



**JUNIOR LEAGUE OF
NORTHERN WESTCHESTER**
Women building better communities

JLNW Mission Statement

The Junior League of Northern Westchester is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

March 22, 2011

Dear Hustle to Fight Hunger Supporter,

The Junior League of Northern Westchester (JLNW) is pleased to announce the first annual Hustle to Fight Hunger 5K run/walk event on Saturday April 30, 2011 (8:30am Registration Opens, 9am Start). This event has been designed to support the Community Impact programming in which our League is currently engaged: initiatives that combat hunger and that encourage healthy living in Northern Westchester.

The programs that this event will support are as follows:

- The **Backpack Buddies Program**, launched by the JLNW in Spring 2010, bridges the gap in services for children enrolled in the Boys & Girls Club of Northern Westchester (BGCNW) after-school programs. Every two weeks throughout the school year, JLNW, in partnership with the Food Bank for Westchester, provides 110 children in the BGCNW after-school programs with non-perishable, easily consumed and vitamin-fortified food to take home on weekends. JLNW funds and runs this program in order to address hunger and healthy eating among children of working families. It purchases food, packs bags and monitors inventory provided by the food bank. The families in this program were recently surveyed and it was noted that based on receiving the backpacks of food: **80% of respondents** noticed a decrease in junk food eating, **87% of respondents** noted an increase in making healthy food choices and **70% of respondents** noticed an improvement in their children's mood. We are currently in the process of expanding this program to the Bedford Central School District, which could potentially serve up to 700 children.
- **Kids in the Kitchen** is a program which promotes exercise and good nutrition. Our current Kids in the Kitchen events are held for the 150 kindergarten – 7th grade children enrolled in the BGCNW after-school programs. Children participate in karate classes, plant vegetable gardens, play games, and learn to make healthy, flavorful snacks containing readily available, inexpensive non processed ingredients
- **Kids Café** is a program designed to provide after-school hot meals for at-risk/ hungry children enrolled in after-school programs. The cafe's goal is to provide nutritious meals while educating the children about food and proper nutrition enabling them to make better food choices to improve and ensure lifelong good health.. In partnership with the Food Bank for Westchester, the JLNW is currently researching locations and applying for a grant to launch a Kids Café in Northern Westchester in 2011.

There are some staggering statistics that prompted the JLNW to become involved in the issues of providing nutritious food and education on healthy lifestyles. Our community partner, the Mount Kisco Interfaith Food Pantry has reported that in the last two years, clientele has increased by **116%**. A 2007 childhood obesity study by the Westchester County Department of Health revealed that 34% of kindergarten, second grade and fourth grade children in surveyed Westchester schools are overweight or at risk of becoming overweight -- this compares with a national average of 32.2% and a New York State average of about 25%. In many cases, obesity is driven by the fact that many unhealthy food choices are more inexpensive than healthy options. **BOTTOM LINE** – it is cheaper and easier for a child to purchase fast food than to purchase fresh produce and meats. Based on these statistics and our programs to improve them, the JLNW would like to get its supporters **HUSTLING TO FIGHT HUNGER!!!**

Whether you choose to run or walk in this event, or sponsor a participant, any support will help us to change the lives of these children in Northern Westchester. If you have any questions regarding this event or the programs that the JLNW provides, please contact us at info@jlnw.org. We look forward to seeing you on April 30.

Sincerely,

Kat Saunders and Melissa Welch
JLNW Hustle to Fight Hunger Co-Chairs

Junior League of Northern Westchester

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