

The background of the slide is a composite image. On the left, there is a green-tinted area showing a donation bin with the word "DONATION" on it. On the right, there is a blue-tinted area showing a smiling woman with curly hair, likely a volunteer, in a food bank setting. The text "Blackbaud® + Food Banks" and "+ hjc" is overlaid on the green area, and the dates "July 21 – July 23" are overlaid on the blue area.

# Blackbaud® + Food Banks

+ hjc

July 21 – July 23



# Bringing It All Together

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2021 FOOD BANK SUMMIT

# HOUSEKEEPING

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- We recommend that you turn your volume all the way up and close out any additional browser windows.
- Please take a look at the widgets at the bottom of your screen.
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# VIRTUAL bbcon<sup>®</sup> 2021

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**October 13–15**

*The Tech Conference for a Better World*



# #FoodBankSummit



# Today's Speakers



Roger Castle

Chief Development Officer

[RCastle@LAFOODBANK.ORG](mailto:RCastle@LAFOODBANK.ORG)



David May

Director of Marketing &  
Communications

[DMay@LAFOODBANK.ORG](mailto:DMay@LAFOODBANK.ORG) /  
[@YAMDIVAD](https://twitter.com/YAMDIVAD)



Amy Hasquet

Director of Annual Giving

[AHASQUET@LAFOODBANK.ORG](mailto:AHASQUET@LAFOODBANK.ORG)

# BRINGING IT ALL TOGETHER

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Fundraising with  
Blackbaud during the  
COVID-19 Pandemic



# **Marketing and Fundraising**

## **A Pandemic-Era Case Study From the Los Angeles Regional Food Bank**



## Session Outline

1. Strategic Planning – Pre-Pandemic
2. Pandemic Response
3. Fundraising and Marketing Results
4. Going Forward

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

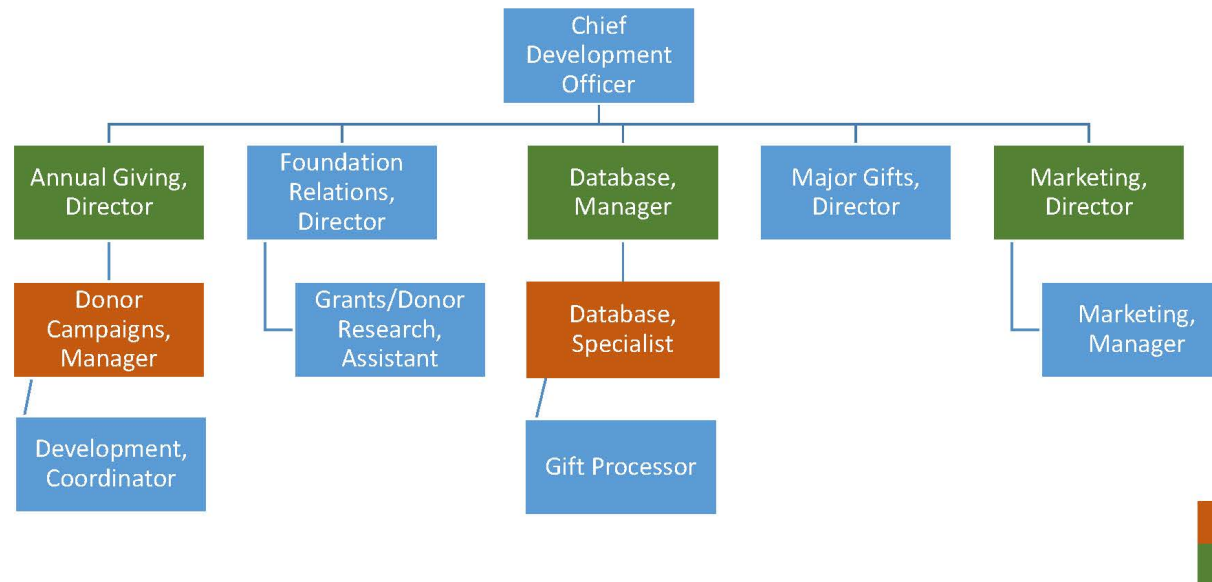
# **1. Strategic Planning – Pre-pandemic**

## Strategic Decisions – Before the Pandemic

- Investment in human capital
- Investment in technology
- Focus on Individual Giving
- Bring strategy, creative, and content for direct mail, e-appeals, digital ads, and social media in-house
- Develop more personalized content
- Increase content generations and creation

# Human Capital

Development and Marketing  
2017= 12 (3 Open / 2 Medical Leave)  
Revenue = \$11MM

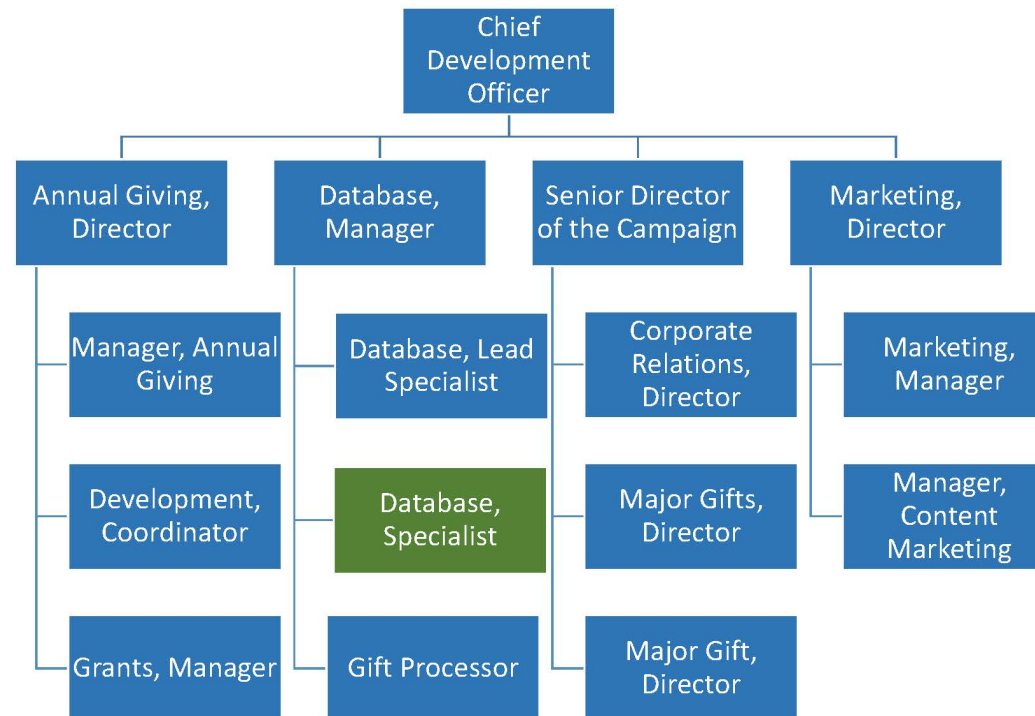


# Investment in Human Capital

June 2020 Staff = 16

Projected Revenue = \$33.5MM (Annual Fundraising)

Fundraising Expenses = \$2.4MM (7%) - \$1.1MM in Salaries (5%)



Open

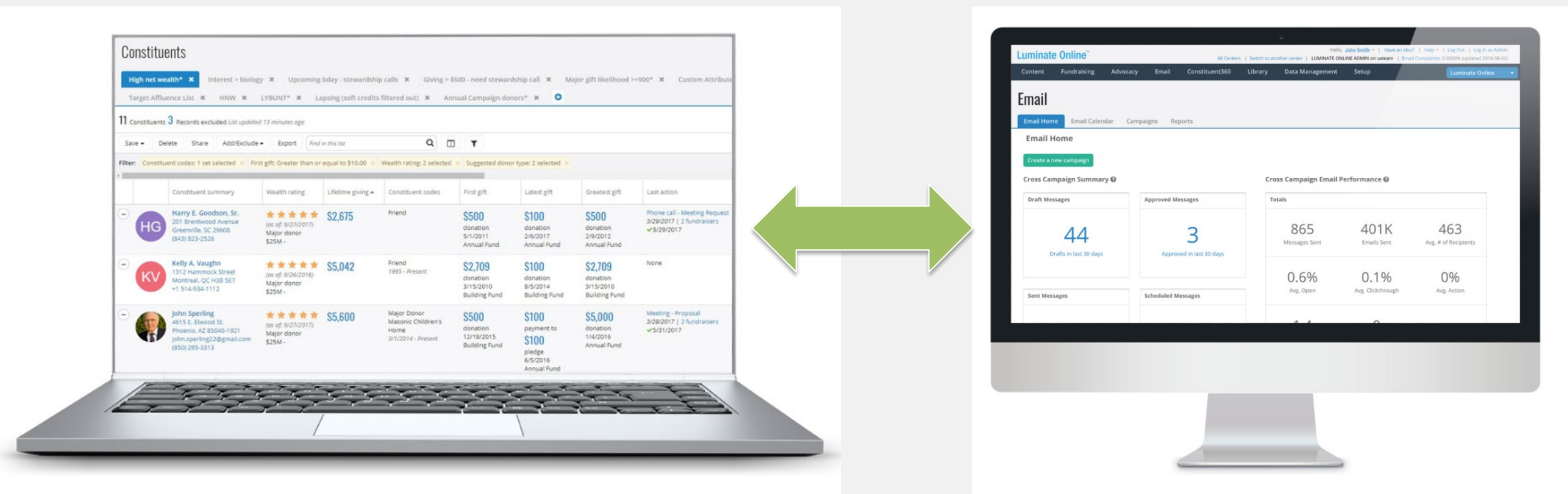
## 2020 Fundraising Efficiency

Fundraising Revenue	\$76,926,415
Program Expenses	98.60%
Administrative Expenses	0.60%
Fundraising Expenses	0.90%
Fundraising Expenses	\$2,665,712
Fundraising Net	\$74,260,703

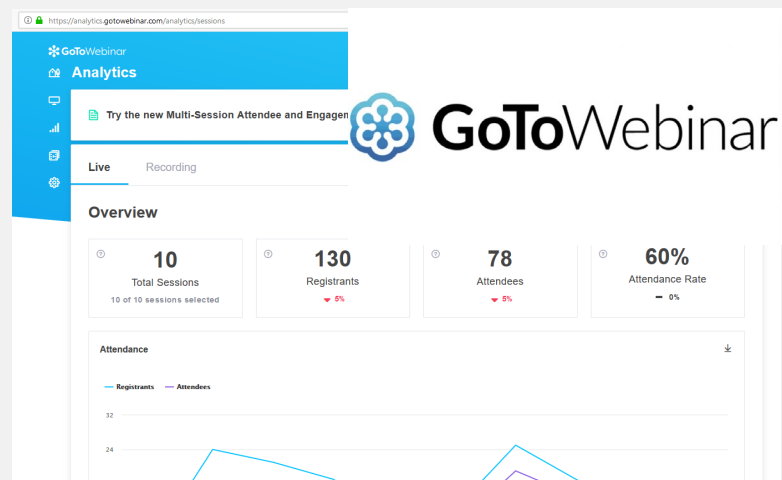
# Technology

- Customer relationship management
  - Upgraded from Raiser's Edge Classic to Raiser's Edge NXT (cloud based)
  - Integrated Luminate Online and Raiser's Edge NXT
- Communications
  - Slack Channel
  - Zoom
  - Go to Webinar
- Project Management
  - Trello
- Major Donors/Prospects
  - Target Analytics Screening
  - Formalize Prospect Tracking and Management Process
- Website User Experience Upgrades and SEO Inbound Marketing
  - Donation page upgrades
  - Upgraded Blog

# Upgraded from Raiser's Edge Classic to NXT (cloud based) and integrated with Luminate Online



# Communication Tools



# Project Management with Trello

The screenshot displays a Trello workspace for the Los Angeles Regional Food Bank. The interface includes a top navigation bar with the Trello logo, a search bar, and a list of boards. The main workspace is divided into several columns, each representing a different stage of the project lifecycle:

- Requests / Wish Heap:** Contains cards for tasks like "Sign up for Tiltify", "Quarantunes Summary", "Fifty-Fourth Street S.D.A. Church Blog Post / Storygathering", "V2 of the Confirmation Message for 'Share your Story'", and "200 million Pounds Distributed Blog".
- Project Backlog:** Lists tasks such as "[TEMPLATE] Banana Box", "Robbin's Donor Spotlight Blog Post about the Match Gift", "July E-Newsletter", "Q3 2020 Eblast 3: Since you made you gift, we've distributed x food", "Q3 2020 Eblast 4: TBD", and "Delta Dental Blog Post".
- Current Projects:** Shows active tasks like "Get City of Industry Address Branded and in Google", "June 2021 TVEyes Archiving", "AR21: Coronavirus Insert", "July Direct Mail Appeal: High-Dollar Extra Helpings Report", and "Longer Fact Book".
- Pending Approval/Review:** Includes cards for "Q2 2021 Eblast (ON HOLD): SPA Regions 1 (Fineschriber Match)" and "SEO: Wikipedia page for the Los Angeles Regional Food Bank".
- Approved/Archiving:** A column for tasks that have been approved or are being archived.
- Complete: July 2021:** Lists completed tasks for the month, including "1-Time COVID-19 Donor Social Ads", "Re-Do Budget for Digital Ads", "Drive-thru distribution Post", "Management Team Webpage Update", "Order more A5 Letterhead for Roger and Cindy", and "FFTB: Award Ceremony Video".
- [EPICS]:** A section for larger initiatives, including "[EPIC] Back to School 21' (August-September)", "[EPIC] Oct./Nov. Holiday Campaign 2021", "[EPIC] Giving Tuesday 2021", "[EPIC] Year End 2021", and "[EPIC] Dec. Matches Thank You Blog Posts".

Each card in the boards provides details such as due dates, assignees (indicated by avatars), and progress indicators. The bottom of each column features a "+ Add a card" button.

# Target Analytics

Los Angeles Regional Food Bank  
Affluence Insight Summarized Results  
**243,498**

Records submitted on June 11, 2020

Blackbaud Target Analytics® combines publicly available data and advanced analytics to create Affluence Insight, a powerful donor segmentation tool that helps identify prospects with the financial means, interest, and willingness to give. These detailed financial attributes and a segmentation that considers philanthropic giving behavior can help identify high-value prospects for engagement and research.

Learn more about Affluence Insights:

[Watch an on-demand video](#)

[Read this Knowledgebase article](#)

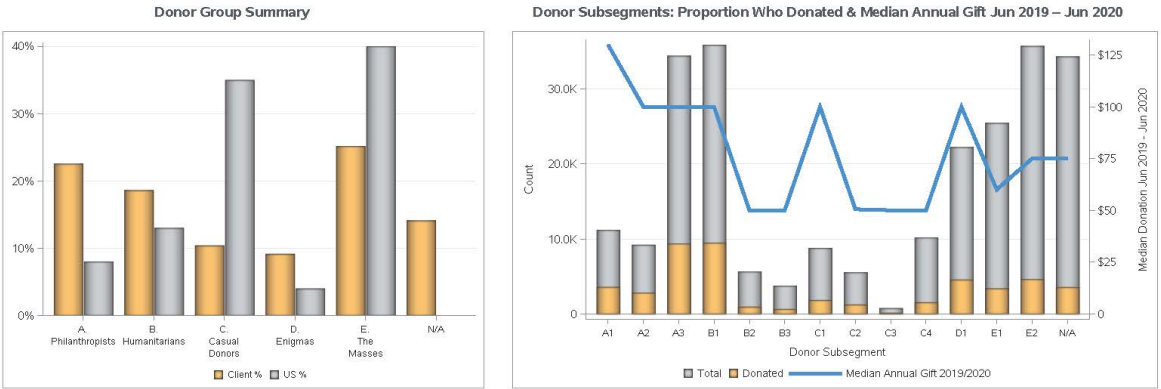
**Wealth Attributes**

Blackbaud Target Analytics® uses data from over 100 fully compliant data sources and advanced proprietary analytics methods to create four key wealth attributes: Discretionary Spending, Net Worth, Income and Invested Assets. The charts below show the average dollar amounts and counts from your annual file.



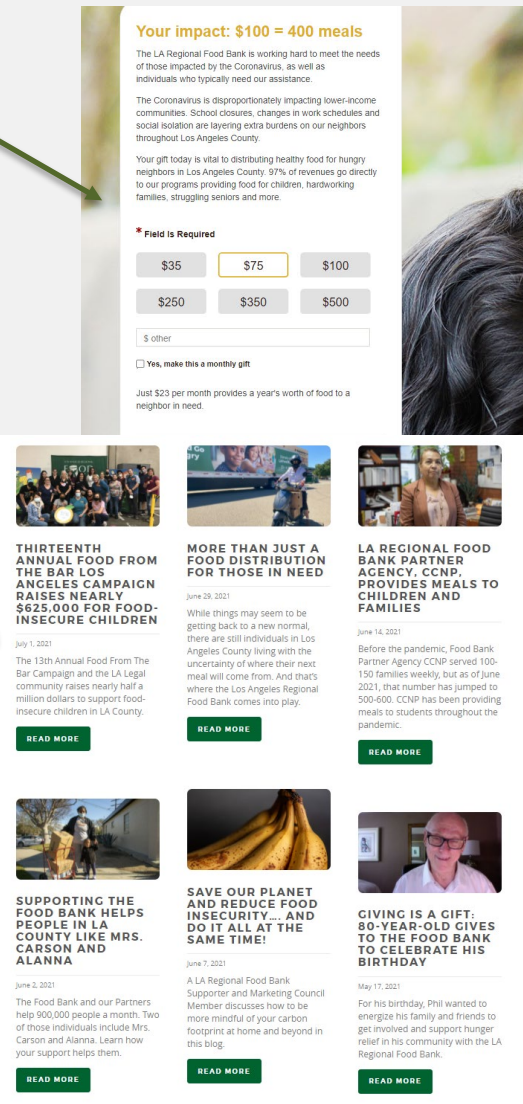
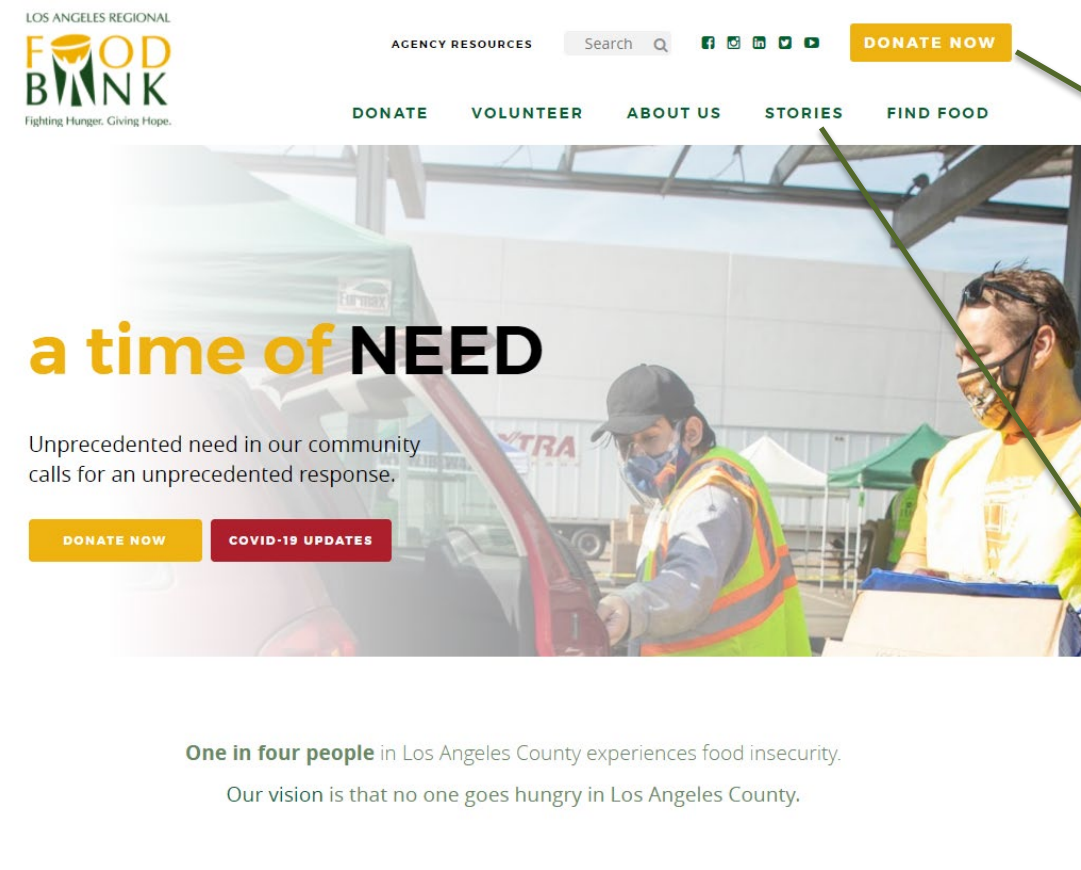
**Wealth Segmentation**

Using the accurate, actionable wealth attribute data, Blackbaud Target Analytics® organizes prospects into five distinct donor groups and thirteen subsegments.

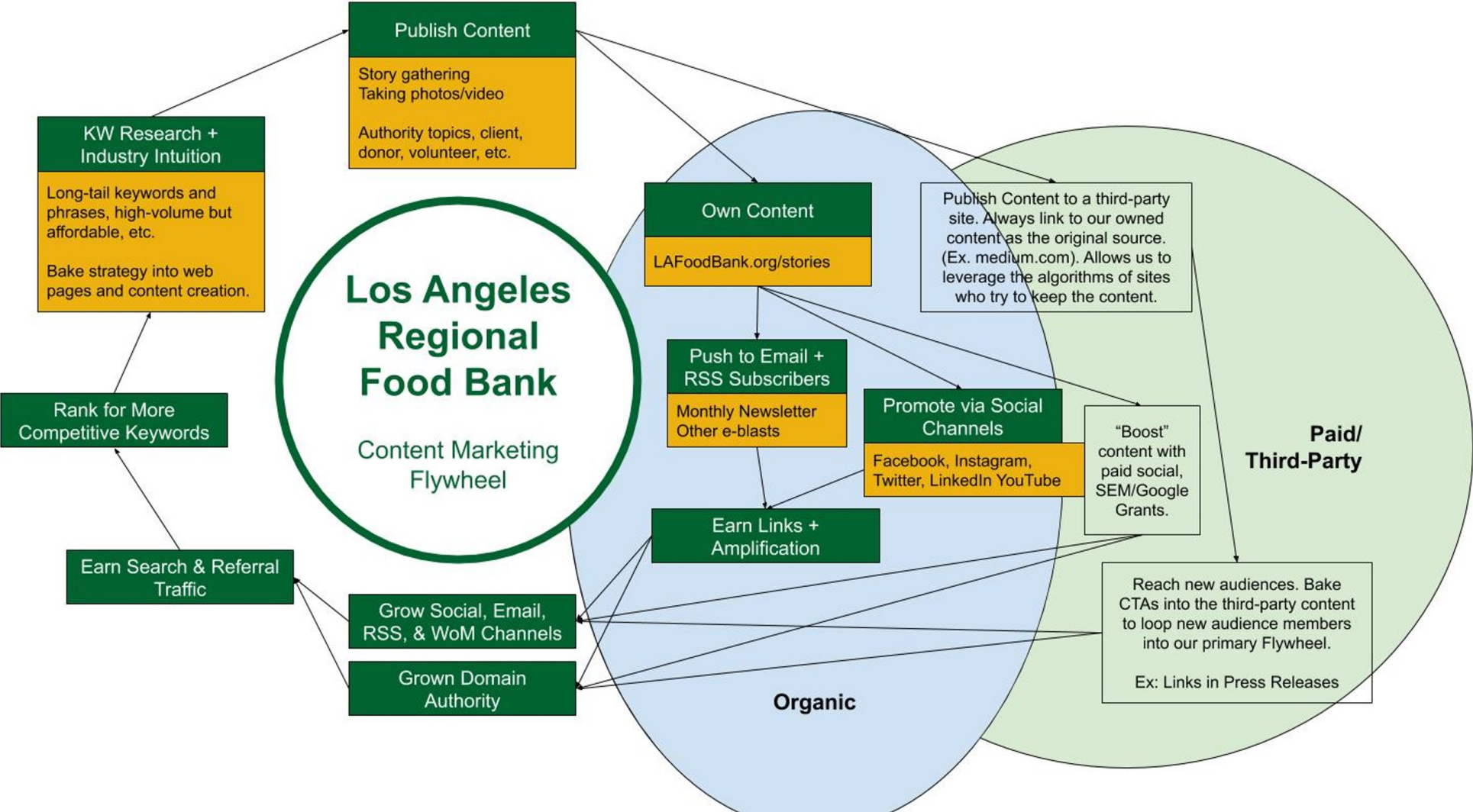


blackbaud®

# Website and Donation Page Upgrades



# Invest in Inbound and Content Marketing



## 2. Pandemic Response

# Response

- **Increased digital advertising budget to year end levels**
  - Covid-19 specific digital ads
- **Increased communication**
  - Set up virtual updates for donors with the CEO/CDO
  - Increase email communications
  - Pandemic focused direct mail appeal sent within two weeks
  - [LAFoodBank.org/coronavirus](https://LAFoodBank.org/coronavirus) information page launched
- **Outreach to local and national media and responding promptly to all media requests**
- **Created LA Regional Food Bank pandemic relief stories, blogs and videos**
- **Responded immediately to all donor requests**
  - Added two major gift officers
  - Continued to acknowledge gifts in a timely manner

# Digital Advertising

- Immediately increased budget to year end levels
- Paid Social Media Marketing
  - Facebook and Instagram
- Google Ads
  - Digital Display
  - SEM
  - Google Grants

**Los Angeles Regional Food Bank** ...  
Sponsored · 

Thanks to a matching gift from the Johnny Carson Foundation, your gift today doubles in impact.



[LAFOODBANK.ORG](https://LAFOODBANK.ORG)  
**\$1=8 meals during this...**  
Not affiliated with Facebook

[DONATE NOW](#)

 Like  Comment  Share

# Increased communication



STATUS REPORT  
Updated July 8, 2021  
*For More Information:*  
David May  
Marketing/Communications Director  
(323) 383-1319 (cell)  
[dmay@lafoodbank.org](mailto:dmay@lafoodbank.org)

## CORONAVIRUS (COVID-19) PANDEMIC RESPONSE

### Facilities, Transportation, Staff and Volunteers

- The Food Bank's **distribution centers** in South Los Angeles and Commerce are operating with no significant constraints with the exception of following LA County Department of Public Health guidelines.
- The Food Bank's acquisition in August 2020 of a 256,000 sq.ft. distribution center** in the City of Industry is providing additional space while the facility is being renovated to meet the Food Bank's future needs. **A campaign to pay for the building renovations is underway, and the Food Bank is appealing for funding to complete the renovations as soon as possible, see <https://www.lafoodbank.org/building-hope/>**
- The Food Bank's truck fleet is operating with no constraints throughout LA County. **However, we are seeking donated trucks (refrigerated trucks preferred). For more information go to:**

**LAFoodBank.org/coronavirus**

- Charitable food distribution continues to be deemed as an "essential" service by the State of California and Los Angeles County.

### Food Volume and Inventory

- Food distribution has increased by 125% compared to the pre-pandemic period.**
- 240 million pounds of food, the equivalent of 196 million meals with a value of more than \$300 million, have been distributed since the crisis started in March 2020, including more than 2.6 million emergency food boxes distributed to families and individuals (7.8 million individuals served in total) through partner agencies and direct "Drive Through" and Mobile Food Pantry distributions.**
- Food donations have increased by 110 percent since the pre-pandemic period. **The Food Bank is filling the gap between food supply and demand by purchasing truckloads of food items at wholesale prices with \$10.2 million of funds committed by LA County to date.**
- The Food Bank's on hand food inventory totals 11 million pounds, the equivalent of 9 million meals of shelf-stable, perishable and frozen food items, a five-week supply.

The Food Bank continues to search for new sources of food and product to maintain the current high volume of distribution to partner agencies and through Food Bank direct distributions.

For Los Angeles Regional Food Bank information and updates, go to <https://www.lafoodbank.org>

LOS ANGELES REGIONAL  
**FOOD BANK**  
Fighting Hunger. Giving Hope.

**Coronavirus Emergency Response**

How you can help!

**\$231,681 = 8.3% response rate**

Dear <FILLNAME>,

I wanted to give you information about the Food Bank. In a typical year, children through our program receive food assistance can help.

The Food Bank's two distribution centers are operating with no constraints with the exception of following LA County Department of Public Health guidelines for social distancing. This is one of the reasons we are accepting a smaller number of volunteers than usual. The Food Bank's truck fleet is operating freely throughout LA County.

As of this writing, the Food Bank's on-hand food inventory totals 11.2 million pounds, the equivalent of roughly 9.3 million meals of shelf stable, perishable and frozen food items. (For reference, in 2019 the Food Bank distributed 81.8 million pounds of food and grocery products.) We are experiencing some disruption in food donations from our regular food industry donors and, therefore, are supplementing donated food with food purchases.

Food and other grocery products are being distributed to our clients through a network of partner agencies and Food Bank direct distribution programs. Some examples include:

- MOBILE FOOD PANTRY** — Last week, the Food Bank sent our Mobile Food Pantries, stocked with tons of healthy food, to 3 sites to directly distribute food to hundreds of newly unemployed or underemployed workers in the food service, hospitality and food service industries. Because our Mobile Food Pantry (MFP) program is an agile, direct distribution option, it is an excellent solution to meet emerging needs in hard hit communities across the county. New requests for MFP are coming into the Food Bank to help address food insecurity.
- PARTNER AGENCIES** — Agencies are reporting increased demand from families and individuals seeking food assistance. To date, 32 partner agency sites out of 900 total sites throughout LA County are reporting that they have suspended food distributions. The majority of the sites announcing suspension of service are food pantries that distribute groceries to families and individuals. We are encouraging all of our agencies to remain open and to follow all LA County Department of Public Health guidelines, including social distancing. Again, food distribution is an essential service. At this point, our food flow to agencies is proceeding with little disruption.
- SENIOR CITIZENS** — The Food Bank provides food packages to 28,500 seniors every month at 146 senior centers and other sites throughout LA County. To date, 12 of these sites have suspended

(attach here and return with your payment information in the enclosed envelope)

**CORONAVIRUS EMERGENCY RESPONSE**

I want to help my neighbors in need. Please accept my tax-deductible contribution in the amount noted below:

☐ <\$50> ☐ <\$100> ☐ <\$200> ☐ <\$500> ☐ Other \$\_\_\_\_\_

☐ Enclosed is my check made payable to Los Angeles Regional Food Bank

☐ Please charge my credit card. (See back of form)

You can also make your donation securely online at [LAFoodBank.org/donate](https://www.lafoodbank.org/donate)

100 pounds of donated food provides 83 meals.

100 dollars donated provides 400 meals.

Thank you.

SCANLINEXXXXXXXXXXXXXXXXXXXXXXXXXXXX

LOS ANGELES REGIONAL  
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Fighting Hunger. Giving Hope.

**You're Invited to a CEO Update and Virtual Tour Webinar**

**Sent 111 E-appeals/newsletters in 2020 with average open rate 18.9%**

After registering, you will receive a confirmation email containing information about joining the webinar.

Sincerely,  
Roger Castle  
Chief Development Officer

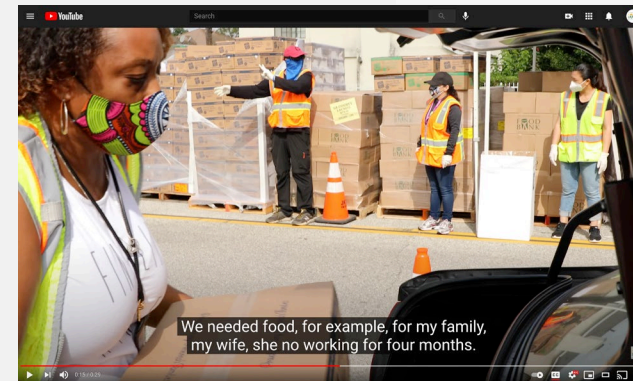
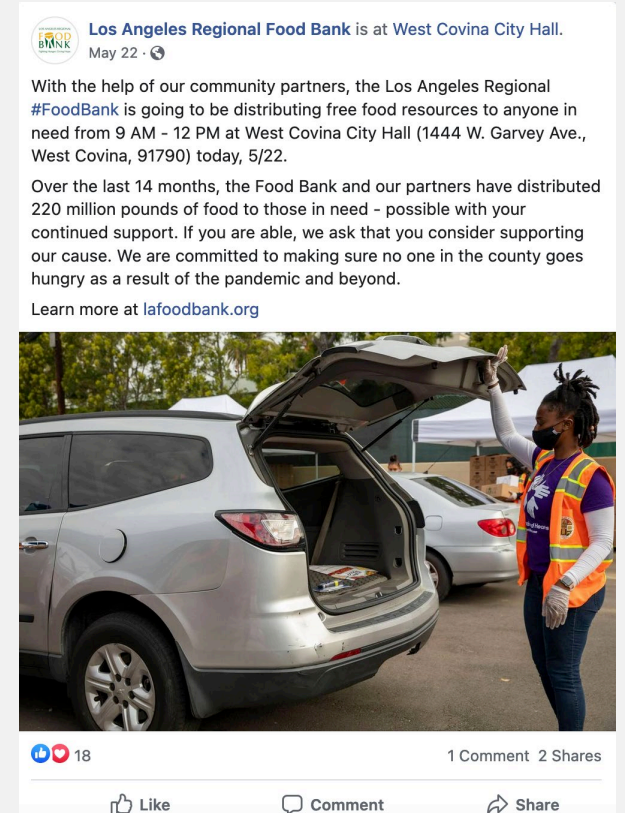
PS - For a preview of what you will learn about, [visit here](#).

PPS - If you cannot make this update call, you can also [register here](#) for August 18 at 11AM.

About Michael Flood

# Social Media and Web Strategy

- Mirror imagery and stories that people are seeing on the news
  - Goal: connect the news stories people are seeing to our organization, give them a CTA to help/donate
  - Write stories for [LAFoodBank.org/stories](https://LAFoodBank.org/stories), syndicate on social media, amplify with Google Grants
  - Use emergency response images and provide a CTA to donate in paid digital advertising (DA)
    - A/B test on an ongoing basis and reallocate funds accordingly
    - Shift between remarketing/retargeting and new donor acquisition based on DA metrics
- Keep followers updated with the latest information
  - Instagram and Facebook live
  - Video: showing what is happening behind the scenes



# Media Requests

- Responded to media inquiries immediately
  - Help them get an interview, quote or appointment to gather stories ASAP
  - Provide updated stats and example stories, give them additional ideas based on what is possible and what has been successful in the past
- Cultivate relationships with media by delivering for them on their requests
  - Media relationship list grew from <10 major contacts to >100 major contacts, including many national organizations like CNN, MSNBC, ABC News, LA Times, New York Times, etc.

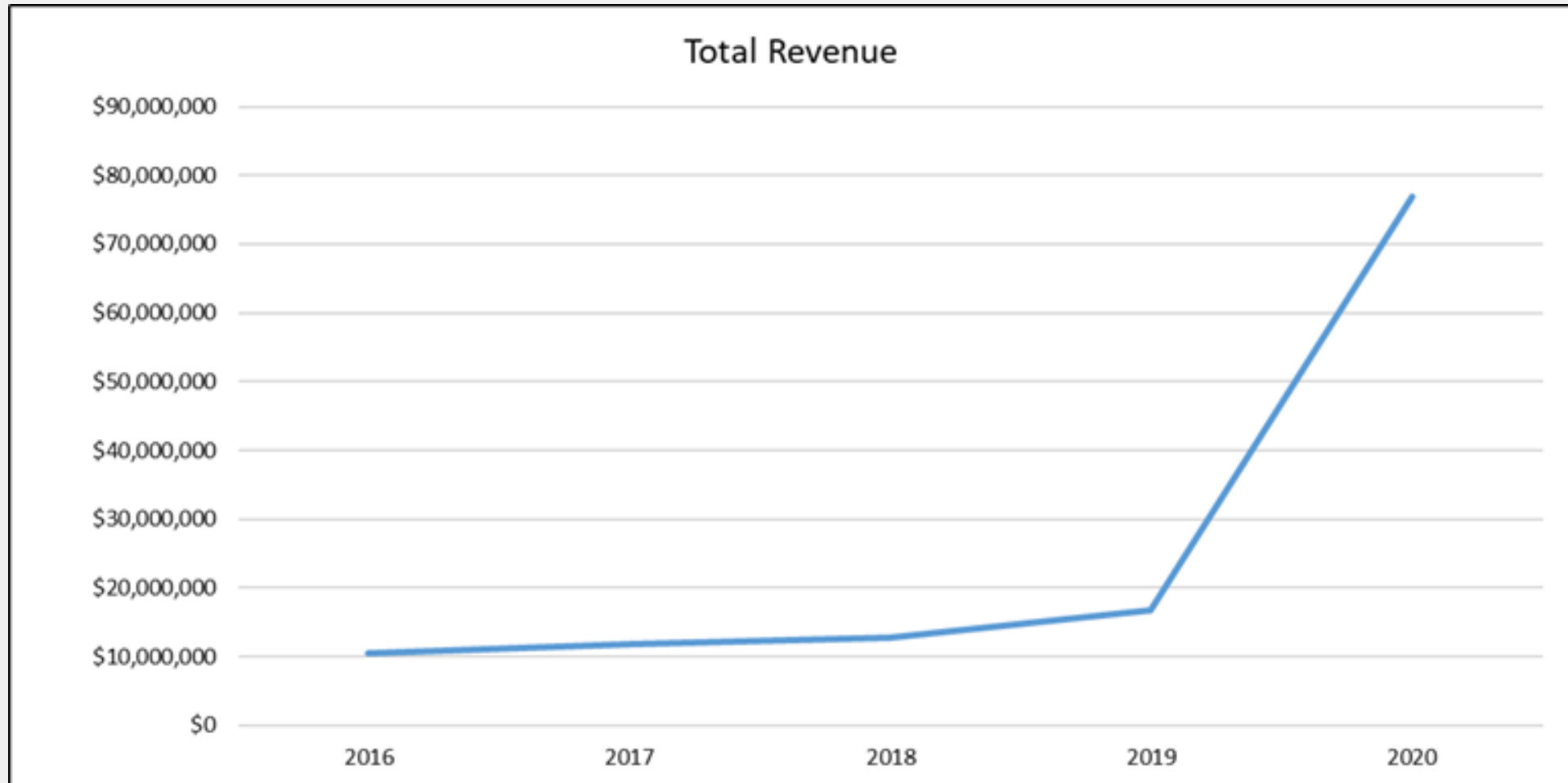


## Donor Requests

- Responded to donor inquiries by the end of the day
  - Updates on status and Food Bank emergency response
  - Wire instruction, W-9 and 501(c)3 documentation inquiries
- Added temporary database processing staff to ensure prompt processing and acknowledgment of gifts
- Set up Virtual updates for Individuals, Foundations and Corporations

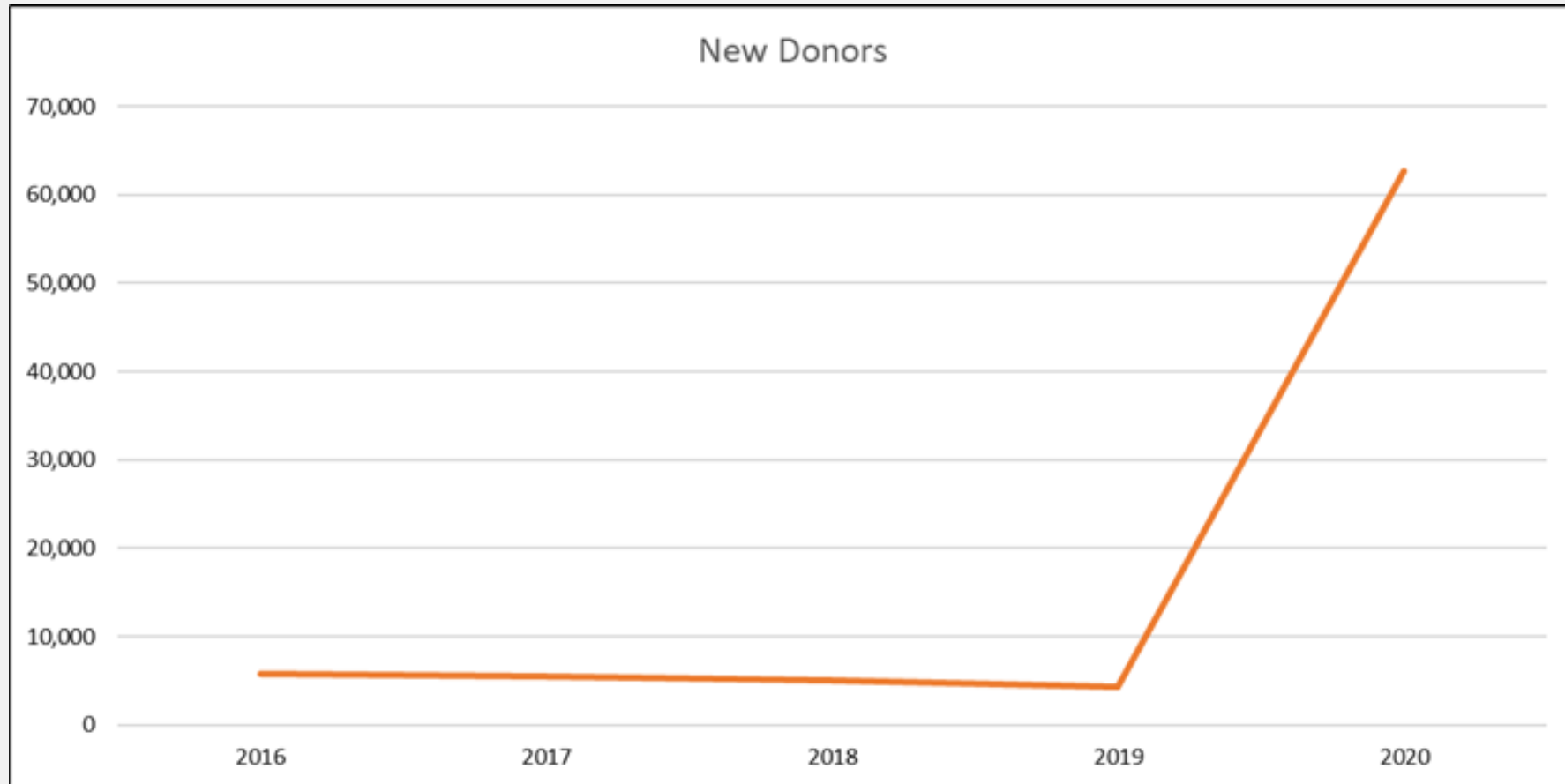
### **3. Marketing and Fundraising Results**

## LA Regional Food Bank had its largest fundraising year in history raising \$76,926,935 in 2020



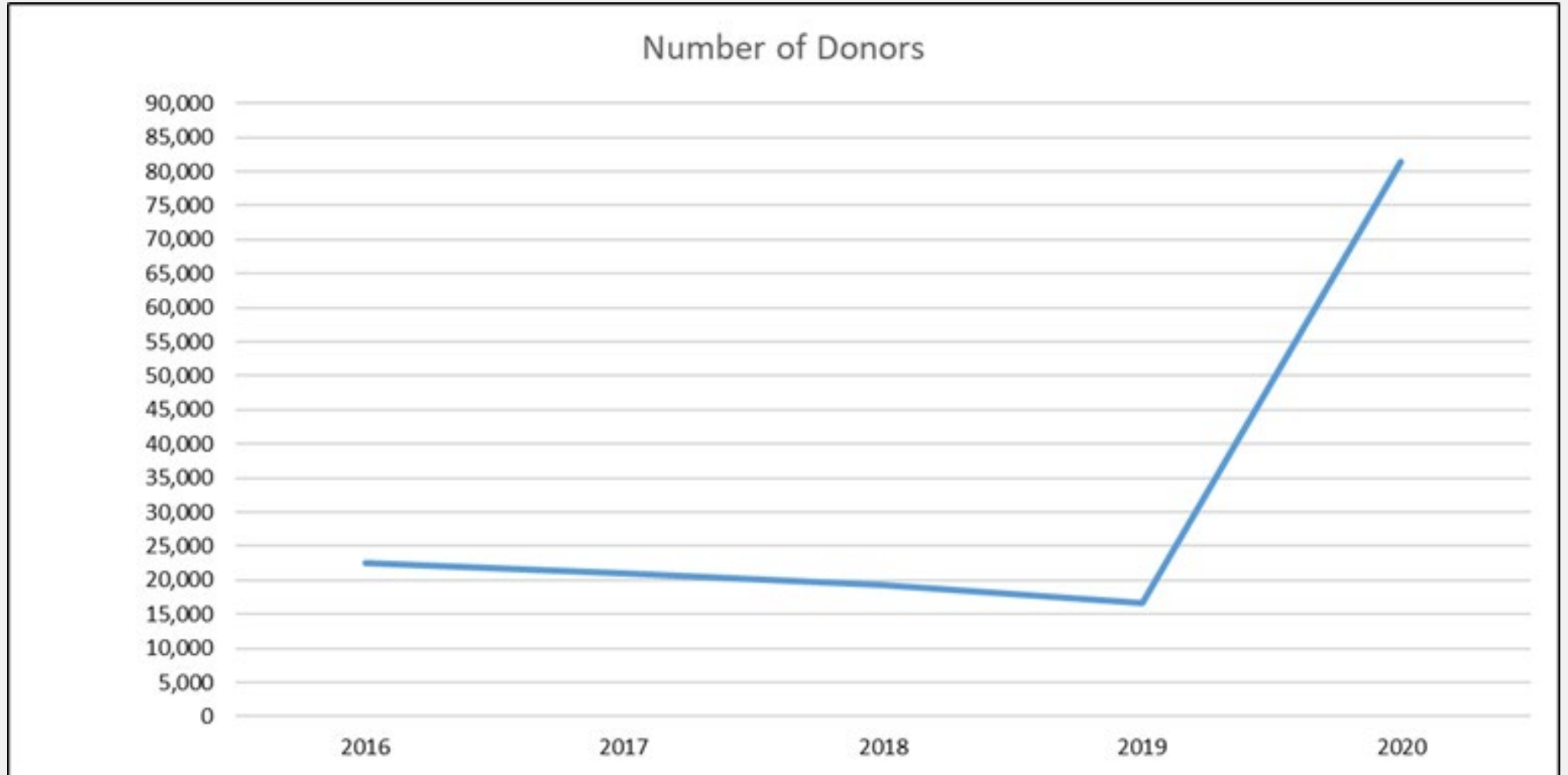
## New Donors

The Food Bank acquired 62,738 new donors in 2020



## Number of Donors

The Food Bank had 81,444 in 2020 - 390% increase YOY



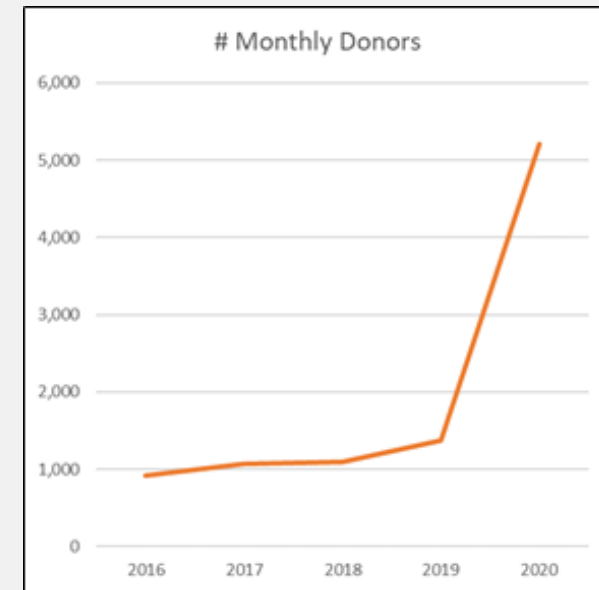
## Revenue Streams

	2020	2019	2020 vs. 2019	% Change
Grants	\$ 6,831,265	\$ 4,270,136	\$ 2,561,129	60%
Individuals	\$ 32,202,225	\$ 5,766,551	\$ 26,435,674	458%
Corporations	\$ 8,631,897	\$ 685,702	\$ 7,946,195	1159%
Third Party Events	\$ 2,701,703	\$ 1,512,893	\$ 1,188,810	79%
Direct Mail	\$ 2,824,024	\$ 1,160,164	\$ 1,663,860	143%
Online	\$ 21,205,072	\$ 1,676,404	\$ 19,528,668	1165%
Food Bank Events	\$ 185,062	\$ 463,739	\$ (278,677)	-60%
Planned Giving	\$ 632,416	\$ 310,907	\$ 321,509	103%
Food Drives	\$ 42,346	\$ 58,146	\$ (15,800)	-27%
Cy Pres Settlements	\$ 14,641	\$ 58,294	\$ (43,653)	-75%
Comprehensive Campaign	\$ 1,656,685	\$ 735,035	\$ 921,650	125%
<b>GRAND TOTAL:</b>	<b>\$ 76,927,335</b>	<b>\$ 16,697,971</b>	<b>\$ 60,229,364</b>	<b>361%</b>

# Monthly Donors

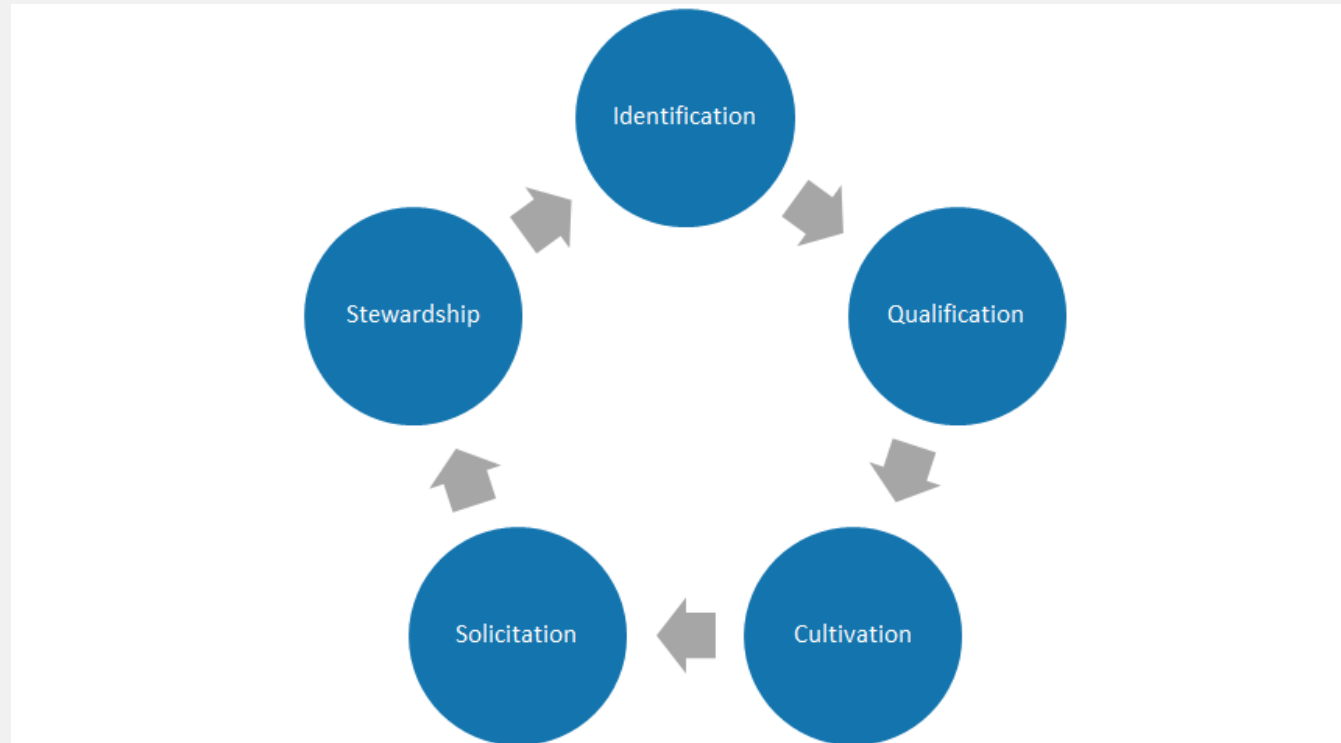
\$1,950,026 in 2020 – 5,216 Monthly Donors

Year	2016	2017	2018	2019	2020	YOY
Revenue	\$320,985	\$369,010	\$412,295	\$515,737	\$1,950,026	278.1%
Gifts	7,296	8,564	10,255	12,710	35,526	23.9%
# of Donors	923	1,067	1,093	1,377	5,216	26.0%
Average Gift	\$347.76	\$345.84	\$377.21	\$374.54	\$373.85	-0.7%



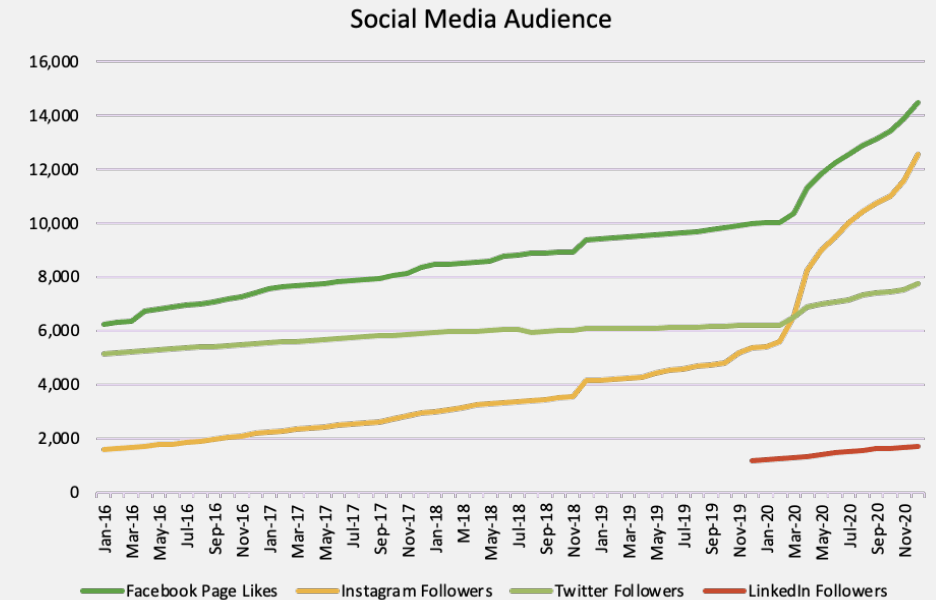
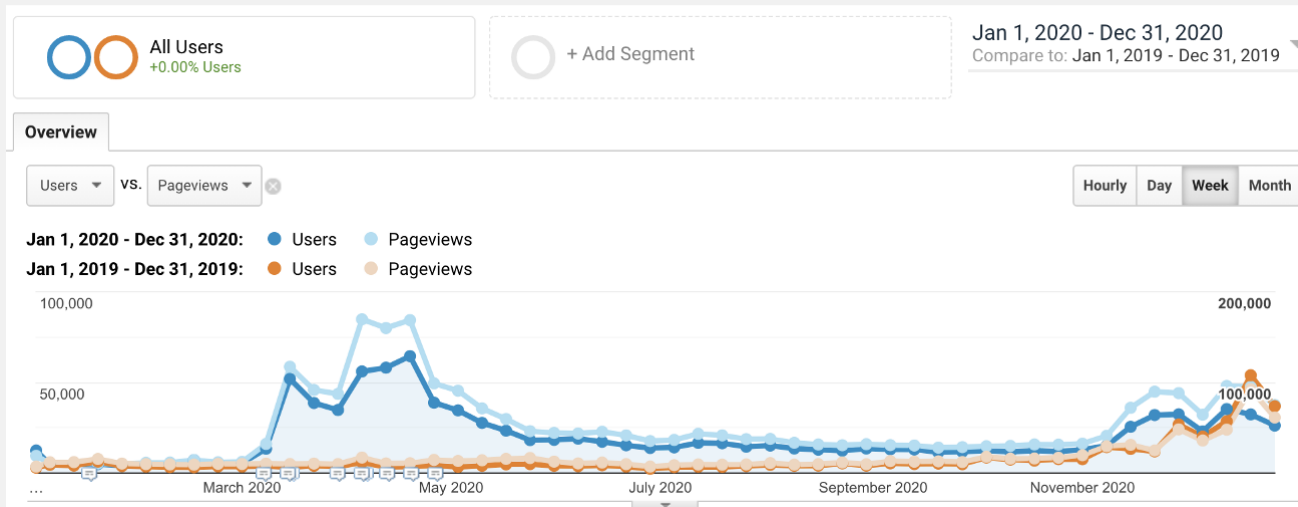
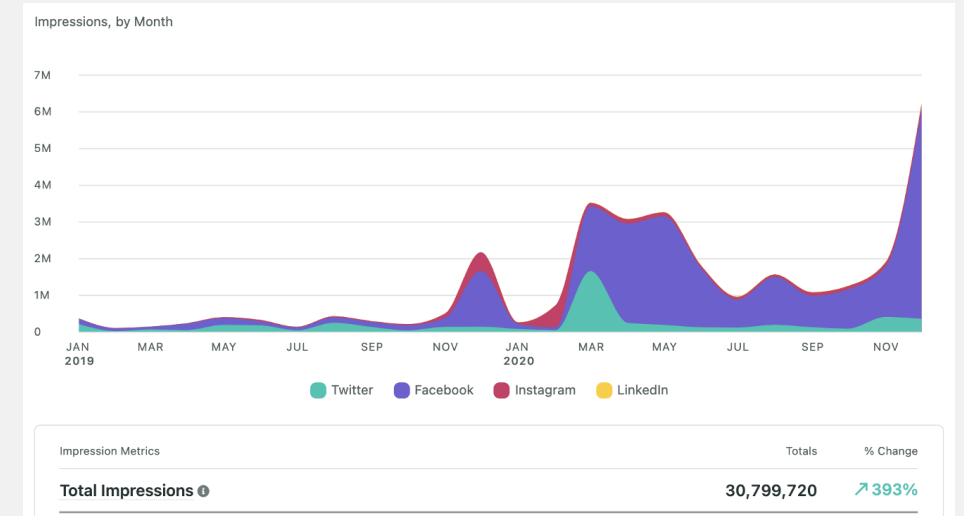
# Major Donors

- **268 major donors** (individuals) for a total **\$23.5MM**
- Hired **2 new major gift officers**
- Formalized Prospect Management and Tracking Process



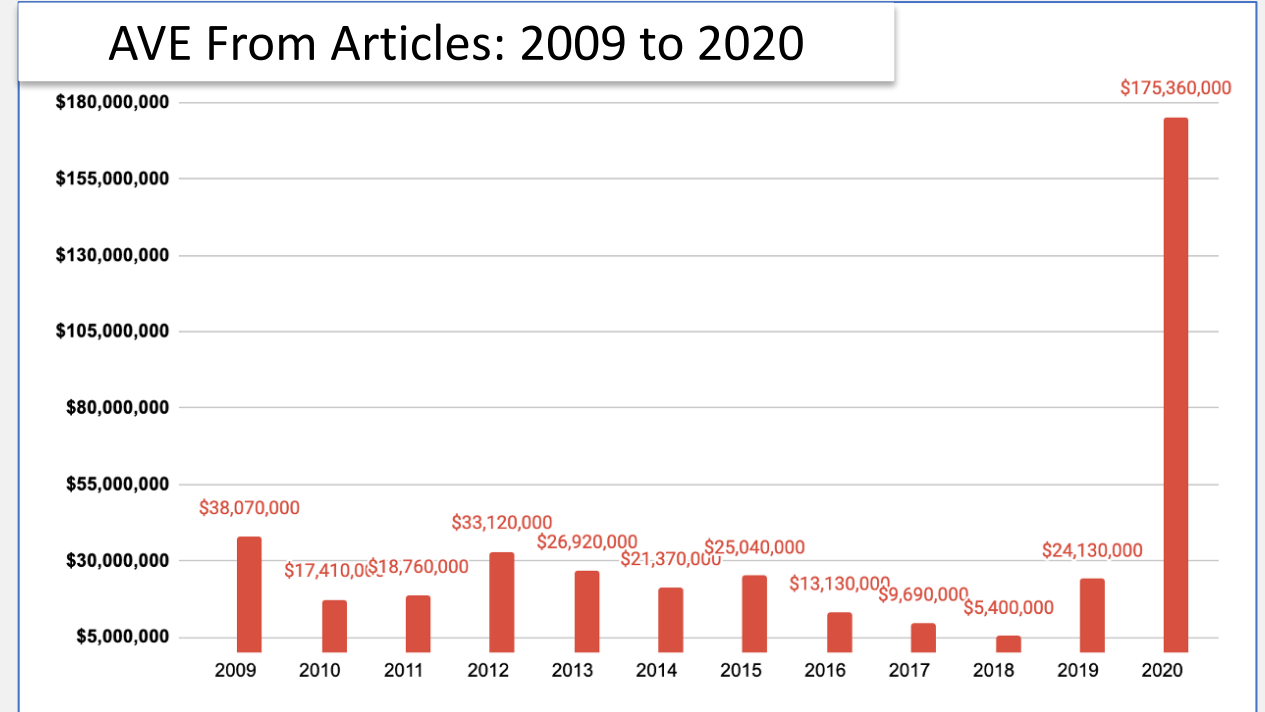
# Social Media and Web Results

- **393% increase** in SM impressions
- **60% increase** in SM followers
- **159.02% increase** in website users
- **202.26% increase** in website pageviews
- **405% increase** in blog traffic



## Media Results, 2020

- **1,030** television (756) and radio clips (274) including MSNBC, CNN, FOX News, multiple hits all LA Television stations (English and Spanish) and more.
- **9,815 articles and stories** including LA Times, New York Times, AP, WSJ, CNN, Forbes, USA Today, Yahoo, Business Insider, New York Post, BuzzFeed, FOX News, the Washington Post, ESPN, Reuters, Vox, USA Today, AOL and many others.
- Total estimated advertising value equivalency (AVE) - TV, radio and articles: **~\$200M**



## 3. Going Forward

# Strategies - Going Forward

- **Invest in more human capital**
  - Major Gift Officers and Staff
- **Content generation and storytelling**
  - Increased stewardship
- **Continue to promote monthly giving program**
- **Invest in digital advertising/acquisition**
- **Conversion optimization**
  - A/B test donations pages

## 4. Questions and Answers



**Session 1: Turn Single Donors Into Forever Donors**  
TODAY at 12pm ET



**Session 2: Bring It All Together**  
TODAY at 2pm ET

**Session 3: Virtual Food Drives, Virtual Events and So Much More**  
July 22 at 12pm ET

**Session 4: It's all about the Data and Analytics**  
July 22 at 2pm ET

**Session 5: Finding Mid-level and High Impact Gifts**  
July 23 at 12pm ET

**Session 6: Nostradamus and The Virus**  
July 23 at 2pm ET

# #FoodBankSummit

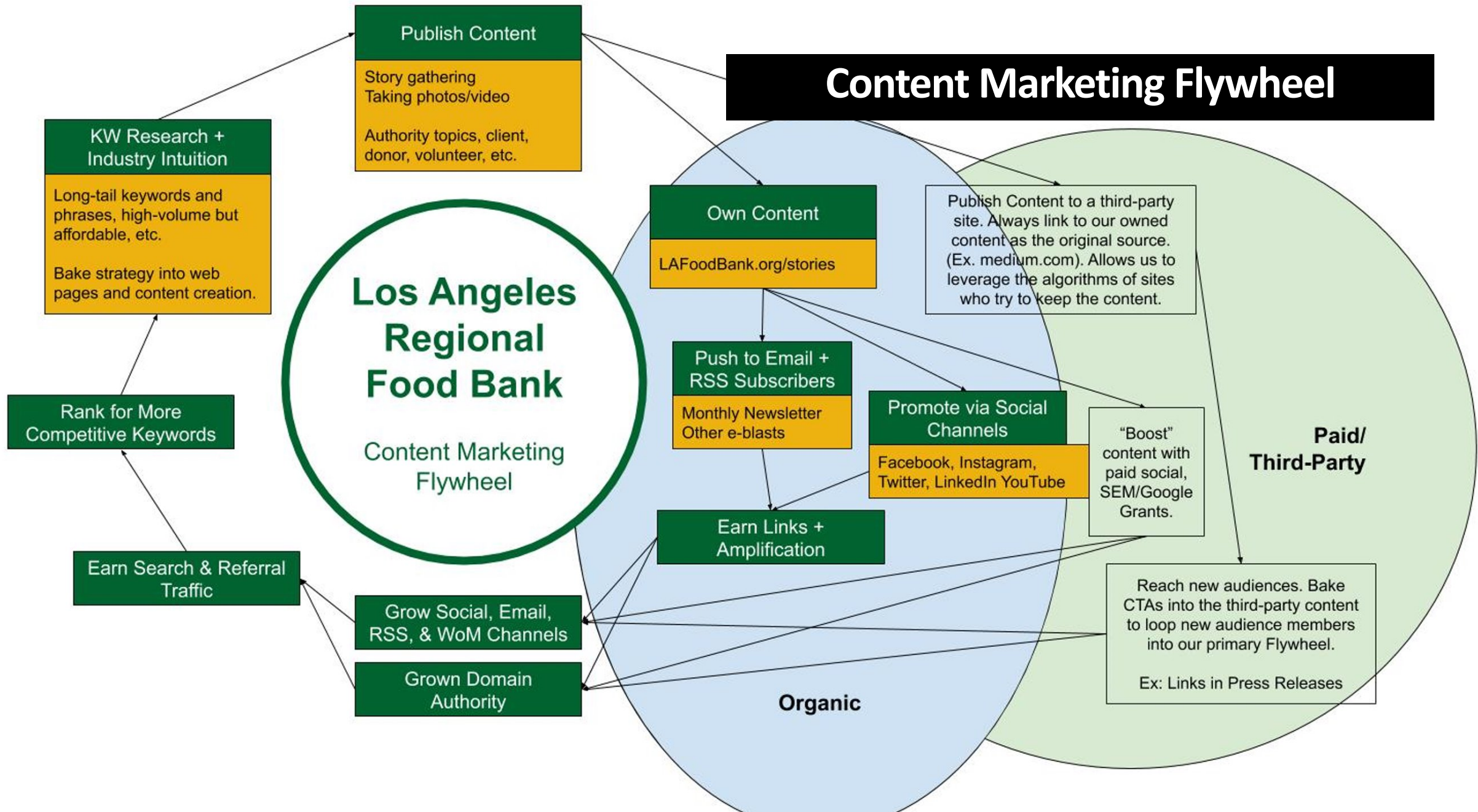




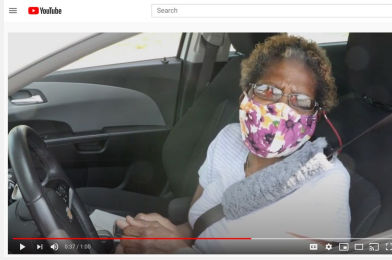
thank  
you!

# **Appendix: Best Practices and Examples**

# Content Marketing Flywheel



# The Modern Marketing and Communications

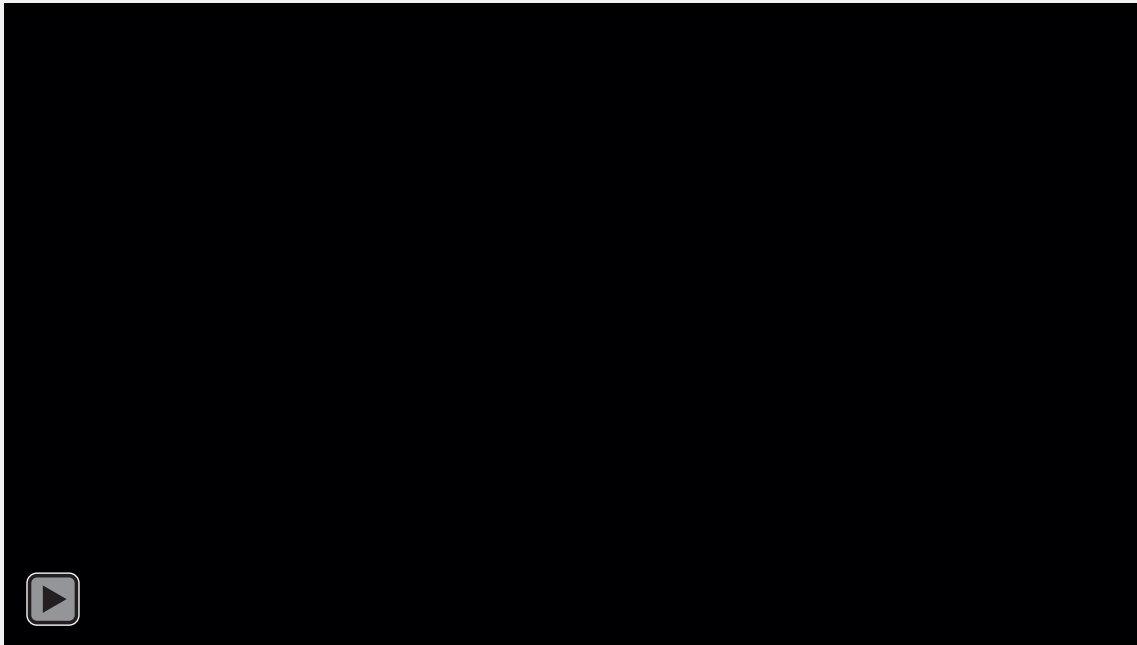


- Inbound Marketing
  - Content Marketing
    - Blog writing
    - Gated content
    - Video Marketing
  - Search Engine Optimization (SEO)
  - Organic Social Media Marketing
- Traditional Marketing
  - Advertising
  - Direct mail
  - Email marketing
- Public Relations
  - Earned media
  - Media relations and cultivation
  - Press releases

# Effective Email Strategies

- **Grow your list**
  - Add volunteers
  - Lead generation
- **Email Frequency**
  - Before COVID-19: 2-4 e-appeals per month plus the enews, except for year-end
  - During COVID-19: weekly communication
- **Segmentation**
  - Different strategy for recent donors, high-dollar and low-dollar donors, disengaged, monthly, non-donors
- **Campaigns**
  - Emails follow the story arc of every other channel
- **Quick Response**
  - Templates, drafts, stock photos to prepare

# Example: Storytelling with Video



- Keep it short.
- Production value isn't everything (but it isn't nothing).
- Reuse content:
  - Emails and eNewsletters
  - Social Media
  - YouTube
- Reuse the story:
  - Blog post (then connect it to Google Grants and SEO strategy)
  - Mailings
- Have a strong CTA

[Help us reach our goal in 2020!](#) | [View Online](#)

LOS ANGELES REGIONAL  
**FOOD BANK**  
Fighting Hunger. Giving Hope.

**DONATE NOW**

**“There’s been multiple times where... I didn’t know if I was going to eat for a couple of days or not. And so, do I have to sacrifice my meals for a couple of days to make rent or pay bills?”**

Matthew is a student at Citrus College in Glendora. He is a biology major and wants to be a doctor.

**Matthew is food-insecure.**



Matthew Serna  
Student, Citrus College

**Food insecurity is a real thing.**

This number may shock you, but there are **hundreds of thousands of college students right here in LA County** who, like Matthew, wonder at some point during the semester where their next meal will come from. That is

# Influencer Marketing



LOS ANGELES REGIONAL  
**FOOD BANK**  
Fighting Hunger. Giving Hope.

Meadow Walker and The PW Foundation are teaming up with the LA Regional Food Bank to provide meals to children during the COVID-19 crisis.

Every \$25 donated provides 100 meals to children. Use link in bio to donate.

Let's **Do Good** Together.




**vindiesel** • Follow

**vindiesel** • So proud of you...  
Tw

**melissabo1030** All I...  
❤️❤️❤️❤️ do g...  
1d Reply

**wearwolfnights.llc** @...  
launched a our site, f...  
donate ..for you...for...  
children!! Good luck...  
1d Reply

265,558 likes  
MARCH 18  
Log in to like or comment.





**jeffgoldblum** •  
Los Angeles, California



♥️ 💬 📍

Liked by **\_tamsyn\_ and others**

**jeffgoldblum** Even before Covid, more than two million people (including 450,000 kids) were in need of food assistance in Southern California. That number is expected to double. This is a problem all over the country, in cities and in rural areas. In LA, the Los Angeles Regional Food Bank is providing food for more than half a million people every month. Go to [LAFoodBank.org](http://LAFoodBank.org) to donate or volunteer - or both. They need our help now. It's also easy to find your local food bank online - they all need our help now, and will throughout the crisis. [@lafoodbank](http://@lafoodbank) 🌍

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- **Truly integrated multi-channel campaigns include:**
  - Cultivation Mailing
  - Digital Ads including Google and Facebook
  - E-Appeals and E-Newsletters
  - Organic Social Media
  - Newsletters
  - Peer-to-Peer

# Example: College Hunger Campaign

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Hunger to Hope | Winter 2020

Fighting Hunger. Giving Hope.

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**FOOD BANK**  
Fighting Hunger. Giving Hope.

# Hunger to Hope

Good news from the Los Angeles Regional Food Bank

Winter 2020

## Inside the College Hunger Crisis

Food insecurity on college campuses in Los Angeles County, and throughout the country, have hit crisis levels. It is estimated that roughly half of the community college students in Los Angeles County face food insecurity, and even elite public and private institutions like UCLA and USC have food pantries on-site to help students who face hunger.

At a recent Mobile Food Pantry distribution, a student at Citrus College explained how tough it can be to face food insecurity. Matthew is studying biology and is going into pre-med. Like many of his classmates, he would like to create a future for himself where he doesn't need food assistance.

**Matthew works part-time and attends school full-time, and is worried that without food assistance, he'd have to drop out and work full-time in order to survive. Because he knows that dropping out would likely keep him in a lower income bracket, he'd rather finish school so that he can earn higher wages in the future. The Food Bank's Mobile Food Pantry allows Matthew to attend his classes without worrying about his next healthy meal.**

The LA Regional Food Bank's Mobile Food Pantry is on the front lines of hunger relief, distributing directly to clients who have unreliable or insufficient access to adequate food. It is an invaluable resource on college campuses, but also in low-income communities without reasonable access to a traditional food pantry.



Dunia Valladares, Basic Needs Coordinator for Citrus College, said that roughly 200 people come through the Mobile Food Pantry line at each distribution, including students, and sometimes other members of the community who face food insecurity.

"Many students come to me telling me how helpful this program is," she said. "We welcome student volunteers, and a lot of them are themselves in need, so they will go through the Mobile Food Pantry line and get some food." Victoria Peña, a student volunteer, said, "what people don't understand is how hard it really is to actually get food sometimes."

Through your generous support, we can work to end the college hunger crisis in Los Angeles County. You can help ensure that struggling students have the nutritious food they need to stay healthy and nourished, leading to more success in school. Please visit [LAFoodBank.com/donate](https://LAFoodBank.com/donate) or return the enclosed form to make your donation today. Thank you for your generosity and support!

## Fighting Hunger on Campus

"I can't begin to share how grateful I am for our partnership with the Food Bank. At least 80% of our food comes from the Los Angeles Regional Food Bank, and without this lifeline, our Pantry would not be able to meet the needs of our students."

James D. Bull is the Compliance, Outreach and Marketing Specialist for the Pasadena City College (PCC) Pantry. "Every other week, a truck from the Food Bank drops off a massive order of food to PCC and usually, one or two times a month, I will get a van from the carpool and go to the Food Bank warehouse to 'dock' shop for additional items we might be running low on. And, once a month, the Mobile Food Pantry comes to campus. This visit is always a huge event because of all the food and other resources to help end hunger on campus that the Food Bank brings that day."

If you really want to understand the reality of college hunger, the PCC campus is a good place to learn. PCC is a community college that enrolls about 30,000 students every semester. More than four of five of the PCC students are persons of color, and the vast majority are first-generation college attendees. A stable percentage of PCC's students are parents. Some are the only source

of income in their households. More than 60% of PCC students receive free or reduced tuition. The federal government, however, estimates that the average cost of attending PCC even after receiving aid is \$5,574 a year. It is this gap between aid and the actual cost to attend college that drives hunger on college campuses.

In 2019, the PCC Pantry had more than 20,000 visits. James believes that there are many more food-insecure students at PCC who they haven't reached.

James is particularly excited that PCC joined the Food Bank's Extra-Helpings Program early in 2019. The Pantry now picks up perfectly good food that would otherwise be disposed of from a Pasadena grocery store three times a week. These pickups often include fresh protein, vegetables and fruit.

James often talks to his counterparts at other college food pantries and is grateful for the level of support his administration gives the pantry. He is also impressed by the commitment of the Food Bank to making sure he has what he needs to help his students. Finally, James wants to express his gratitude to the Food Bank's supporters. "Thank you."

**In 2019, the PCC Pantry had more than 20,000 visits. James believes that there are many more food-insecure students at PCC who they haven't reached.**



Inside  
A message from Michael Flood



Program Spotlight  
Extra Helpings



Inside the College  
Hunger Crisis



Stay connected to the work you support!



[@LAFoodBank](https://www.instagram.com/LAFoodBank) [#WeFeedLA](https://www.youtube.com/WeFeedLA)

MY WINTER DONATION

Yes, Michael, I want to help ensure struggling college students have the food they need to thrive.

☐ \$150 ☐ \$100 ☐ \$50 ☐ \$25 ☐ Other \$ \_\_\_\_\_

☐ I'll join the Monthly Giving Program.  
My first gift of \$ \_\_\_\_\_ is enclosed.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

USE CHECK OR CREDIT CARD ONLY PLEASE.  
THANK YOU.

Please charge my gift on my credit card: ☐ VISA ☐ MC ☐ AMEX ☐ DISC

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME ON ACCOUNT \_\_\_\_\_ SECURITY # \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Your donation is tax deductible as permitted by law. Los Angeles Regional Food Bank will send you a receipt to go with your tax return. For more information on the tax benefits of your donation, please visit [www.lafoodbank.org/donate](https://www.lafoodbank.org/donate).

It's easy! Give online at [LAFoodBank.org/donate](https://LAFoodBank.org/donate)  
Please make your check payable to: Los Angeles Regional Food Bank  
1734 East 42nd Street | Los Angeles, CA 90008-1502 | (323) 234-3030

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[Help us reach our goal in 2020!](#) | [View Online](#)



Matthew Serna  
Student, Citrus College

Food insecurity is a real thing.

[DONATE NOW](#)

This number may shock you, but there are **hundreds of thousands of college students right here in LA County** who, like Matthew, wonder at some point during the semester where their next meal will come from. That is

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