



What is Project Bread?

- Project Bread is the only statewide antihunger organization committed to providing people of all ages, cultures, and walk of life with sustainable, reliable access to nutritious food—because we believe that the opposite of hungry is not simply full, but *healthy*.

How does Project Bread plan to solve hunger?

- We approach hunger as a complex problem with multiple solutions that often work best in combination—from community-based meal programs, to early childhood and school nutrition initiatives, to improved access to farm-to-table and local food resources.
- With deep local engagement and support, we pioneer and facilitate innovative initiatives, fund and promote effective programs, advocate for research-driven change in government policy, and educate the public to increase our impact—all to eradicate hunger in our state and give everyone in need the dignity and voice they deserve.

What does Project Bread do?

- We stay in touch with the needs of the hungry person by operating the FoodSource Hotline, the state's most comprehensive food resource hotline. Our Hotline responded to more than 49,000 calls in 2012 and can take calls in 160 languages.
- We facilitate immediate support by funding over 430 community food programs in 125 communities across the state. These programs reported providing 62 million meals in 2012.
- We recognize that the opposite of hungry isn't full, but *healthy*. That's why we've invested in a program to reach children by promoting healthy school food in low-income districts. Seven years ago, we launched the Chefs in Schools Initiative, bringing a trained culinary chef and cutting-edge nutrition to a number of Boston schools. Since then, we've expanded the program to include three additional chefs and have started programs in Lawrence and Salem. Our goal is to develop training protocols that work in real school kitchens, and a recipe book that promotes the latest USDA requirements—potentially affecting the nutritional lives of the state's 353,266 low-income children.
- We take an holistic approach to child hunger in very young **children** by strengthening the family's ability to cook healthy food on a budget. Building on our Chefs in Schools Initiative, we've launched a Chefs in Head Start program in Lynn, reaching 400 of the very youngest children and their families. This program involves teachers, parents, children, and our chef in the process of developing better life-long eating habits.



What does Project Bread do? continued

- We know that one antihunger solution does not fit all and that many people require more than one solution to meet their food needs. For this reason, we provide innovative outreach to help enroll eligible families in SNAP (the Supplemental Nutrition Assistance Program, formerly known as food stamps) at our website, www.gettingsnap.org. The site, available in English and in Spanish, provides a calculator to estimate potential SNAP benefits, an option to do a live “chat” with a FoodSource Hotline counselor to answer questions about eligibility, and a link to the state’s Virtual Gateway.
- We pilot new programs, like the first locally grown food initiative designed to introduce fresh produce to children in low-income households through the Summer Food Service Program in Massachusetts and support local food producers and farmers in our solutions. We fund the Massachusetts Farm to School program, among other farm-to-table food resources.
- We create novel forms of outreach, like the first *Text 4 Food Campaign* in Massachusetts, aimed at providing urban low-income teens with a mobile “GPS” for finding a free lunch through the federally funded Summer Food Service Program.
- We engage nontraditional partners in our fight against hunger, like our relationship with home care organizations in Boston. We empower their case workers to address the needs of frail, homebound seniors by connecting them to our FoodSource Hotline for SNAP applications, and provide them with food vouchers to fill their clients’ pantries with food.
- We provide statewide information on hunger, by writing and releasing an annual *Status Report on Hunger in Massachusetts*, which includes an appraisal of how the state is progressing in the fight to feed its residents.
- We serve as a voice for the hungry on Beacon Hill and partner with civic leaders and community groups throughout Massachusetts and beyond to develop public policies that address hunger and nutrition, particularly among children.

Project Bread’s Walk for Hunger:

- The oldest continual pledge walk in the country and the largest one-day fundraiser to alleviate local hunger, the Walk occurs the first Sunday of every May. The 20-mile Walk begins on the Boston Common and winds through Boston, Brookline, Newton, Watertown, and Cambridge before returning to the Boston Common.
- This year, the 45th Walk will take place on **Sunday, May 5th**.
- Since 1969 when the Walk began, The Walk for Hunger has spurred 1,121,800 Walkers to raise over \$84.9 million to help hungry people. It attracts people from all over the state; people of every age, race, and background come together and unite in their desire to help their neighbors in need.
- Last year, the Walk for Hunger attracted 42,000 Walkers and raised over \$3.6 million to fight hunger. 1,000 religious organizations, as well as 1,200 corporate teams, 1,200 schools, and 700 friends and family groups participated.

Hunger in Massachusetts:

With the economy still struggling, many Massachusetts families see their monthly income stretched beyond capacity. They are forced to go without food in order to pay their rent, utility, and medical bills. Hunger is not just an urban problem—it exists in many communities throughout the state.



Why are people hungry?

- Many low-income families and individuals on fixed incomes often have to choose between paying their rent, obtaining medical care, or buying food.
- Massachusetts has one of the greatest income gaps in the nation, which means there are communities that never see the pockets of poverty in the state.
- This income gap is due in part to the fact that Massachusetts has seen an increase in high-paying technology jobs whereas the number of manufacturing jobs has dwindled and have been replaced by minimum wage-paying service-sector jobs. The income gap has resulted in pockets of concentrated poverty, which the state's averaged numbers do not reveal. For example, the day-to-day reality for a family in Duxbury is very different from one in Holyoke.
- Children are the hardest hit population, which is one reason Project Bread focuses on them; nationally, 37 percent of young families (parents under 30) with children lived in poverty in 2010 — a record high. In addition, federal aid to families living on less than half of the poverty-level income dropped by about 38 percent between 1989 and 2004. (Source: *Status Report on Hunger 2011*)
- Seniors: in 2011, Project Bread partnered successfully with twenty-three organizations that work with elders, including training 130 caseworkers who work one-on-one with vulnerable, homebound elders. Overall, 268 elders were assisted with SNAP applications and an additional 158 food-insecure elders received a food voucher which enabled their caseworker to fill their pantries with nutritious food.
- In Massachusetts, the unemployment rate hovers around 6.7 percent with over 234,000 without work. (Source: U.S. Bureau of Labor Statistics)

Who is hungry?

- The number of people in Massachusetts struggling to put healthy food on the table has reached over 750,000 people, up from nearly 450,000 before the recession. (Source: *Status Reports on Hunger 2008 and 2012*)
- In 2011, 11.9 percent of households faced food insecurity, the highest recorded number since 1995. (Source: U.S. Census Bureau/USDA)
- In 2010, 16.8 percent of all Massachusetts children lived in food-insecure households. (Source: *Map the Meal Gap: Child Food Insecurity*, 2012)

How can I help?

Collect pledges and participate by creating your own Walk Team or becoming one of the more 42,000 Walkers or Volunteers at this year's 2013 Walk for Hunger on **Sunday, May 5!** (The Walk is always the first Sunday in May.) The money you raise will provide a hot meal and groceries to hungry families across the state—and increasingly, the funds also go to programs that strengthen our community food security, that is, into schools, summer programs, health centers, mobile pantries, and a host of other programs that prevent hunger and provide healthy food in ways that are “invisible” to the recipient but that strengthen the community.

For more information, call 617-723-5000 or visit www.projectbread.org. When you walk—and raise money for food—hungry people eat. Thank you!