



**Will Bike 4 Food  
Raises Record-  
Breaking \$197,000**

In this issue:

- Monte's March
- Planned Giving
- 2019 Member Agency Conference

# THANK YOU

**The following businesses, organizations and foundations made a gift of \$1,000 or more between July 1 and September 30, 2019**

The 1772 Foundation Inc.	Irene E. and George A. Davis Foundation
Berkshire Brewing Company Inc.	Panera Bread
Boston Foundation	Partners HealthCare
Chicopee Savings Charitable Foundation	Pennyfarthing Investment Management, LLC
Coldwell Banker	Polish National Credit Union
Community Foundation of New Jersey	Quonquot Farm
Darden Foundation	River Valley Market, LLC
DB ADFUND Administrator LLC	Sarah Gillett Services for the Elderly, Inc.
Deerfield Academy	South Congregational Church
Dr. Hauschka Skin Care, Inc.	Square Inc.
Easthampton Savings Bank	Stop & Shop Family Foundation
Eversource Energy	The Susan A. and Donald P. Babson Charitable Foundation
Feeding America	TD Charitable Foundation
Ford Motor Company	United Way of Hampshire County, Inc.
Frederick E. Weber Charities Corp.	VFW Post 10338 Emergency Food Pantry
GE Foundation	Walmart Foundation
Greater Boston Food Bank	Webster Bank
Greenfield Savings Bank	Western Area Mass. Dietetic Association
Greylock Federal Credit Union	
Health New England	

## **The top food donors between July 1 and September 30, 2019**

- |                   |                            |                     |
|-------------------|----------------------------|---------------------|
| 1. Big Y*         | 5. Cumberland Farms        | 9. Target           |
| 2. Stop & Shop*   | 6. WalMart*                | 10. C & S Wholesale |
| 3. BJ's           | 7. Coca-Cola/Minutemaid    |                     |
| 4. Food Bank Farm | 8. Szawlowski Potato Farms |                     |
- \*multiple stores combined*



**The Food Bank**  
of Western Massachusetts



For regular updates on Food Bank activities, sign up for our newsletter at [foodbankwma.org](http://foodbankwma.org)



MEMBER OF  
**FEEDING AMERICA**

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

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*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 and privacy.*



From the Executive Director

# Live, grow, and flourish

Dear friends,

Just like water and shelter, we need nutritious food to live, grow and flourish. Healthy food gives the mind and body the nutrients they need to reach their highest potential. When individuals and families are strengthened by good food, so too, is our community.

How well we provide sustenance for the most vulnerable in our society reflects our values as a culture. Since 1982, The Food Bank of Western Massachusetts has invested the community's support in our mission to feed our neighbors in need and lead the community to end hunger. After nearly 40 years of resourceful and innovative community leadership, we continue to redefine the concept of healthy food access for neighbors in need in an ever-changing economic landscape. We provide nourishing food to more than 70,000 individuals at risk of hunger every month indirectly through 175 local food

pantries and meal sites, and directly through our Mobile Food Bank and Brown Bag: Food for Elders sites at senior centers.

Here's a real example of our impact:

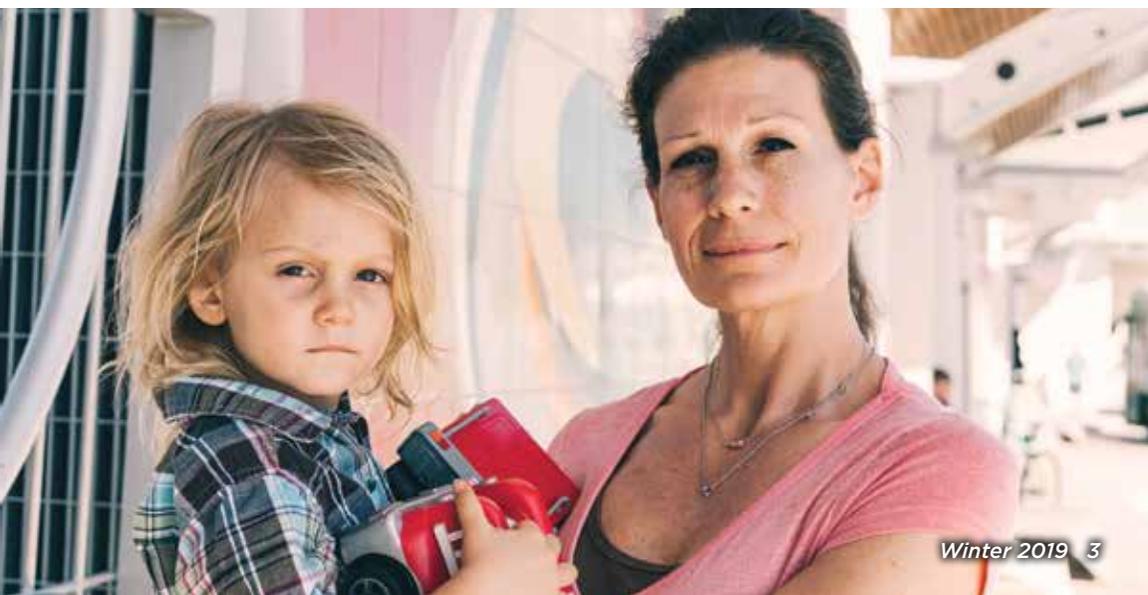
Deirdre struggles to find food appropriate for the dietary needs of her autistic son, Joey. "I'd spent many days going to sleep with an empty stomach, making sure he had all the food in the house," she recalls.

"I don't know what we'd have done without the food from the pantry."

You are our most valuable resource. The Food Bank's impact is a direct result of the participation and generosity of people who recognize that everyone deserves to live without hunger. Please join us this holiday season by making a gift that can change someone's life. ♦

A handwritten signature in black ink, reading "Andrew Morehouse". The signature is fluid and cursive, with a large, sweeping initial 'A'.

Andrew Morehouse  
*Executive Director*



## Tax reform and its impact on charitable giving

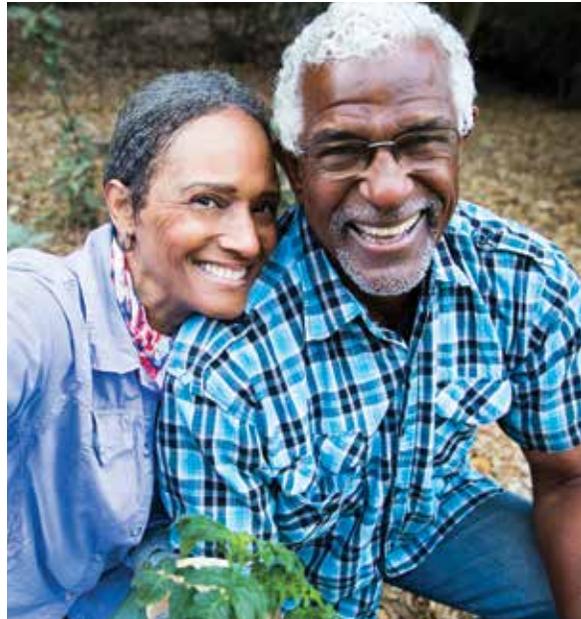
For more than 100 years, the U.S. tax code has provided powerful incentives to encourage individuals and corporations to make tax-deductible charitable donations to non-profit organizations like The Food Bank. However, the tax reform that went into effect on January 1, 2018 dramatically changed this history.

The tax reform significantly increased the incentive of 28 million taxpayers to move from itemizing their tax returns to claiming the much higher standard deduction, thereby reducing charitable contributions to non-profit organizations. According to the Giving Institute's recently-released Giving USA 2019 report – which draws on annual research conducted by the Indiana University Lilly Family School of Philanthropy – charitable giving declined by 1.7% last year when adjusted for inflation.

However, it is believed that most of these taxpayers were likely unaware their filing status would change prior to the preparation of their 2018 returns and continued giving as they had in the past. Geoff Plague, Managing Director, Tax, Public Policy, and Government Relations at Feeding America (the national network of food banks), recently reported “especially troubling is the likelihood that 2019 will produce an even more precipitous decline in charitable giving now that taxpayers realize the tax implications of the higher standard deduction.”

Fortunately, individual giving to our Food Bank increased by

17% in our fiscal year 2019 ending September 30 compared to last fiscal year. We received \$2.1 million in individual donations, representing about half of our annual operating budget. Of this amount, \$116,143 represented six planned gifts. We also received numerous donations through donor-advised funds, which is one of several ways to make charitable donations and still receive direct



tax benefits despite the tax reform.

With three months remaining in 2019 – the height of our fundraising season – we are hopeful that the tax reform will not adversely impact charitable giving to The Food Bank. We are eternally grateful to all our loyal and new supporters who invest in our mission. ♦

Visit our website,  
**[foodbankwma.org/  
plannedgiving](https://www.foodbankwma.org/plannedgiving)**

to learn more about planned giving options and consult with a financial advisor.



## Will Bike 4 Food raises record-breaking \$197,000 to support struggling households

**T**he Food Bank's 9th Annual Will Bike 4 Food has so far raised a record-breaking \$197,000 to support local households facing hunger. The annual cycling event kicked off on September 29 at the Lion's Pavilion in Hatfield and drew 450 participants of all ages who raised funds and rode one of four scenic routes through the Pioneer Valley. Immediately following Will Bike 4 Food, The Food Bank announced that \$170,000 had been raised. However, cyclists raised an additional \$27,000 by the October 31 fundraising deadline.

Local organizations, corporate groups and children were among the top-team fundraisers recognized at the event, including: Heart & Soul (\$10,995), 50/50 Fitness (\$9,923), CS Energy (\$9,550), Ewing RR (\$5,596), Stop & Shop (\$3,694), and Kids Bike (\$3,690).

"A great time was had by all while doing good at the same time", said

Andrew Morehouse, Executive Director of The Food Bank. "The community provided the equivalent of 591,000 healthy meals in the region. We're grateful to everyone who came out to support our cause to feed our neighbors in need."

All proceeds from Will Bike 4 Food will benefit The Food Bank, helping our organization distribute healthy food to more than 175 food pantries, emergency meal sites and shelters. The donations will also support our direct-to-client feeding programs, including the Brown Bag: Food for Elders (serving monthly thousands of area seniors) and our Mobile Food Bank (bringing fresh, healthy groceries directly to communities lacking access to nutritious food).

The Food Bank would like to thank all who participated in Will Bike 4 Food for supporting their neighbors during this event. ♦



Read more at  
[foodbankwma.org/news](https://www.foodbankwma.org/news)

## Member Agency Conference shifts focus on hunger

*In an Op-Ed, Michelle Geoffroy, Agency Relations Manager at The Food Bank, explains the importance of connecting with the food pantries, meals sites, and social service organizations we partner with during our annual Member Agency Conference which took place this year on Tuesday, October 29 in Springfield.*

**M**ost years, our conference workshops are on practical topics like fundraising or volunteer management. This year, though, our theme was “Shifting the Focus: Viewing Hunger Through a New Lens.” All our workshops were focused on viewing hunger in a new way – through the lens of college students wondering where their next meal is



coming from, or the lens of public policy, or through the social stigma underlying causes.

*I'm proud to say, it was our most exciting conference ever with 74 attendees.*

It's so easy to get bogged down in our day-to-day work and so hard to find time to step back and look at the bigger picture. Even more rarely do we get to do that with people who are so deeply engaged and intimately familiar with what food insecurity really looks like in our community, and the underlying issues that cause it. ♦

 Read the full article at [foodbankwma.org/news](http://foodbankwma.org/news)

## Feeding America's Map the Meal

*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 9.7% in Berkshire County.



# Transportation Forum addresses social inequities

The Food Bank co-hosted *How Do We Get There from Here: Western MA Transportation Forum* at the Northampton Center for the Arts in September. The standing room-only event of more than 144 attendees launched a collaboration between state legislators, public transportation planners, Regional Transit Authorities, advocates, social service organizations, and public transportation users. A lack of adequate public transportation in the region is a leading cause of food insecurity. Many low-income individuals without private vehicles in western Massachusetts struggle getting to jobs, grocery stores and health care appointments in neighborhoods lacking bus service or with limited bus schedules.

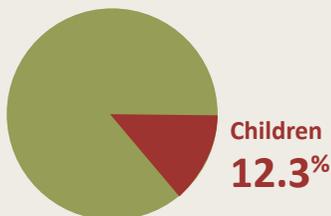
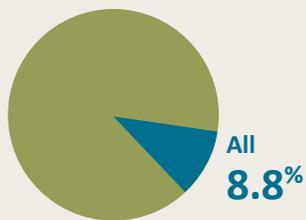
“We were pleased to be able to partner with the Massachusetts Public Health Association, the Western MA Health Equity Network, Cooley Dickinson Hospital, Stavros Center and many other vital organizations to create this opportunity for people who care about transportation policy in western



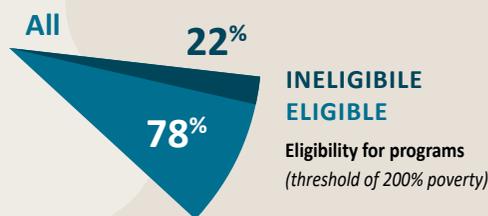
MA to come together for a productive conversation,” says Laura Sylvester, Legislative and Community Partnership Coordinator at The Food Bank. ♦

## Gap 2019: Franklin County Spotlight

Food Insecurity Rate



Estimated Federal Food Assistance Program Eligibility Among Food Insecure People



To learn more about the *Map the Meal Gap*, visit [map.feedingamerica.org](http://map.feedingamerica.org).

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# MONTE'S MARCH X

## March For A Million Meals

### November 25 & 26, 2019

Springfield to Greenfield (43 miles)

Tune in both days to **93.9FM-The River** to follow Monte.  
All donations benefit The Food Bank of Western Massachusetts.

March with Monte or Virtual March

Call to donate on Nov 25 & 26:

# 1-888-323-HOPE

Donate today:

## www.MONTESMARCH.com

