

FOOD BANK

OF WESTERN MASSACHUSETTS

2025 MEDIA KIT

Food Bank of Western Massachusetts

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[**foodbankwma.org**](https://foodbankwma.org)

Who We Are

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.



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

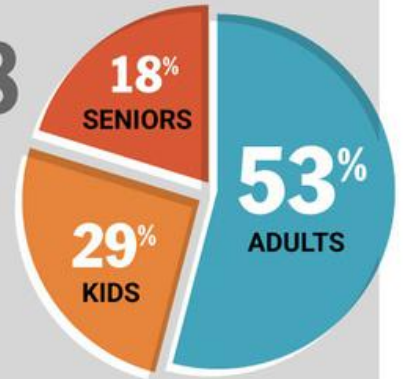
Since 1982, the Food Bank has been working to end hunger and create food equity for all.

Fiscal year: October 1, 2023 - September 30, 2024

120,038

Individuals Served per Month

(average)



Food Distribution



49%

NON-PERISHABLES



24%

FRESH FRUIT & VEGETABLES



14%

MEAT



7%

DAIRY



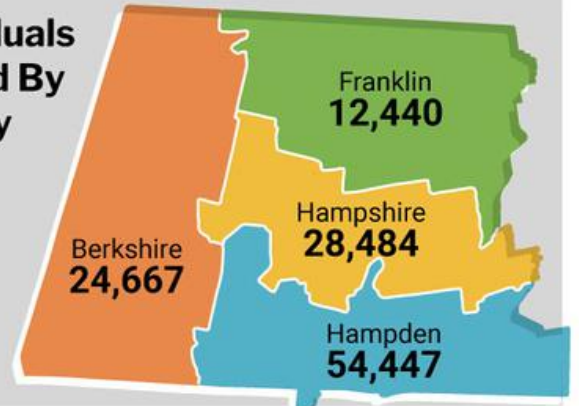
6%

OTHER PERISHABLES

17.1 Million lbs. = 14.3 Million Meals

Individuals Served By County

(Monthly Average)



Food Bank Volunteers

654

Unique volunteers

449

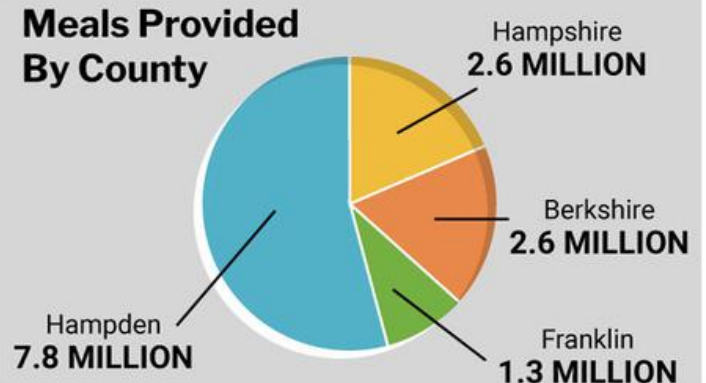
First-time food sorting, event, and our Cultivating for Community farm volunteers

11,285

Total volunteer hours – a \$337,192 value



Meals Provided By County



\$1 Donation = 3 Meals

Note: As of March 2025, \$1 is the equivalent of 2 meals, reflecting the increased cost of food.

Nutrition Education

152 Events
4,745 Participants



SNAP Outreach & Enrollment

152 Outreach events
908 Applications filed

Over 20 Local Farms Donate to the Food Bank



Our 280+ Western Mass Partners

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

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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



BOARD OFFICERS

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

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Coalition of Experienced Black Educators

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Ariana Williams | Baystate Health

Beth Young | Big Y World Class Market





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