



IMPACT REPORT

June 2020-July 2021

EXECUTIVE DIRECTOR'S MESSAGE:



To our community and donors,

Life hinges on a couple of seconds you never see coming.

Reflecting on what we've experienced this past fiscal year, Placer Food Bank has made key strategic decisions to ensure that we continue providing life-sustaining, shelf-stable food items and fresh produce to those in need in a timely, safe, and efficient manner.

Key actions taken to strengthen our organization's ability to serve our communities include:

- Transitioning our three Free Farmer's Markets to nine Free Drive-Thru Food Distributions
- Halting community food donations in favor of an online food donation platform
- Ensuring the overall safety of our staff and volunteers so that our programs and food distributions never ceased
- Key decisions we've made have allowed us to show up in a bigger way for those experiencing chronic food insecurity and for those in need of food assistance for the very first time in their lives

Finally, because of our connection with our incredible donors, community and corporate partners, we've been able to expand our advocacy for hunger relief in El Dorado, Nevada and Placer Counties. All of you stepped up your support like never before to fortify our programs and initiatives, as you will learn more about in this Impact Report.

On behalf of our team at Placer Food Bank, we sincerely thank you!

Dave Martinez, Executive Director

Placer Food Bank Mission Statement:

To sustain communities by nourishing families experiencing food insecurity, educating the community about hunger, while advocating for hunger relief.

Placer Food Bank is a member of the California Association of Food Banks, and is the only local hunger-relief organization, and one of only 200 food banks nationwide, to be a certified member of Feeding America, the nation's leading domestic hunger-relief organization

FY 20-21 ACCOMPLISHMENTS



LAUNCH: FUTURE 50 PROJECT

Placer Food Bank's Future50 Project is a local, community-driven cause against hunger, led through education and fundraising.

The Future50 Project has several actionable ways to get involved:

- Join us at the Future50 Project: Force for Good virtual fundraising event during Hunger Action Month: Wednesday September 22, 2021



- Text **FORCE** to **51055** to donate
- Volunteer your time in our warehouse
- Share our social media posts with your friends



LAUNCH: ENDOWMENT FUND

Thanks to a generous \$30,000 donation made by Wells Fargo during COVID-19, Placer Food Bank was able to establish the Placer Food Bank Endowment Fund to sustain our critical work for future generations.

The Placer Community Foundation (PCF) was selected to be the steward of the endowment because of its service to

PROGRAM EXPANSION: FREE FARMERS' MARKET TO FREE DRIVE-THRU FOOD DISTRIBUTIONS

To ensure safety and efficiency, our monthly Farmers' Markets transitioned to Free Drive-Thru Food Distributions, expanding from three to nine locations. Volunteers load fresh produce and shelf-stable food products directly into vehicle trunks, creating a touch-free experience in Cameron Park, Colfax, Foresthill, Georgetown, Lincoln, Placerville, Pollock Pines, Rocklin and Sheridan.



Drive-thru food distributions (cumulative total for all locations):

- Total pounds of food distributed at drive-thru distributions: **1,241,283**
- Total number of individuals receiving food: **56,654**
- Total number of households served: **16,083**

LAUNCH: ONLINE FUND + FOOD DRIVE



Our new online food donation platform provides a safe, easy way to donate funds for perishable and non-perishable food items. PFB exclusively uses the online platform for food donations and no longer accepts food donations from the community.

The donation platform is simple to use and the funds collected through the platform will be dedicated to purchasing and distributing food items to families in need.



Visit donate.placerfoodbank.org/event/donatefood and from there, click on Select Food to Donate to fill a cart and then click Donate Now. Donations will continue to be tax deductible.

donors and nonprofit agencies. PCF works with individuals on their personal, charitable and financial goals.

Donations to the endowment are made to the Placer Food Bank Endowment Fund and are held with the PCF.

We are working to secure ongoing financial support to grow this fund over time. Learn more at placercf.org/placer-food-bank-endowment-fund/ or call Placer Community Foundation directly at 530.885.4920 for more details.

STATS: FISCAL YEAR 2020-21

549,467

Individuals served

45%

Increase in food assistance needs

8,062,812

Meals provided by PFB

6,200

Total number of volunteer hours

2,700

Total number of volunteers

102,310

Individuals food insecure (including 22,880 children)

30%

Seniors report choosing between food and paying for medical expenses

8.2M+

Distributed pounds of food

CALFRESH DETAILS:

CalFresh (SNAP/Food Stamps) program is sponsored through a grant from Kaiser Permanente and in partnership with Placer County Human Services and California Association of Food Banks. PFB staff help identify eligibility and provide application assistance for those in need.

63% CalFresh applicants approved

\$263 Average benefit allotment per application

\$318K Estimated benefits generated

\$490K Estimated economic impact

98K CalFresh meals provided

WAYS TO GIVE:

\$50 donation can provide **500 meals**

\$20 donation can provide **\$400 worth of groceries**

\$10 donation can provide **120lbs of food**

Donate through placerfoodbank.org/impact

For more information or to donate, visit placerfoodbank.org

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  PlacerFoodBank

