

Hunger Has a Face

High Plains Food Bank, Region 16 and FirstBank Southwest team up to **GIVE HUNGER A FACE**

The vision of Smith Ellis, Chairman, President and CEO of FirstBank Southwest was to partner with a healthy, financially sound non-profit for a minimum of five years. This means that FBSW has become a **KEY** supporter of the High Plains Food Bank; also giving a significant corporate gift each year.

The High Plains Food Bank serves diverse ethnicities, genders and generations in all 29 counties of the Texas Panhandle by distributing food to the community's local churches, food pantry or other non-profit partner.

TOGETHER, FirstBank Southwest and the High Plains Food Bank are ALLEVIATING HUNGER!

7 MILLION NUMBER OF POUNDS OF FOOD DISTRIBUTED BY THE FOOD BANK IN 2010

...and they are well on their way to exceeding that figure in 2011!

29 NUMBER OF COUNTIES IN THE PANHANDLE SERVED BY HPFB



We Believe

IN PLANTING SEEDS OF CHANGE.

The Food Bank and FirstBank Southwest plan to convert a standard 53-foot tractor-trailer into a **giant, mobile, artistic collaboration**. It will be made up of **individual pieces of art**, representing different counties in the Panhandle served by the High Plains Food Bank. This mobile work of art will tell the story - in a colorful way - of how **hundreds of thousands of lives are impacted** each year by the High Plains Food Bank.

Turning this...



...into this!



An art contest was developed to get students across the Panhandle involved and boost awareness. Many students and other community members are aware that the Food Bank has food drives, but may not be aware of **the full mission and vast area served**.

FBSW created a relationship and worked with Region 16 Education Service Center & Region 17 Education Service Center, to communicate to all **High Schools in the Texas Panhandle**. Students were encouraged to create art, expressing their interpretation of the mission and vision of the Food Bank.

OVER 40 NUMBER OF STUDENT PARTICIPANTS

Local media will select the winning pieces that will become a part of the **moving bill board** that travels year round to deliver food.

Putting a face on hunger and creating even more awareness of the Food Bank's mission creates community engagement and action!

12 NUMBER OF CORPORATE SPONSORS* THAT HAVE BEEN SECURED FOR THE TRUCK

FBSW developed a Corporate Challenge to get other corporations to give to the Food Bank - creating a CEO to CEO challenge/ Corporate Challenge to GIVE - creating in-roads for other corporate donations, volunteer opportunities and awareness.



*SPONSORS INCLUDE: Happy State Bank, Street Toyota, Texas Farm, Chris Farrell Builders, Bell Helicopter, Clift Land Brokers, The Donut Stop, Scottie's Transmission, Xcel Energy, FirstBank Southwest, Bobby Duby Motors and Southwest Dairy Farmers