



PRESS RELEASE
For Immediate Release

MOM LAUNCHES BOLD NEW HUNGER RELIEF INITIATIVE FOR AREA RESIDENTS IN NEED

January 11, 2010, Middleton, WI -- Middleton Outreach Ministry (MOM) recently announced its launch of a bold new initiative directed toward hunger relief for local residents. MOM has committed to the adoption of a food pantry model that better meets the needs of those seeking assistance. Food pantry guests will be encouraged to take as much food as they need and to visit the pantry as often as they would like.

Historically, the MOM food pantry, like many others in the Dane County area, has provided food to area households equal to one week's worth of need each month. Individuals and families have been forced to either utilize their own scarce resources during the other three weeks of the month or travel to other Dane County pantries for food. When implemented by other pantries nationwide, this new, progressive model has provided significant benefit to those in need.

The commitment to this new model arose out of a continuing review of the impact of its programs on the community by MOM's Board of Directors and staff. "In light of the increasing need generated by the current state of the economy, we concluded Middleton deserved a program of this progressive nature," said Mike Kutchin, Board President.

"We believe those interested in community betterment will embrace this initiative as just one of the many evolutionary changes to be made to MOM's programs to improve the lives of all our citizens. Implementation of the model will require continuing strong community support, greater collaboration with Dane County food banks and other resource agencies, and eventually a larger facility consolidating MOM's social work, administrative and distribution operations."

The new initiative is being spearheaded by Bob Mohelnitzky, MOM interim executive director, Kathy Sandefur, president of The Dane County Hunger Prevention Council and Cheri Farha, MOM food pantry manager. Mohelnitzky previously served as president and CEO of Second Harvest and managed the outstanding growth of that organization over the last decade. Sandefur was director of outreach ministries at First United Methodist Church where she managed the implementation of the same progressive model at that food pantry. "We feel very fortunate to have two of the finest hunger relief professionals in Dane County working with the MOM staff to execute this important initiative," said Kutchin.

MOM is a local organization providing social service relief programs to residents of Middleton and West Madison, including a food pantry, a clothing closet, financial aid for housing and utility assistance, a variety of seasonally-based community initiatives, and a Project for Older People (POP) program focused on enhancing the independence of local seniors. These programs are supported by community stakeholders with annual cash and in-kind contributions of over \$1.2 million and volunteers providing over 15,000 annual hours of service.

For more information about MOM and its new food pantry model, please contact Bob Mohelnitzky at bob@mompop.org or 608-826-3408. You may learn more about all of MOM's programs at www.mompop.org.

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