

FOOD BANK

OF WESTERN MASSACHUSETTS

2024 MEDIA KIT

Food Bank of Western Massachusetts

25 Carew Street | Chicopee, MA 01020

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

[foodbankwma.org](https://www.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 own programs (Mobile Food Banks and Brown Bag: Food for Elders), and the food assistance network in Berkshire, Franklin, Hampden, and Hampshire counties. This network is comprised of independent pantries, meal sites, and shelters that are on the front lines, providing food and resources to individuals, families, seniors, children, veterans, and people with disabilities so they may lead healthy and meaningful lives. The Food Bank partners on public education and advocacy to address systemic issues that lead to hunger, 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 Assistance Navigation (FAN)** - 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

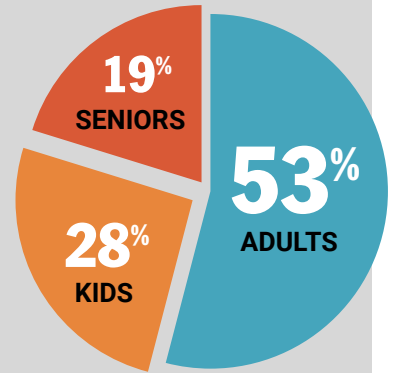
Western Massachusetts Impact Data

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

Fiscal Year 2023: October 1, 2022 to September 30, 2023

99,186

Individuals Served per Month
(Average)



Food Distribution



49%

NON-PERISHABLES



26%

FRESH FRUIT & VEGETABLES



13%

MEAT



7%

DAIRY



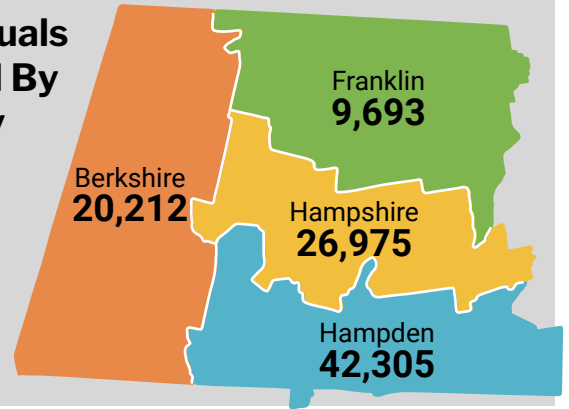
5%

OTHER PERISHABLES

13.3 Million lbs. = 11.1 Million Meals

Individuals Served By County

(Monthly Average)



Food Insecurity Rate

9.6%

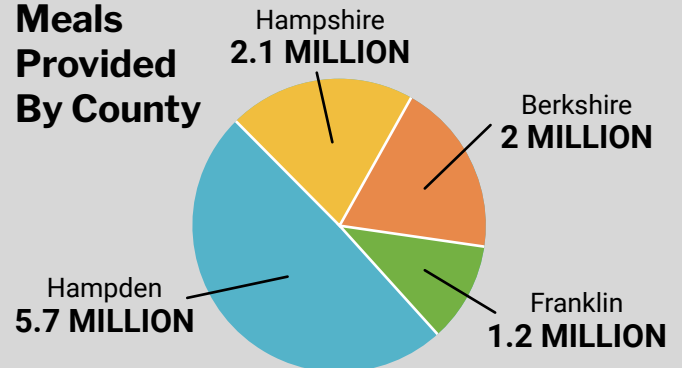
79,460
Food Insecure
Individuals



Total Four County Population: 828,249

Meals Provided By County

(Monthly Average)



\$1 Donation = 3 Meals

Nutrition Education

62 Events
1,452 Participants



SNAP Outreach & Enrollment

169 Outreach events
856 Applications filed

Over 20 Local Farms Donate to the Food Bank



Our 250+ Western Mass Partners

- Food Pantries
- Meal sites
- Non-Emergency sites
- Shelters
- Mobile Food Banks
- Brown Bag sites



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FOOD BANK OF WESTERN MASSACHUSETTS

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



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President: Charlotte Boney, M.D. | Baystate Health

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Beth Young | Big Y World Class Market





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