

**FOOD**  
**BANK**  
**OF WESTERN**  
**MASSACHUSETTS**  
TOGETHER,  
WE END HUNGER

2026 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)

# About the Food Bank

Since 1982, the Food Bank of Western Massachusetts has been a dedicated partner in the work to end hunger. We deliver nutritious food directly through our Mobile Food Bank and Brown Bag: Food for Elders programs, and we support our region's food assistance network of food pantries, meal programs, and shelters across Berkshire, Franklin, Hampden, and Hampshire counties. We also engage in public education and advocacy to address the drivers of hunger. We believe everyone deserves access to nutritious food.

## Food Bank Mission

To build lasting food security by providing nutritious food and partnering with communities to end hunger in Western Massachusetts.



## 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 community members who donate valuable pro bono assistance of services, supplies, and sponsorships for special events.



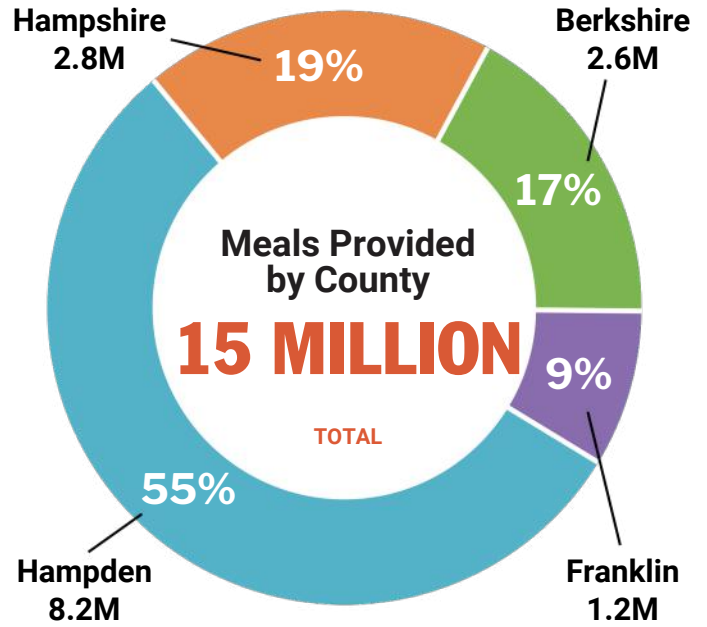
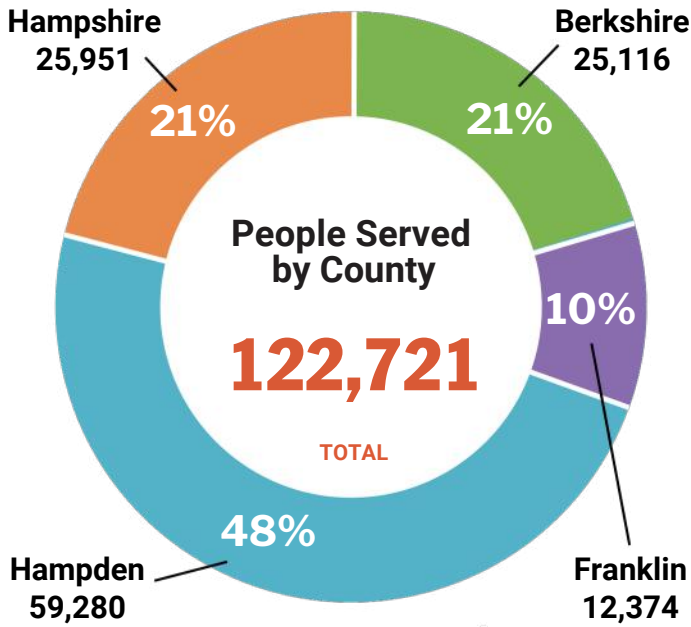
## How We Partner with the Community

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 drivers of hunger

# Western Massachusetts Impact Data

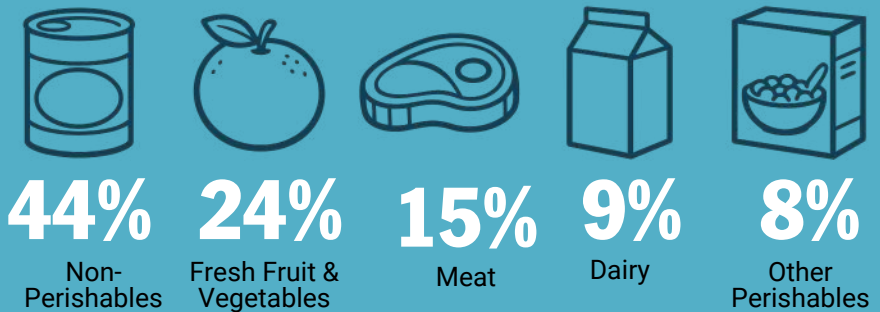
Fiscal year 2025:  
October 2024 - September 2025



## \$1 Donation = 3 Meals



## Food Distribution



## SNAP Outreach & Enrollment



483 applications filed generating \$1.5M in economic impact



## Volunteers

11,180 hours

## Our 290+ Western Mass Partners

Food Pantries, Meal sites, Non-emergency sites, Shelters, Mobile Food Banks, Brown Bag sites



## Impact

91 cents of every \$1 in revenue is invested in direct impact



## Nutrition Education

176 Events  
11,770 Participants



## Local Farms

17 local farmers donated 326,000 lbs. of produce



# 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](mailto: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.

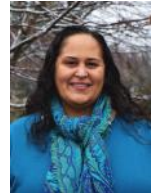


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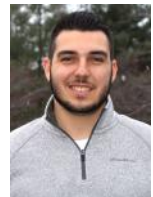


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Food Bank Farms in Hadley, MA



## BOARD OFFICERS

**President: Omar Irizarry**, Massachusetts Department of Mental Health

**Vice President: Stephen Speelman** | Price Chopper/Market32

**Treasurer: Mary McGovern** | Country Bank

**Clerk: Shannon Wilson** | Way Finders

## BOARD MEMBERS

Olivia Aguilar | Mount Holyoke College

Ann Barker | Quonquot Farm

Suzanne Beck | Northampton Chamber of Commerce (retired)

Terry Burman | Retired Executive

Elizabeth Eagleson | Brightwood Health Center

Mary Feuer | Community Health Programs

Joesiah González | Principal Consultant – Executive Strategy & Operations

Xiaolei Hua | Florence Bank

Maureen James | Skoler, Abbott & Presser, P.C.

Willette Johnson | Springfield Public Schools (retired), Coalition of Experienced Black Educators

Andrea Leibson | Franklin County Community Meals Program (retired)

Johanna Maldonado | Stop & Shop Supermarket

Bishop Bruce Shaw | New Hope Pentecostal Church

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

Ariana Williams | Martin Luther King, Jr. Family Services

Beth Young | Big Y Foods





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