



The Feed!

SUMMER NEWSLETTER 2021
PHILABUNDANCE

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MEMBER OF
**FEEDING
AMERICA**



From Loree's Table



Dear Friends,

As we head into summer, anxiously awaiting more opportunities to gather safely together, I hope this issue of The Feed finds you well.

This year, as our children adjusted to learning in new settings, many at home, we faced the unique challenge of feeding children who rely on meals at school. In Philadelphia alone, there are nearly 130,000 school-aged children who depend on free or subsidized meals. This last year only reinforced the essential role that schools play in alleviating childhood hunger, and how devastating the impact can be when children and families can't count on these vital services. Each summer, as children enjoy their well-deserved break from school, we must remember that hunger doesn't take a summer vacation.

Thanks to you, our generous Philabundance donors and friends, we have the resources to further the programs and initiatives that address this dire issue, especially as children spend more time at home.

This issue of The Feed showcases our continued work, along with firsthand accounts from the essential people helping us get it done, to ensure children and families have food on their tables all year long.

We are truly grateful for your continued partnership in our fight against hunger. On behalf of our entire team of staff, volunteers, and partners at Philabundance, thank you.

With Gratitude,

Loree D. Jones
Chief Executive Officer

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Cultivating the next generation of Philanthropists

Hunger has always been a passion for Luisa Contreiras, one that's become multi-generational in her household. "There's such abundance in this country, and yet, so many people don't have enough to eat," she says. "It's easy to look the other way, and I didn't want my daughter to grow up in that bubble."

Now, Luisa's nine-year-old daughter, Sidney, counts herself as one of the thousands of Philabundance donors making a difference for individuals and families throughout the Delaware Valley. Each week, Sidney sets aside a portion of her allowance for charities like Philabundance.

In the wake of the coronavirus pandemic, hunger has become less abstract for many children; it has a human face. No more than ever, kids like Sidney can see and understand the impact they can make for their neighbors who are struggling.

According to Luisa, supporting an organization that's practical, reliable—and local—allows them to tackle such a global issue right in the Delaware Valley. "People often say 'it's terrible that all this food goes to waste; someone should do something.' Well, Philabundance is—and so are we!



Sidney Contreiras,
Philabundance Donor

The Advocacy Beet

by Kate Scully, Chief External Affairs Officer



According to Feeding America, more than 50 million people, including 17 million children, faced food insecurity in 2020 due

to COVID-19. That is 6 million more children since prior to the pandemic. In the Philabundance service area, childhood hunger ranges from 32.8 percent in Philadelphia County to 14.7 percent in Chester County. Across our area—and across the country—child hunger has increased at alarming rates.

To address child hunger, the government has worked to make free and reduced-price school meals accessible even when schools are closed by distributing those meals to children in alternative settings. In addition, Congress has extended a

program known as Pandemic EBT, which provides funds on an electronic benefit card to households with children eligible for free or reduced-price school meals. This benefit supplements the cost of the food that children would otherwise be receiving in schools had it not been for school closures. Finally, the government increased Supplemental Nutrition Assistance Program (SNAP) benefits by 15 percent, which will help entire households struggling with food insecurity. To meet this enormous need, government, private entities, and non-profits must come together to make sure our children have the nutrition they need to grow, learn, and thrive.

Philabundance will be advocating for policies, working with partners, and bringing food into communities to do our part.

Thank You for Fighting Hunger!

One Year of COVID-19

The onset of the COVID-19 pandemic one year ago plunged Philadelphia and its surrounding communities into a hunger crisis. Thousands of residents lost their jobs, the national food supply chain broke down, and many traditional food pantries and emergency kitchens temporarily closed. Food insecurity grew approximately 30% across the region, and there are now **over 2 million Pennsylvanians (including 630,000 children) who are food insecure.**

Philabundance met this unprecedented need through the strength of our partnerships, capacity, and expertise. In our 37-year history, we have built extensive cross-sector collaborations, strong community recognition and support, and the infrastructure to quickly distribute large volumes of food to hundreds of agencies. As a result, over the past year, we have successfully increased the scale of our hunger-relief programs in order to combat the alarming new levels of food insecurity across our nine-county service area.

Your Impact

Pounds Distributed to our Neighbors

	2019	2020	Increase
January	2,224,404	2,682,302	21%
February	2,141,320	3,143,489	47%
March	2,329,458	3,135,477	35%
April	2,358,815	4,244,203	80%
May	2,381,835	5,475,501	130%
June	2,358,646	7,093,272	201%
July	2,136,846	6,411,057	200%
August	2,229,189	5,372,076	141%
September	2,233,083	6,328,567	183%
October	2,647,827	4,674,526	77%
November	2,744,169	3,579,381	30%
December	2,141,320	3,830,875	72%

Total Food Distributed in 2019 vs. 2020

28,012,871 pounds of food 55,970,726 pounds of food 100% Increase



Looking Ahead: An Extended Period of Need

In 2021, we are now in what is expected to be a chronic period of increased food insecurity. The latest research from Feeding America shows that local food insecurity will remain at the new elevated levels across our entire service area, with Philadelphia County’s overall food insecurity rate projected at 17% throughout 2021—a 21% increase above 2019 levels—and the child food insecurity rate expected to increase from 24% to 29%.

The consequences of the COVID-19 pandemic pushed at-risk families in our communities further into food insecurity, while individuals and households who never before needed to access the emergency food system have found themselves without other options. Forty percent of people visiting a food bank last year had never done so before.

It is only through the generosity of friends like you that Philabundance can continue fighting hunger in our community. We are grateful for your friendship and partnership as we work towards a healthier future for all of us.

Engineering an End to Hunger

Donor Spotlight on Dov and Jeanne Haselkorn

When Dov and Jeanne Haselkorn, both with finance and engineering backgrounds, started a family together, it’s no surprise that research, problem-solving, and spreadsheets became integral parts of their daily lives.

While Dov and Jeanne’s thoughtful, structured approach helps keep their four children (ages 12, 10, 8, and 1) moving in the right direction, it also plays a role in guiding how they divide their volunteer time and donations among the causes that mean the most to them.

About thirteen years ago, while supporting education and childhood literacy, they saw a clear connection between hungry children and their learning struggles. They did their homework on organizations working to end childhood food insecurity and “Philabundance checked all the boxes for us as a partner,” said Jeanne.

They were stunned to learn that nearly one-third of children and about 1 in 5 of all people in the Delaware Valley face food insecurity.

After making their first gift, Dov and Jeanne got to know Philabundance better and were encouraged with how the organization was targeting the root causes of food insecurity. “Besides working to end childhood hunger, we’ve been very impressed with the Philabundance Community Kitchen (PCK) model and how it is providing low-income adults — including some who might find it hard to obtain a fresh start — with culinary training, life skills, and well-deserved hope,” explained Jeanne.

Years after that first gift, the Haselkorns now engineer twice as many meals for children each summer by providing a generous matching gift challenge kicking off the campaign. This year, others followed their lead and stepped up to make the match for children even bigger.

We appreciate great partners like the Haselkorn family. Committed community members make it possible month after month and year after year for Philabundance to meet the needs of those struggling to put food on the table.

Thank you Dov and Jeanne!

Dov and Jeanne Haselkorn and their four children



YOUR LEGACY: Fighting Hunger

Help Make Sure Future Generations Have the Food They Need to Thrive

Planning for the future with a will is one of the most important things you can do for yourself and your loved ones. While every person’s situation varies, having a will in place can legally protect your spouse, children, and assets, it also allows you to decide how your estate will be handled.

Aside from giving you peace of mind, your will and other estate planning documents provide an ideal opportunity to tell future generations how much you care about those in need.

To help our Philabundance family protect the people they love—today, tomorrow, and always—we’ve partnered with FreeWill to share a 100% free estate planning tool with you. In 20 minutes or less, you can write a free will and create a legacy of hope and care that supports your family, and your community. Go to freewill.com/philabundance to get started on your free plans today.

If you have any questions regarding leaving a legacy gift to Philabundance in your will, please contact our development office at 215-339-0900 or giving@philabundance.org.

Have you already included Philabundance in your estate plan? Let us know, so we can express our gratitude!

Volunteer Spotlight

Driving Hunger From Every Zip Code Meet Phil Williams

It's been seven years since Phil Williams began volunteering with Philabundance, but he can still remember what made the organization stand out. "What makes Philabundance special is it's working to solve this universal issue, but it's community based—because every zip code has hunger," he says.

An active volunteer before the COVID-19 pandemic, Phil saw the virus and resulting economic crisis disproportionately affect those who were already struggling to make ends meet. In addition to directly addressing the growing need throughout the Delaware Valley, Phil was impressed by the organization's commitment to driving awareness, as well. "When you talk about Philabundance, it's hard to find someone who doesn't know the cause or hasn't donated or volunteered themselves," he says. "They're bringing attention to an issue that affects people right in our own backyards."

For Phil, volunteering with Philabundance is a way to help drive hunger from his own community, something that has provided great purpose and accomplishment throughout his work "When hunger exists in our communities, it's a part of all of our lives," he says. "Philabundance is a way to lend a hand to your neighbors and support people who just need a little help right now."



Tevin Coleman, Philabundance Volunteer

Whatever Needs to be Done... Meet Tevin Coleman

Tevin first began volunteering at Philabundance through his job. It was the volunteer organization picked by his company. He has since volunteered personally and through his current employer.

When asked why he choose to volunteer, Tevin says, "I think that everyone should volunteer at least once a month to realize how lucky they are. It has shown me this and I have met great people along the way."

Tevin's duties have ranged from creating Senior boxes for the elderly in the community, sorting meat in the cold room, distributing food boxes to out-of-work restaurant workers and their families, and helping sort foods for a local food pantry.

"Whatever needs to be done I'm willing to do."

Tevin is one of the amazing volunteers that help the Food Bank achieve its mission. One hour of service equates to 58 meals which is invaluable service to our organization.

"Anyone interested in volunteering should check out the website which has numerous opportunities. Philabundance could always use a hand even if it's only for a few hours. The employees are lovely and the other volunteers are great!"

Thank you, Tevin for volunteering with us! You are making a difference in the fight against hunger in our community and we are grateful for your service.



Since 2011, Citizens and the Phillies have teamed up with Philabundance to fight hunger across Greater Philadelphia, raising over half a million dollars to provide more than one million meals for our neighbors in need. Together, we've increased awareness about hunger in the Delaware Valley.

Finding the Food to Feed the Valley Team Member Spotlight on Kait Bowdler, Director of Food Sourcing



As Director of Food Sourcing, Kait Bowdler and her 10-person team is responsible for all of the food that comes into Philabundance to be distributed. In her five and a half years with us, she has been an integral piece of our puzzle.

When COVID-19 swept the world by storm last year, thousands of additional individuals and families in the Delaware Valley turned to our agency partners and us as many faced hunger for the very first time. In 2019, the annual distribution was 26.9 million pounds of food, and that number jumped to 51.5 million pounds in 2020.

In response to the pandemic, Kait's creative and mission-driven team has grown exponentially. They oversee all food donations from rescued food from retailers, farmers, and manufacturers, federal and state commodities programs and purchasing from vendors that allow us to obtain more diverse products.

Kait says she is most impressed with the relationships we have with our retailers and the incredible way they stepped up when everyone was hurting.

"At their worst moments, our partners were still reaching out to us to find ways to donate their surplus food. They were amazing," she says. We're happy to announce that the reduced retail donations to Philabundance due to the coronavirus are returning to pre-pandemic levels.

A self-proclaimed "bleeding-heart," Kait centers her life around helping others, emphasizing that everyone gets the healthy food they need. She believes that food not only creates community but creates opportunities for people.

Her motivation stems from her drive to fend off of any challenge thrown her way. Always one to search for innovations, Kait enjoys finding ways to provide others with the opportunities they deserve. She's always asking herself and her team, "How can we do this better?"

Phans Feeding Families!

This year was no different. Citizens generously contributed \$50,000 to kick off the 2021 Phans Feeding Families virtual food drive. That gift alone is providing up to 100,000 meals to individuals and families in need. We are grateful to everyone who supported this year's Phans Feeding Families virtual food drive!

While this year's Phans Feeding Families virtual food drive is in the books, you can organize and donate to virtual food drives all year long. By "shopping" in our virtual store as a team, individuals, friends, family and coworkers can collectively multiply the amount of food usual donations would provide and allow Philabundance to purchase high-quality items at much lower prices.

Driving Hunger Away During Ramadan



Philabundance is proud to partner with Senator Street to provide meals to the community during the 30 days of Ramadan. Ramadan is the holiest month of the year for Muslims. Normally, people would be expected to fast from sunrise to sunset but during a pandemic if they cannot fast they are asked to feed others. Philabundance and Senator Street took that charge to feed others.

For 30 days our very own PCK made 200 meals that are distributed at locations around the city. Over the course of the month we will have fed 6,000 people with a hot, nutritious meal. We are so thankful to our amazing staff at PCK for adding this to their already busy kitchen and to Senator Street's office for coming to Philabundance with this amazing idea.

Technology Partner Makes an Impact!



We are so honored to have a multi-dimensional and highly productive partnership with Comcast; their support is far-reaching and has significant impact. When we needed to make sure our new PCK facility had the best in technology and communications for our students and staff, Comcast made it possible. Throughout last year, they provided an extraordinary amount of advertising for us—at no charge—and they produced ads that helped build a brand, raise awareness of the issue of food insecurity and asked viewers to take action. Be on the lookout for a refreshed

Philabundance website later this year, thanks again to Comcast.

We have experienced the support and generosity of Comcast employees across their business. Their staff have donated funds that would ordinarily have been used for holiday parties and also held virtual food drives to provide us with even more funds to help neighbors facing hunger. The Comcast/Philabundance relationship is a wonderful example of how private business and nonprofits can partner together to address societal challenges.

Check out our Events!



Although we have no face-to-face events scheduled right now, we do have ongoing opportunities to support Philabundance in store or online.

Ox Coffee

Online and in store [616 S 3rd St, Philadelphia PA]
Purchase a bag of the Fight Hunger Blend whole bean coffee. 25% of proceeds from each purchase will be donated to Philabundance to help fight hunger in the Greater Philadelphia area.

Mother Compost

Visit their website at mothercompost.com
10% of their annual profits are donated to Philabundance to help fight hunger.

OTbars

Visit their website at otbars.com
10% of profits from OTbars granola product sales come back to Philabundance to help feed neighbors in need.

Learn more about the current campaigns and events benefiting Philabundance by visiting the events page at [Philabundance.org/events](https://philabundance.org/events).

To discover how your company can become a partner in driving hunger from our communities, contact Kim Sears at ksears@philabundance.org.