

WICHITA FALLS AREA

**FOOD
BANK**

WICHITA COUNTY



**food for
thought**

Wichita Falls Area Food Bank

Winter 2025

*You Give Hope to
Older Adults*

Dear Friend



David O'Neil, CEO

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We all have perceptions of ourselves, of our neighbors, and of events. When was the last time you were surprised because reality didn't match your preconceived ideas?

This happened to me recently.

Earlier in 2024, the Food Bank implemented an online registry for individuals we serve at our 10 monthly Mobile Food Pantries. This program, called "Neighbor Connect," has allowed the Food Bank to collect data electronically.

This information helps us better understand our attendees including their addresses, and how often they seek assistance. Before "Neighbor Connect," I believed that at least 50% of people being served attended more than one Mobile Food Pantry each month.

To my surprise, only 20% of our neighbors attended more than one Mobile Food Pantry over a 4-month period, completely shattering my perception. The reality is that the vast majority of neighbors we serve only need temporary access to food and nourishment to lead thriving lives.

Hunger is often circumstantial. Currently, 1 in 5 North Texans struggles with hunger, leaving 4 in 5 to help.

Your continued prayers, advocacy, and financial support are vital to ensuring that children have an opportunity to lead productive lives, seniors can live with dignity, and families can prosper.

"It's not what you look at that matters; it's what you see." — Henry David Thoreau

Wishing you a blessed 2025,

David O'Neil
CEO



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New Hope for Dixie and Samuel



Dixie

Dixie and Samuel are a resilient couple. Both endured the loss of their previous partners. Then two years ago, their shared home burned down. Together with friends like you, the couple is now looking to a more hopeful future.

“You couldn’t ask for better people. They will help you.”

Previously, Dixie worked at a hotel, but she’s currently out of work as she prepares to undergo surgery. As a result of a major car accident several years ago, Samuel can no longer work but receives Social Security Disability assistance.

Dixie says she’s in the process of applying for Medicare insurance, but in the meantime, the couple’s bills often outweigh their fixed income — and leave little, if any, leftover for food.

Thanks to your partnership, Dixie can pick up healthy food from Family Life and Mission Outreach, a Food Bank partner agency in Windthorst.

Typically, the food lasts the couple three weeks and Dixie shared that she really enjoys the chicken and fresh fruits that she receives and uses to prepare nutritious meals.

“The people are great. You couldn’t ask for better people. They will help you,” Dixie says of the friends she has met at Family Life and Mission Outreach. “They’ll talk you through whatever you’re going through.”

Thank you for being a part of this helping community by giving generously for neighbors like Dixie and Samuel.

“It takes a collective effort,” says Megan Megaña, senior vice president of Union Square Credit Union, about creating a healthier community — something she and her team are more than willing to be a part of.

Union Square Credit Union offers employees the chance to volunteer during work hours. Megan’s team enjoys small group volunteering programs. Volunteering together not only enhances the team’s chemistry

but also allows them to invest in a better future.

“It reinforces our core values and lets the people know who we are,” says Megan of the volunteer program.

At the Food Bank, the Credit Union volunteers help with numerous programs, but most of their time is spent with the PowerPak program, which provides healthy food for kids facing hunger over the weekend

when school meals are not available.

The Credit Union volunteers are also involved with the Food Bank’s Mobile Food Pantry, which is a truck filled with nutritious food boxes including produce for neighbors who lack transportation or who are living in a food desert.

We are so grateful for all our Union Square Credit Union volunteers who invest their time to help create a better future for us all.

You Support Multiple Generations

Tiffany is dedicated to her family and the three generations all residing under her roof — her husband, Bufert, their two college-aged children and one precious grandchild.

Ever a proud mother, she shares that her two children are both in college, with one majoring in computer science and one majoring in forensic science.

“I am grateful.”

Unfortunately, both Tiffany and Bufert have been diagnosed with epilepsy and aren't able to work right now. The Supplemental Security Income and SNAP benefits the couple receive often don't stretch far enough to afford healthy groceries for the whole family.

Thanks to partners like you, the couple can visit a Food Bank Mobile Pantry at Legacy



Tiffany

Church of God where fresh food is available to not only fill the family's table but also support the best health possible for every family member.

“I am grateful for God,” Tiffany says. “Because if it wasn't for God being in people's hearts, they wouldn't donate food.”

In her spare time, Tiffany enjoys reading and writing — hobbies

that she has more energy for thanks to the nutritious food she receives.

Thank you for joining with us to provide nourishment and hope to thousands of individuals, families, and seniors throughout our community. Your partnership changes lives for the better.

Make a Lasting Impact: Support the Fight Against Hunger with a Legacy Gift

Did you know there's a way to support the fight against hunger for years to come by making a Legacy Gift to the Wichita Falls Area Food Bank? Our Planned Giving Team offers various gift options, including beneficiary designations, which can benefit the donor while providing food, hope, and dignity to those in our community. By planning today, you can ensure that your assets are used in a meaningful philanthropic way that reflects your most cherished values. For more information, scan the QR code, or contact us at 940.766.2322.



Discover Easy & Healthy Recipes with WFAFB

Our revamped website recipe page is now filled with a treasure trove of easy and healthy recipes! Whether you're looking for delicious snack ideas to keep your energy up or need some inspiration on how to cook food distributed at our Mobile Pantries, we've got it all right here for you. Our collection includes both written recipes and engaging videos to guide you step-by-step in the kitchen. Discover new ways to utilize the ingredients you receive, making cooking fun, nourishing, and healthy. Visit our new recipe page today by scanning the QR code.

