

LABELS ARE FOR JARS™

ABOUT THE COR UNUM MEAL CENTER

At the end of 2001, a small group of men and women who shared a common concern about hunger in Lawrence began to explore in depth the reality of hunger in their city. They reviewed existing anti-hunger efforts in Lawrence, speaking at length with the leaders of food programs, government and private social service organizations, local health care institutions, and schools. After extensive research, it was determined that there was a compelling need for additional food for the hungry and a significant demand for a meal center to be established in South Lawrence. Community leaders generously offered their support for a new effort that might address the challenges at hand.

In the spring of 2002, this new effort took the form of a committee that proceeded with the planning and organization of what emerged as the Cor Unum Meal Center. ("Cor Unum" means "One Heart" in Latin.) By the end of the planning process, it was concluded that more than \$1.5 million would be needed to build the Cor Unum Meal Center - a very ambitious goal!

In the autumn of 2004, a campaign was launched to raise \$1.5+ million for the construction of Cor Unum, with Labels Are For Jars at the center of the pursuit of the mission.

In September of 2005, the fundraising goal for the construction of Cor Unum was reached! Thanks to the sacrifice of individuals, foundations, businesses, and the extraordinary number of people connected with Cor Unum through Labels Are For Jars, what had seemed by many to be an unreachable goal became a reality.

With the achievement of the construction goal, Labels embraced the mission of helping raise by September 2006 \$400,000 to fund Cor Unum's operational expenses.

Construction of the Cor Unum Meal Center was completed in September 2006, allowing the doors of the state-of-the-art center to be opened on September 30, 2006 for the serving of meals. The fantastic news was that the \$400,000 goal for operational expenses was reached. Once again, the supporters of Cor Unum and Labels Are For Jars achieved what had seemed to many to be an unachievable goal!

Between October 2006 and January 2007, dinner service at Cor Unum expanded from three to seven nights a week. Breakfast service began in May 2007 and reached a full seven-days-a-week schedule in August 2007. By the time of the center's first anniversary in September 2007, more than 100,000 meals had been served at the Cor Unum Meal Center.

At the current rate of meal service, it is estimated that at least 200,000 meals will be served at Cor Unum during its second year of operations.

Our mission continues! Labels Are For Jars is committed to raising the funds needed to keep Cor Unum thriving. Through Labels Are For Jars, people who want to change the world by feeding the hungry are able to do so in Lawrence, MA.

For more information please visit www.corunummealcenter.org

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