



2022 MEDIA KIT



The Food Bank of Western Massachusetts

97 N. Hatfield Road | P.O. Box 160 | Hatfield, MA 01038

Ph: 413-247-9738 | 800-247-9632 | Fax: 413-247-9577

www.foodbankwma.org

Who We Are

The mission of The Food Bank of Western Massachusetts is to feed our neighbors in need and lead the community to end hunger.

Founded in 1982, The Food Bank is a hunger-relief nonprofit serving individuals at risk of or facing hunger in Berkshire, Franklin, Hampden, and Hampshire counties. Our facility in Hatfield includes a distribution warehouse and business office.

As the leading provider of emergency food that reaches individuals and families with low incomes in western Massachusetts, we distribute food to our member agencies – independent food pantries, meal sites, childcare centers, shelters and elder care facilities.

Programs

Building stronger communities through a variety of initiatives:

Brown Bag: Food for Elders — delivering free bags of groceries once a month to seniors, at numerous sites across the region

Mobile Food Bank — delivering fresh, healthy food directly to underserved populations

Agency Relations — working with our member agencies (pantries and meal sites) to better service the increasing number of people seeking assistance through trainings, capacity building support, and sharing of the best practices

Nutrition Education — providing workshops on basic nutrition and eating healthy on a budget

SNAP Outreach — providing enrollment and application assistance to eligible clients

Advocacy — leading the community in advocating for change, bringing issues of hunger to the forefront and empowering people to work towards developing solutions

The Coalition to End Hunger — launched in 2017 to identify and support changes that will help to resolve the underlying causes of hunger: coalitiontoendhunger.org

Funding

The Food Bank receives donations from individuals, businesses, foundations, civic organizations, faith-based groups, member agencies, schools, and government. We also rely on the generosity of professionals who donate valuable pro bono assistance of services and supplies as well as sponsorships for special events.

For every dollar donated, The Food Bank can provide four meals.

Food Sources

The Food Bank is the regional distributor of USDA commodities and the Massachusetts Emergency Food Assistance Program (MEFAP). In addition to distributing food, we work with the community to develop strategies that will reduce the number of people in our area who must rely on emergency food.

The Food Bank also:

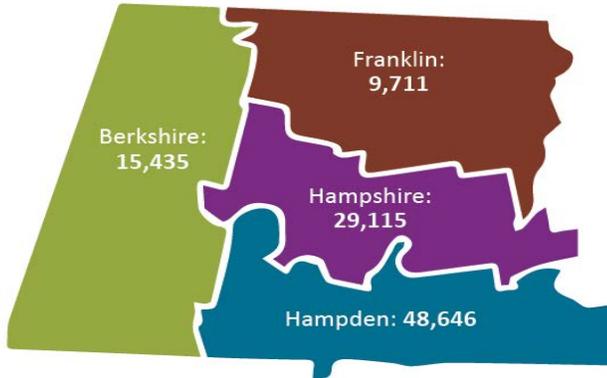
- rescues food that would otherwise go to waste
- solicits food donations from a variety of sources
- uses donated funds to acquire large quantities of food for distribution



Feeding our neighbors in need and leading the community to end hunger

WHO WE ARE: Non-Profit est. 1982: Serving four counties: Berkshire | Franklin | Hampden | Hampshire

AVERAGE MONTHLY PEOPLE SERVED



102,907* SERVED TOTAL MONTHLY

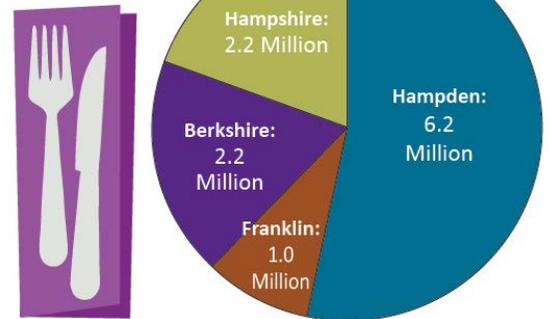
*Numbers reported by 248 local feeding programs

AGE GROUPS



MEALS PROVIDED

11.6 Million Meals Total



TYPES OF FOOD DISTRIBUTED



WHAT WE DO

Distribute food to members: Food Pantries | Meal Sites | Shelters | Childcare Centers | Elder Care Facilities

Distribute food direct to households: Mobile Food Bank | Brown Bag: Food for Elders

Outreach: SNAP Enrollment | Nutrition Education | Advocacy | Member Capacity Building
Coalition to End Hunger | Food Bank Farms to School Initiative



Data compiled from
October 1, 2020 –
September 30, 2021

97 North Hatfield Road, Hatfield MA 413-247-9738

foodbankwma.org    

This institution is an equal opportunity provider, and employer.

FEEDING the NEED:

How The Food Bank of Western Massachusetts works



Leadership Team



Andrew Morehouse

Executive Director

andrewm@foodbankwma.org



Shirley Del Rio

Director of Food Operations

shirleyd@foodbankwma.org



Christina Maxwell

Director of Programs

christinam@foodbankwma.org



Nancy Robinson

Senior Director of Operations

nancyr@foodbankwma.org



Carolyn Sailer

Human Resources Manager

carolyns@foodbankwma.org



Jake Hough

Director of Finance & Administration

jacobh@foodbankwma.org



Jillian Morgan

Director of Philanthropy

jillianm@foodbankwma.org

Board of Directors

President: Erica Flores, Esq. | Skoler, Abbott, & Presser, PC

1st Vice President: William Dávila, ED.D., MSW, LICSW | The Children's Study

Home **2nd Vice President:** Charlotte Boney, M.D. | Baystate Health

Treasurer: William Grinnell | Webber & Grinnell Insurance

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Jose Escribano | Springfield Public Schools

William Harju | USA Hauling & Recycling

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David Lusteg | Merrill Lynch

Johanna Maldonado | Stop & Shop Supermarket

George Newman | Big Y World Class Market

Alan Peterfreund | SageFox Consulting Group

David Pinsky | Retired President and CEO, Tighe & Bond

Bishop Bruce Shaw | New Hope Pentecostal Church

Julia Sorensen, MBA, MSW | Mass General Brigham

Shannon Yaremchak | Partners for Community

Beth Young | Big Y World Class Market

Branding Guidelines

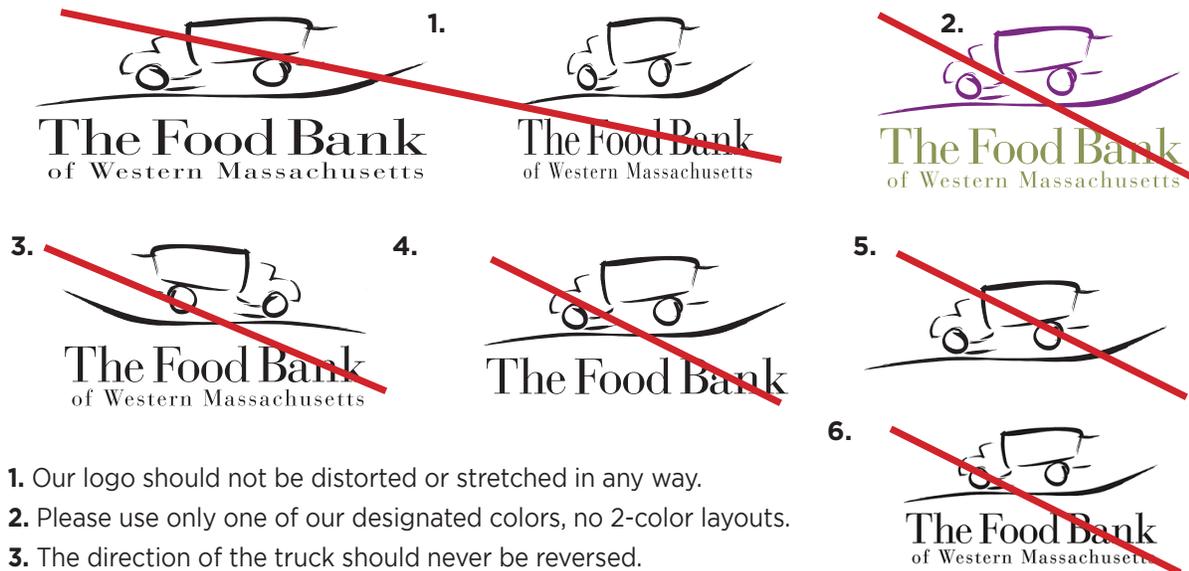


Logo Usage

Our logo must always appear with truck graphic and the entire name of our organization. Our logo is available in purple, green, black, and 'reversed' (white on a colored background.) Reversed color logos should only be used against black, purple or green. [Download our logo](#)

- Please leave at least a quarter inch of clear space around the logo for maximum visibility.
- The minimum size to display The food Bank logo is 1 inch. Do not pull our logo from our webpage - the resolution is too low for print.

Incorrect Usage



1. Our logo should not be distorted or stretched in any way.
2. Please use only one of our designated colors, no 2-color layouts.
3. The direction of the truck should never be reversed.
4. The full name should always be used.
5. The truck graphic should never be separated from the rest of the logo and used on its own.
6. Please use only high resolution versions of our logo - 300 dpi or vector (EPS) for print, and no less than 150 dpi for web.

Colors



Pantone: 2612 (PMS spot color)
CMYK: 62/100/0/14 (full color printing)
RGB: 109/25/127 (web colors)
Hex: 6C207F (HTML, word processing)



Pantone: 5767 (PMS spot color)
CMYK: 15/0/65/38 (full color printing)
RGB: 138/150/86 (web colors)
Hex: 949C51 (HTML, word processing)

Fonts

The Food Bank uses MS typefaces **Calibri** and **Georgia**.

Our Social Media



Facebook: Follow, like, share: **@The Food Bank of Western Mass.**

Hashtags: #FoodBankWMA, #WesternMassHunger #FBWMA

Sample posts:

[Your Organization] is proud to support @The Food Bank of Western Mass. Every dollar donated provides 4 meals. Visit foodbankwma.org.

Here's our team at work! We hope that you'll help us support @The Food Bank of Western Mass. by giving at foodbankwma.org. [Image]



Twitter: Follow, like, retweet: **@FoodBankWMA**

Hashtags: #FoodBankWMA, #WMAHunger

A little goes a long way! Help @FoodBankWMA feed those in need in western MA by visiting foodbankwma.org

Our team was thrilled to support @FoodBankWMA by volunteering today! [Image]



Instagram: Follow, like, save, share: **@FoodBankWMA**

Hashtags: #FoodBankWMA

• Thanks to supporters like you, we've provided over [Pounds of food] for individuals in need that will benefit @FoodBankWMA. To find out how you can help, click the link in our bio. [Your Photo]

• Help us spread awareness on the growing issue of hunger in western MA. Use #FoodBankWMA and post a picture of what you are doing to help our neighbors in need. @FoodBankWMA [Your Photo]



LinkedIn: Follow, like, share: **The Food Bank of Western Massachusetts**

Topics: Share news about your involvement with The Food Bank (donations, check presentations, organizing food & fund drives, sponsoring events)



YouTube: Subscribe, like: **FoodBankofWesternMA**

Topics: Tag The Food Bank in your videos regarding volunteering, food & fund drives, student and corporate events, how you're helping the community

Contacts

ALL MEDIA INQUIRIES

Jillian Morgan | Director of Philanthropy
jillianm@foodbankwma.org
(413) 203-4946

MARKETING & COMMUNICATIONS

Clay Gregory | Senior Content Coordinator
clayg@foodbankwma.org
(413) 203-4898

Gianna Bevilacqua | Communications Coordinator
giannab@foodbankwma.org
(413) 284-4749

Lillian Baulding | Community Impact Storyteller
lillianb@foodbankwma.org
(413) 203-4907

EVENTS & VOLUNTEERING

Cheyenne Burnham | Public Engagement Manager
cheyenneb@foodbankwma.org
(413) 203-4986

PROGRAMS

Christina Maxwell | Director of Programs
christinam@foodbankwma.org
(413) 992-6265

DONORS

Natasha Schott | Donor Relations Manager
natashas@foodbankwma.org
(413) 992-6262