



Mapping the Meal Gap in Western MA

In this issue:

- New Truck Acquisition
- Big Y Depot Drop
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THANK YOU

The following businesses, organizations and foundations made a gift of \$1,000 or more between January 1 and March 31, 2019

Alekman DiTusa, LLC
Atkins Farms
Bank of America
Barings
Berkshire Brewing Company Inc.
Berkshire Taconic Community Foundation
Chauncey Loomis Fund - Endowment/
Berkshire Taconic Community Foundation
Blue Cross Blue Shield of Massachusetts
Caroline Blanton Thayer Charitable Trust
Church World Service-Hilltown, MA CROP
Hunger Walk
Coghlin Construction Services Fund
Community Foundation of Western
Massachusetts
Grobman and Bollinger Family Fund
Crane Hill Disc Golf Club
Feeding America Multi-Donor Government
Shutdown Support
Feeding America
Florence Savings Charitable Foundation, Inc.
Customer Choice Grant
Green & Greenberg
Irving And Sulamith Blackberg Charitable
Foundation
Kraft Heinz Company
Laudable Productions LLC
Leprechaun Plunge- Brunelle's Marina
Living Springs Foundation
New England Lawn Companies, Inc
Nexamp, Inc.
PeoplesBank Workplace Giving Campaign
S. L. Gimbel Foundation
ShopRite Partners in Caring Fund
Stop & Shop New England
River Valley Market LLC
Stop & Shop Family Foundation
TJX Companies Inc.
Tommy Auto Group
Unilever/Ahold Delhaize
USA Hauling & Recycling Inc.
Weinberg & Garber
Whole Foods Market
Women's Benevolent Society of
Longmeadow, MA

The top food donors between January 1 and March 31, 2019

1. Big Y*
 2. Stop & Shop*
 3. Coca-Cola/Minute-Maid Co.
 4. BJ's Wholesale Club
 5. Walmart*
 6. C & S Wholesale Grocers
 7. Ocean State Job Lot
 8. Cumberland Farms
 9. Pepperidge Farm
 10. Bozzuto's, Inc.
- *multiple chains combined*



For regular updates on Food Bank activities, sign up for our newsletter at foodbankwma.org



MEMBER OF
**FEEDING
AMERICA**

The Food Bank's vision is to create a western Massachusetts where no one goes hungry and everyone has access to nutritious food.

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The Food Bank is committed to promoting cultural diversity through its board, staff, volunteers and member agencies. This institution is an equal opportunity provider. To file a complaint of discrimination write USDA, Director, Office of Civil Rights, Washington, DC 20250-9410.

Your name is safe. We have never rented, sold, or loaned our donor list, and we never will. Without our donors, our work would not be possible. We value your support & privacy.



From the Executive Director

Mapping the Meal Gap in western MA

Dear friends,

Something is seriously wrong in our society when so many adults and children struggle to put food on their table on any given day, week or month of the year. How do we know how many people experience or are at risk of hunger? Internally, we track the number of individuals who receive food assistance from our own direct delivery programs and at the 171 feeding programs that are part of our region's emergency food network. In addition, Feeding America, the nation's network of food banks, independently issues an annual report called Map the Meal Gap 2019* on food insecurity and the cost of food at both the county and congressional district level. It is the only study that provides food insecurity data at the local level.

The report reveals that food insecurity exists in every county in our western Massachusetts service area. It also shows that children are more likely to be food insecure, with the child food insecurity rate at 14.2% compared to 9.8% of the total population for the four counties of western Massachusetts. Overall, food insecurity (FI) in western Massachusetts ranges from a low of 8.8% of the population

in Franklin County up to 10% in Hampden County.

The analysis also finds that 33% of residents of western Massachusetts who are food insecure are likely ineligible for federal nutrition assistance under current program requirements. This means that many households must rely even more on charitable food assistance such as from The Food Bank.

MA County	Total FI Pop.	FI%	Child FI Pop.	Child FI%
Berkshire	12,350	9.7%	2,980	13.2%
Franklin	6,280	8.8%	1,570	12.3%
Hampden	46,890	10.0%	15,920	15.3%
Hampshire	15,430	9.6%	2,770	11.2%
Western MA	80,950	9.8%	23,240	14.2%
Massachusetts	616,090	9.0%	159,950	11.7%

We are committed to preventing people from going hungry and to forging long-term solutions to end hunger as we know it. For this reason, we are planning strategies and investments in new resources to increase our impact across our entire region in the years to come. We will announce them in the coming months. As always, we are grateful for your past and continued support of our mission. ♦

Andrew Morehouse
Executive Director

*Map the Meal Gap 2019 (map.feedingamerica.org) uses data from the U.S. Department of Agriculture, U.S. Census Bureau, U.S. Bureau of Labor Statistics and food price data and analysis provided by Nielsen, a global provider of information and insights.



Through a generous donation, The Food Bank purchases a new truck

When asked about the countless times his old truck had broken down in the past two years, Tom Leporati, driver at The Food Bank, doesn't hesitate to recall the specifics.

"The truck had plenty of problems," he says. "I had a day in Lenox where the hydraulic lines on the gate blew and I had to wait around two hours for somebody to come and fix that."

Leporati's concerns about the truck are not self-centered. His route covers deliveries for Brown Bag: Food for Elders sites in all four counties of western Massachusetts. When his truck was out of commission, it sometimes meant that food-insecure seniors relying on a free bag of groceries each month as a supplement had to wait for distribution to be rescheduled. For individuals with limited access to transportation and healthy food, postponements like these can lead to inadequate nutritious food.

So last year, when John and Jerry Soechting of Great Barrington approached The Food Bank, asking how a charitable donation could help get more food out to the region, Andrew Morehouse, Executive Director, brought up the need to replace the old truck.

"They wanted to make an investment in something that would have a lasting impact. We discussed several options and they settled on the truck," Morehouse says.

The Soechting's donation was made in honor of John's late mother, Elisabeth Soechting, who had a strong commitment to charitable giving and organic farming.

"She would be thrilled to know that she contributed to the acquisition of a truck to distribute food to the elderly," the Soechtings stated. ♦



Read more about the Soechtings generous donation at foodbankwma.org/news



9th Annual

WILL BIKE 4 FOOD

willbike4food.org

presented by  Stop & Shop®

Four routes. One destination. A community without hunger. Sunday, September 29, 2019

Will Bike 4 Food is returning for its ninth year on Sunday, September 29. This exciting event provides a special opportunity for riders of all ages and riding abilities to enjoy a fun-filled day with other cyclists, while helping to feed our neighbors in need. Choose the 10, 25, 50, or 100-mile route through the scenic Pioneer Valley.

Last year, a record-breaking 400 riders raised over \$161,000 to prevent hunger in our region.

We're counting on your support to make this year's event even bigger and better than ever. By signing up for Will Bike 4 Food, you're raising awareness of food insecurity in our area and providing sustenance to children, seniors, veterans and hard-working families who still can't afford to make ends meet.

You can choose to ride as an individual or recruit family members, friends or co-workers to form a team.

Participating cyclists are invited to stay for a free fun-filled After-Party at the finish line. Enjoy a cookout and craft beer, music, games and more. Non-riders can join the fun by purchasing After-Party tickets on our website.

Register now for the lowest fundraising minimum and to guarantee your free t-shirt. To register or donate, visit willbike4food.org. ♦

WHEN:

Sunday, September 29, 2019
7:00 a.m. — 5:00 p.m.
(start time depends on route)

WHERE:

Lion's Club Pavilion
15 Billings Way, Hatfield, MA

REGISTER & DONATE:

willbike4food.org
Registration Deadline:
Friday, September 27, 2019

If your business would like to be a sponsor for this special event, call (413) 247-9738, or email jennifert@foodbankwma.org.

For Big Y, hunger relief is a major commitment in Berkshire County

Every Tuesday morning, a driver from Big Y World Class Market delivers a tractor trailer load of donated food items to our warehouse in Hatfield. Our warehouse staff has a carefully orchestrated system for unloading the pallets of food, which contain tens of thousands of pounds of items whose containers have been damaged or whose industry “sell by” dates are nearing. In addition, we fill the Big Y trailer back up with other items — healthy groceries that volunteers already have inspected, sorted and picked for the weekly Berkshire “Depot Drop” in Pittsfield. Established in 2011, more than a dozen of our member agencies —



local food pantries and meal sites — receive weekly deliveries of food for distribution to food-insecure households in their communities.

“We all have a responsibility to help end food insecurity and hunger in our community and at Big Y, food security and hunger relief are one of the pillars of our commitment to families and those in need in our region,” stated Charles L. D’Amour, President and CEO of Big Y. ♦

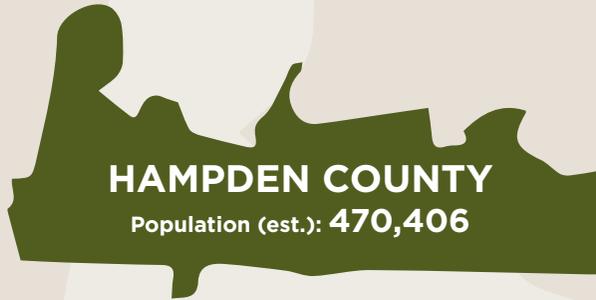


Read more: foodbankwma.org/news

Feeding America’s Map the Meal Gap 2019:

Map the Meal Gap 2019 is the latest report by Feeding America® on food insecurity and the cost of food at both the county and congressional district level.

Map the Meal Gap 2019 reveals that food insecurity exists in every county in The Food Bank’s service area and is higher than the statewide average. Overall, food insecurity in western Massachusetts ranges from a low of 8.8% of the population in Franklin County up to 10% in Hampden County.



**Food Insecure People:
46,890**



**Food Insecure Children:
15,920**



Left to right: Helen Yagodzinski, Andrew Morehouse, Bill Antil, Gil Billings

Volunteers receive thanks for their dedication

The Food Bank could not carry out its mission to feed neighbors struggling with food insecurity without the help of dedicated volunteers. Three local seniors have donated their time at The Food Bank for more than two decades. Their service in support of food-insecure neighbors has gone above and beyond common expectations.

Gil Billings of Easthampton (22 years of service), Helen Yagodzinski of Hatfield (20 years of service), and Bill Antil of Holyoke (28 years of service) volunteered in our warehouse

regularly. Collectively, they've helped provide many thousands of meals for households in need.

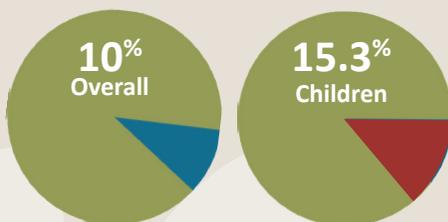
In March, the trio were recognized publicly by The Food Bank at an appreciation event.

“Helen, Bill and Gil not only have helped us sort thousands of pounds of food over the years. They have also mentored so many new volunteers and created a sense of community and common purpose,” says Andrew Morehouse, Executive Director of The Food Bank. “We thank them for their steadfast support.” ♦

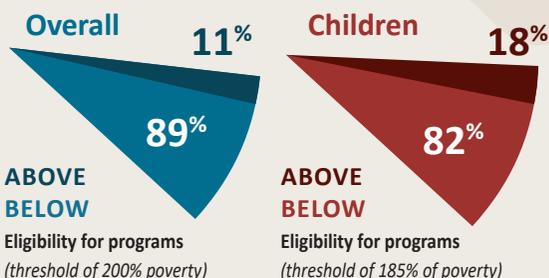
Hampden County Spotlight



Food Insecurity Rate



Estimated Program Eligibility Among Food Insecure People



Non-Profit Organization
U.S. Postage Paid
Permit Number 786
Springfield, MA 01152



FOOD BANK UPCOMING EVENTS



August 4

Cider Pairing Dinner

Apex Orchards

Shelburne, MA *Tickets on sale now*



September 29

Will Bike 4 Food

Lion's Club Pavilion, Hatfield MA

Register Now: willbike4food.org



October 23

Food Bank After Hours

The Food Bank

Hatfield, MA



For more information, visit foodbankwma.org/events