



# IMPACT REPORT

JUNE 2022–JULY 2023



## EXECUTIVE MESSAGE

Dear Friends and Supporters,

I am thrilled to introduce you to our **FY 2022–2023 Impact Report**, a testament to the incredible journey we've embarked on together in the fight against hunger.

You'll find stories that highlight the lives we've touched, the communities we've nourished and the strides we've taken to address the pressing issue of food insecurity. This report is a reflection of your unwavering commitment and support that have enabled us to make a tangible difference in the lives of those who need it most.

Throughout the year, our team has worked tirelessly to uphold our core priorities: to feed, to nourish and to advocate within the communities we serve. We have diligently optimized our operations to ensure the efficient distribution of nutritious food to families, children and individuals of all ages. Our efforts to increase access to fresh and healthy food within Placer, Nevada and El Dorado counties have been bolstered by the expansion of our partner agency network and innovative distribution strategies.

I invite you to delve into the pages of this Impact Report and witness the tangible impact we've achieved together. Your involvement has amplified our ability to make a lasting change, and we look forward to your continued partnership.

Thank you for being an integral part of our journey.

With Gratitude,

**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 one of only 200 food banks nationwide to be a certified member of Feeding America, the nation's leading domestic hunger-relief organization.

## PROGRAMS UPDATE

### YOUR DOLLARS, OUR IMPACT

|                                 |              |
|---------------------------------|--------------|
| Number of individuals served    | <b>759K</b>  |
| Number of meals provided by PFB | <b>13.3M</b> |
| Pounds of food distributed      | <b>9.5M</b>  |



### PANTRYTOGO

|  |              |
|--|--------------|
| Total pounds of food distributed           | <b>1.6M+</b> |
| Total number of individuals receiving food | <b>104K</b>  |
| Total number of households served          | <b>33K</b>   |



**WE LOVE OUR VOLUNTEERS!**

John exudes kindness and compassion. We've loved having him as a volunteer for more than 3 years!



## FEEDING AMERICA CEO'S VISIT TO PLACER FOOD BANK

Earlier this year, we had the distinct privilege of hosting Claire Babineaux-Fontenot, the CEO of Feeding America, the nation's largest domestic hunger-relief organization of which PFB is a member. Claire's visit allowed us to share our innovative initiatives, highlight the dedicated efforts of our team and demonstrate the profound difference we're making in our community. We are immensely proud to have received such esteemed recognition and look forward to continuing our collaboration with Feeding America to drive positive change.

### What's Next?

In our continuous journey to make a meaningful impact in the fight against hunger, we will soon embark on a new chapter – We're growing by 44,000 square feet! This expansion will allow us to double our space to expand distribution and enhance the volunteer experience. Stay tuned to our social channels and emails for more details as we shape a future that is brighter and more impactful than ever before!

## VOLUNTEERS

|   |                   |
|---|-------------------|
| Total volunteer hours                                     | <b>20K</b>        |
| Individual volunteers                                     | <b>2K</b>         |
| FY 22–23 volunteer service hours value                    | <b>\$727K</b>     |
| Volunteer-packed produce bags for Feed Our Future program | <b>432K</b>       |
| 79 Service + corporate groups worked                      | <b>123 shifts</b> |

# CalFresh AT-A-GLANCE

CalFresh, federally known as the Supplemental Nutrition Assistance Program (SNAP), is a government assistance program that provides eligible low-income individuals and families with funds to purchase food. The goal of CalFresh is to help individuals and families access nutritious food, improve their health and alleviate food insecurity. Eligibility for CalFresh is determined based on income, household size, expenses and other criteria. The program supports recipients in meeting their nutritional needs and also contributes to local economies by increasing the purchasing power of low-income households.

Do you or someone you know qualify for services?  
Visit [placerfoodbank.org/calfresh/](https://placerfoodbank.org/calfresh/) for more information.

## CALFRESH OUTREACH IMPACT

Our outreach campaign delivered nearly 232K digital impressions, reaching 90K individuals, directing 2.6K users to the CalFresh webpage to apply.

|   |               |
|---|---------------|
| Percentage of applicants approved       | <b>62.8%</b>  |
| Average benefit allotment per applicant | <b>\$236</b>  |
| Estimated benefits generated            | <b>\$897K</b> |
| Estimated economic impact in community  | <b>\$1.4M</b> |
| CalFresh meals provided                 | <b>274K</b>   |



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For more information or to donate, visit [placerfoodbank.org](https://placerfoodbank.org)

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