

FOOD BANK

OF WESTERN MASSACHUSETTS

2023 MEDIA KIT

Food Bank of Western Massachusetts

25 Carew Street | Chicopee, MA 01020

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

foodbankwma.org

Who We Are

Since 1982, the Food Bank of Western Massachusetts has been a community partner to end hunger. We provide healthy and culturally responsive food directly through our Mobile Food Bank and Brown Bag: Food for Elders sites and through the 169+-member food assistance network in Berkshire, Franklin, Hampden, and Hampshire counties. These independent pantries, meal sites, and shelters are on the front lines, providing food and other resources to individuals, families, seniors, children, and people with disabilities, including veterans, so they may lead healthy and meaningful lives. The Food Bank partners on public education and advocacy to eliminate systemic barriers to food security, operating with the belief that everyone has a right to healthy food.



Where We Source Our Food

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

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

How We Fund Our Work

The Food Bank receives food and fund 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 and sponsorships for special events.



How We Partner with the Community

The Food Bank partners with the community to create a Western Massachusetts where no one faces food insecurity and everyone can access nutritious food. Some of our initiatives include:

- **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, nutritious food directly to underserved populations
- **Agency Relations** — working with food pantries and meal sites (the Food Assistance Network) to better service people seeking assistance through training, capacity-building support, and sharing of best practices
- **Nutrition Education** — providing workshops on essential nutrition and eating healthy on a budget
- **SNAP & Food Referral Assistance** — providing enrollment and application assistance to eligible clients
- **Food Insecurity Screening Referral Initiative (FISRI)** - partnering with the healthcare community to access the need for food assistance and other wrap-around services
- **Advocacy** — partnering with policymakers and the community to confront the underlying causes of hunger

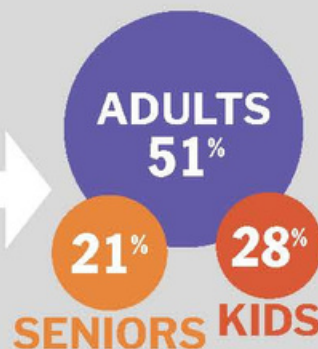
Western Massachusetts Impact Data

Since 1982, the Food Bank of Western Massachusetts has been working to end hunger and create food equity for all.

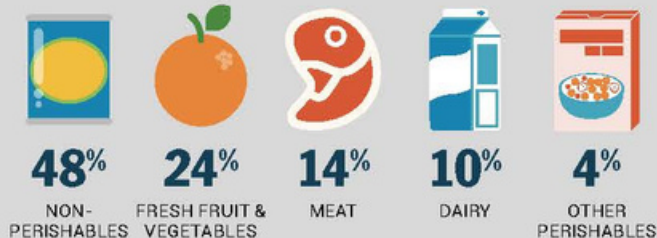
FY 2022: October 1, 2021 to September 30, 2022

263,467
individuals
SERVED IN FY2022

AN AVERAGE OF
93,280
per month

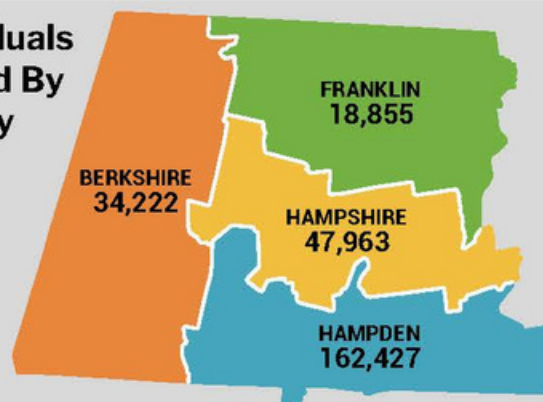


Food Distribution



12.1 Million lbs. = 10.1 Million Meals

Individuals Served By County



Food Insecurity Rate

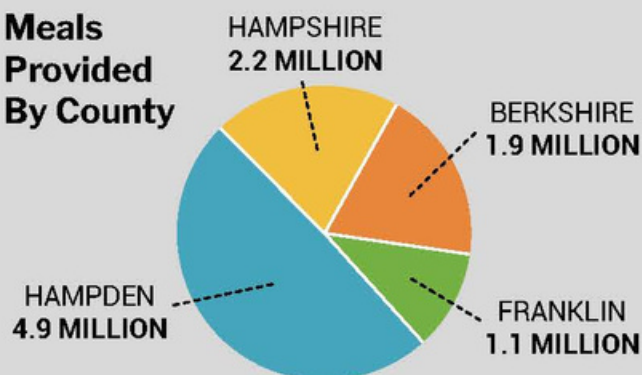
10.9%

TOTAL
FOUR COUNTY
POPULATION:
824,464

FOOD
INSECURE:
90,200

Source: Feeding America

Meals Provided By County



\$1 Donation = 3 Meals

With every dollar you donate, we can provide the equivalent of **three nutritious meals** to our neighbors experiencing food insecurity.



Our 245 Western Mass Partners

51 Brown Bag Sites
104 Food Pantries
30 Hot Meal Sites
26 Mobile Food Banks
25 Non-emergency sites
9 Shelters

Over 20 Local Farms Donate to The Food Bank



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Logo Usage

- Our logo must always appear with the entire name of our organization.
- We offer a horizontal and vertical version of our logo. Use whichever suits your needs best.
- 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 one inch.
- Don't stretch, flip, crop, rotate, or otherwise edit our logo.
- Only use logo files provided here:



<https://bit.ly/3Q4jHri>



<https://bit.ly/3pXC0DJ>

- Please reach out to our graphic designer with any questions: tomp@foodbankwma.org

Colors

Light Green: #7FB550 | RGB: 126/181/79

Mid Blue: #43A3BA | RGB: 67/163/186

Dark Blue (backgrounds): #143F55 | RGB: 20/63/85



Fonts & Typography

The Food Bank uses **Roboto Regular** for our body copy,

Franklin Gothic Demi Condensed for headlines & titles, and
Libre Franklin Bold for subheadings.



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Cultivating for Community farm initiative in Hadley, MA



President: **William Dávila, ED.D., MSW, LICSW** | formerly of Helix Human Services

1st Vice President: **Charlotte Boney, M.D.** | Baystate Health

2nd Vice President: **Willette Johnson** | Springfield Public Schools (retired),
Coalition of Experienced Black Educators

Treasurer: **William Grinnell** | Webber & Grinnell Insurance

Clerk: **Omar Irizarry** | Massachusetts Department of Mental Health

Ann Barker | Quonquont Farm

Suzanne Beck | Northampton Chamber of Commerce (retired)

Ileana Carrion | Massachusetts Department of Public Health

Mary Feuer | Community Health Programs

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

William Harju | USA Hauling & Recycling

Andrea Leibson | Franklin County Community Meals Program (retired)

David Lusteg | Merrill Lynch

Johanna Maldonado | Stop & Shop Supermarket

George Newman | Big Y World Class Market

Bishop Bruce Shaw | New Hope Pentecostal Church

Julia Sorensen, MBA, MSW | Mass General Brigham

Willie Spradley, Jr. | Mass Mutual (retired), Manage Your Health and Wealth LLC

Ariana Williams | Baystate Health

Shannon Yaremchak | Partners for Community

Beth Young | Big Y World Class Market





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