – individuals, businesses and government.

Greenhouse Ministries as well as our other Partner Agencies will receive even more fresh food from Second Harvest due to additional support from our partnership with Walmart. Two new local Walmart stores have joined more than 195 other grocery food partners to participate in our grocery rescue program, Middle Tennessee’s Table, by donating excess perishable food.

Furthermore, Walmart has assisted with the efforts to rescue, sort and distribute this food by recently providing grant funding for three new cargo trailers, two of which are already on the road. These trucks will ensure a 33 percent increase in the amount of food Second Harvest rescues this year, allowing for 10 million pounds of healthy, nutritious food – fresh fruits, vegetables, dairy and meat – to get to those who need it the most, quickly and safely.

Nutritious food can make all the difference to a family struggling with hunger. Rochelle remembers, “I never thought I would be so excited for my kids to eat fruit again.” Not only did her kids start improving in school but also she was able to slowly improve her circumstances while relying on food assistance.

Today, Rochelle’s son Jayden volunteers at the local pantry, and believes, “we will never be hungry again.” His mother adds, “we have a long way to go to get back to our old life, but we’ll all get there – healthy and strong.”

Rochelle and her boys are beyond thankful for the support they received during their time of need, and they are looking forward to the holiday season, without worry of going hungry.

Your compassion and generous spirit allow Second Harvest to help thousands of families like Rochelle’s every year. Please join us this holiday season to provide the gift of food and hope to our neighbors in need. Every dollar you donate provides four meals to hungry families in our community and provides hope as they gather around the table, give thanks and celebrate this holiday season.
Recent Events

Highlights from a sampling of recent events.

NASHVILLE & FRIENDS AT HOME

Nashville & Friends at Home was an intimate evening back where it all began – the home of Sylvia Roberts, which is the setting of Rayna James’ house on ABC’s NASHVILLE television show. The evening included heavy hors d’oeuvres, exceptional wines and entertainment from the cast of NASHVILLE as well as a few friends, and raised more than $200,000 to support Second Harvest’s Feeding Programs. Pictured: Members from the cast of NASHVILLE participate in Second Harvest’s Post-a-Plate Campaign in support of Hunger Action Month to raise awareness about hunger issues in our community.

Harvest Moon Ball

The 31st annual Harvest Moon Ball presented by Wells Fargo Advisors took place at War Memorial Auditorium on Saturday, November 1, 2014. The Rotary Club of Nashville was recognized as the 2014 Harvest Moon Ball honoree. The Nashville Rotary and its members share a proud tradition of community service to those in need through humanitarian efforts, including providing hope to those at risk of hunger for the past 14 years. Susan Goodwin of HCA - a Second Harvest Board Member and loyal friend of the Food Bank - was awarded the Bill and Fletch Coke Hunger’s Hope Award for her lifelong commitment to ending hunger and creating a better community. Thanks to generous friends, partners and sponsors, the event raised more than $200,000 to help fight hunger in Middle and West Tennessee.

Volunteer and Have a Beer

Friends of the Food Bank hosted a Volunteer and Have a Beer event at the Food Bank on Tuesday, September 23 to celebrate Hunger Action Month. Together, more then 50 young professionals sorted 4,250 pounds of food to be distributed to hungry children, families and seniors. After volunteering, guests enjoyed dinner and drinks, which were generously donated by Edley’s BBQ, NY Pie Pizza and Sam Adams.

Be sure to save the date for the next Friends of the Food Bank event, Winter Party, on Saturday, December 20, at the Food Bank! Pictured from left to right: Drew and Amanda Smith, Michelle Augusty and Molly Dunn.

To see more photos from these and other Second Harvest events, visit our Facebook page!

Facebook.com/2HarvestMidTN

6 Feeding Hope™
The following organizations for their generous donation of food:
Associated Wholesale Grocers; Bimbo Bakeries, USA; Costco; Country Delite Farms, LLC; Fairview Produce Auction, Inc.; Food Lion; FreshPoint; Heritage Farms; Kroger; Malt-O-Meal Company-Tennessee DC; McCartney Produce; Publix; Sam’s Club; Sav-A-Lot; Sweet Dixie Sales; Target; Taylor Farms Tennessee, Inc.; Trader Joes; Turnip Truck; Walmart

The following organizations for their generous support:
Accurate Staging; Ajay Turner Co.; B&B, Altura Group; American Blanching Company; American Society of Association Executives; BancorpSouth, Inc.; BCW Food Products, Inc.; Big T Restaurant; BJ Charitable Lead Annuity Trust; Bynum, Inc.; Gilbert S. Doyle & Associates, Inc.; Bradley Aran Boul Cummings; Bridgestone Americas Tire Operations, LLC; Butler’s Run LLC; CarMax Foundation; Cigna HealthSpring; CMT Productions, Inc.; Concept Technology, Inc.; Conserv Group, LLC; Contractor Consulting, Inc.; Corizon Health; Cybergrocers, Inc.; Diversified Foods, Inc.; EFS; Feeding America; Genesco Inc.; Hall Full Productions LLC; HCA Caring for the Community; Hearn Charitable Foundation; Immanuel Baptist Church; Ingram Entertainment Inc.; iostudio, LLC; Jackson National Community Fund; Jarden Consumer Solutions Community Fund; Joel and Bernice Gordon Family Foundation; Kraft & Company; Certified Public Accountants; KraftCPAs PLLC; Laroche Family Foundation; Las Palmas Mexican Restaurant; Leadership Middle Tennessee; LeanIt, Inc.; Marathon Petroleum Company, LP; Marjorie A. Neuhoff Foundation; MARS Petcare; Melkus Gullett Charitable, Lead Annuity Trust, Advertising, Guy Brown Management, Gordon Family Foundation; Kraft Coffey, Drew Ammons, Drs. Brett and Jackson National Community; W . Lemmon and Mr. Jeremy Lemmon, and Mrs. Thomas F. Frist, Jr., Dr. Julie Petracek, Dr. and Mrs. Robert A. Frist, A. Stankewicz, Dr. and Mrs. Michael R. John H. Selby, Jr., Dr. and Mrs. Mark Inc.; EFS; Feeding America; Genesco Associates, Inc.; Bradley Arant Boult Feidman; Baulch Family Foundation, Boyle Family BancorpSouth, Inc.; BCW Food Inc.; Altria Group, Inc.; American Red Cross; The Salvation Army; Target, Trader Joes, Turnip Truck, Wal-Mart Supercenter, Sav-A-Lot, Society of St. Andrew, Kellogg, Kroger, Malt-O-Meal, McCartney Delite, DET Distributing, Fairview Associated Wholesale Grocers; Associated Wholesale Grocers, Caito Food Company; Church of Christ at Trenton Crossing; Hillsboro Presbyterian Church, Hollister, Hillsboro Food Storehouse, Heritage High School, Honeyville Elementary, H.B. Williams Elementary, H.G. Hill, Crossville, CME Church; Starbucks Gallatin; George’s Episcopal Church; St. Luke Thrift; St. Anslem’s Church; St. Teresa of Avila; Tennessee Department of Safety; Tenet Health; The Grilled Cheeserie; Tennessee Department of Safety; Tennessee State Fairgrounds; Tennessee Farm Bureau; Tree of Life; US Department of Transportation; US Equal Employment Opportunity Commission; USDA/ARS; Vanderbilt University; Walmart; Whole Foods; WSMV News Channel 4; Wyndham Hotel; Zurich

We are so grateful for the extensive community support that Second Harvest received this past quarter. Thanks to all of you for your volunteer hours, donated food, goods, services and financial contributions!

The following individuals and organizations for donations received through Food Drives:
Adams & Reese; Advanced Med; Allstate Insurance; Alpha Phi Omega; American Blue Ribbon Holdings; American Income Life; AT&T; AutoTrader.com; Battle Ground Academy; Belmont United Methodist Church; Best of Both Worlds; Bilmore Apartments; Bongo Java Roasting Company; Caterpillar Financial; Centennial Medical Center; Christ the King School; Church of Christ at Trenton Crossing; Clarksville Christian School; Crieve Hall Elementary; Cub Scouts Pack 21; Dell; Department of Veterans Affairs; Dollar General Store; Enuedium; Equal Opportunity Commission; General Council on Finance & Administration – UMC; General Mills; Gentiva Home Health; Girl Scouts; Glengary Elementary School; Grassy Knoll Movie Night; Gresham Smith and Partners; Healthcare Corporation of America; Hunters for the Hungry; Islamic Center of Williamson County; Junior Achievement; Kroger; Lenox Village Food Truck Festival; Lightning 100 Team Green; Lockeland Design Center; Marriott; Martin Luther King Magnet School; Mary Kay Koens Orthodontics; MedSolutions; Meharry Medical College; Mt. Herman Missionary Baptist; Nashville Chive; Nashville Parent Magazine; Nationwide Insurance; Office Of Ojudication of Review; Opryland Hotel; Panera Bread; Performance Food Group (PFG); Publix; Random Acts for Randy; Roots of a Rebellion; Ryan, LLC; Sara Lee; Sarah Cannon Center; Shayne Elementary School; Small Business Administration (SBA); Social Security Administration; Southern Thrift; St. Anselm’s Church; St. George’s Episcopal Church; St. Luke CME Church; Starbucks Gallatin; State of Tennessee - HR Department; Tenet Health; The Grilled Cheeserie; Tennessee Department of Safety; Tennessee State Fairgrounds; Tennessee Farm Bureau; Tree of Life; US Department of Transportation; US Equal Employment Opportunity Commission; USDA/ARS; Vanderbilt University; Walmart; Whole Foods; WSMV News Channel 4; Wyndham Hotel; Zurich

Special Thanks

The following individuals and organizations for their generous support:
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Ms. Cheap Wants Your Pennies!
(And your nickels, dimes and dollars, too.)

It’s that time again! Last year $47,896.51 was raised for Second Harvest Food Bank from people dropping change at various locations throughout Middle Tennessee. Well, Ms. Cheap’s Penny Drive is back so break out your piggy bank and donate now through Jan. 31.

November 25
Smashville ICES HUNGER
Team up with Second Harvest and the Nashville Predators to put hunger in the penalty box with our all-day long takeover of the Bridgestone Arena Plaza before face off. For more information: 615-627-1625

December 1-14
Double Your Impact
Every dollar donated throughout the first two weeks of December will be doubled to provide eight meals.

December 2
Giving Tuesday
Join the movement for the third annual #GivingTuesday, a national day of giving back on the Tuesday following Thanksgiving.

December 3
Warehouse Wednesday
Learn more about the Food Bank with a personal tour and lunch with Second Harvest staff members. For more information: secondharvestmidtn.org/tour

December 20
Winter Party
12th Annual Winter Party hosted by Friends of the Food Bank. For more information: secondharvestmidtn.org/friends

December 20
Miracle on Broadway Concert
Singer Kelly Clarkson hosts a benefit concert for Nashville non-profits, including Second Harvest.

Now - December 31
Give a Meal Campaign
Bank of America is raising awareness and support for hunger relief by giving $2 for every $1 donated through the Give a Meal campaign. For more information: bankofamerica.com/give

Now - January 31
Ms. Cheap Penny Drive
Donate your pennies to the 6th annual Ms. Cheap Penny Drive now through January 31 at any Avenue Bank, Wilson Bank & Trust or Second Harvest. For more information: secondharvestmidtn.org/pennydrive

secondharvestmidtn.org/events