

# MEDIA OVERVIEW



## 2014 FAST FACTS

### STATUS:

501(c)(3) organization

### FOUNDED:

1969 in Boston, Massachusetts

### HEADQUARTERS:

Boston, Massachusetts

### DIRECTOR:

Ellen Parker

### GOVERNANCE:

Board of Directors

### BOARD CHAIR:

Dr. Ronald Kleinman

### EMPLOYEES:

35 permanent staff

### FOCUS AREAS:

Community-based solutions

Children and schools

Informing public policy

Building sustainable food systems

## PROJECT BREAD: OUR MISSION, VISION AND AREAS OF FOCUS

Project Bread is committed to ending hunger in Massachusetts—but we know that today's food insecurity challenges cannot be effectively addressed through traditional anti-hunger solutions alone.

From emergency and community-based meals programs, to early childhood and school nutrition initiatives, to improved access to farm-to-table and local food resources, we develop, facilitate and fund initiatives that meet hungry people where they are and serve their unique needs with dignity and respect. Through effective programs and collaborations, we strengthen individuals, families, communities, local economies—and our state.

We're passionate about our "fresh approach" because we believe that the opposite of hungry is not simply *full*, but *healthy*. We strive to ensure that people of all ages, cultures and walks of life have reliable, sustainable access to nutritious food in Massachusetts.

## OUR MISSION: DEALING WITH THE REAL CHALLENGES OF HUNGER

For 750,000 people across the Commonwealth hunger is a daily fact of life.

Chronic food insecurity affects the whole person—body, mind and spirit. It makes people feel trapped and ashamed. And hunger begets hunger...but we believe the cycle can be interrupted.

Children who are hungry struggle to concentrate and learn, get sick more often, miss classes and drop out of school more often. They, too, are caught in a cycle. And what these children lose out on in their early years will be hard to make up.

And as families struggle to make ends meet, they often buy cheap, highly processed food—choices that can lead to obesity, type II diabetes, and other diet-related diseases. Seniors who do without good nutrition lose a shield against a range of debilitating illnesses.

When we take thoughtful action to interrupt the cycle of hunger among vulnerable adults and children, we empower them to change their futures—and we set the course for a healthier and more prosperous Commonwealth for all of us.

## OUR FRESH APPROACH:

### HOW WE'RE DIFFERENT—AND WHY

#### **We are public educators and thought leaders**

Hunger exists all across Massachusetts, but due to increasing income inequality, it is not always apparent. We believe no person should feel hunger or the sense of shame that often accompanies it. We remove the stigma, connect more people with the support they need and empower those we serve to take part in solutions—ultimately, helping them to give back to their communities.

#### **We are conveners and connectors**

We bring a wide range of folks to the table to better understand both the challenges and the opportunities to help. We also partner with a wide range of private and government groups to evolve and implement effective solutions. By combining our resources and efforts, we maximize our impact.

#### **We are funders**

We raise money for, and invest in, programs that make a difference—programs that provide a range of solutions. We advance thriving local food initiatives, community-supported agriculture programs, urban agriculture, subsidized markets in at-risk neighborhoods, emergency food activities, and childhood nutrition programs.

#### **Across all, we are innovators and a catalyst for change**

We inform our work with research conducted in collaboration with top academic institutions and we drive innovation: by joining forces with both government and industry, we develop and pilot new models to effect change.

## PROGRAMS:

### OUR FRESH APPROACH IN ACTION

#### **Community-based solutions**

We fund and facilitate emergency and short-term programs designed to serve hungry people with dignity and kindness. We connect people to local food resources and enable them to participate in the marketplace. We also operate the FoodSource Hotline, which facilitates SNAP and WIC access for families and individuals and coordinate nutritional outreach in health and seniors' centers.

#### **Children and schools**

We develop, fund, and facilitate thoughtfully researched, kid-proven programs that provide children with healthy food in the places they learn and grow—helping them to achieve their full potential and to build good eating habits from the start. Our outreach to children begins with our Chefs in Head Start program, where parents learn how to prepare healthy, appealing meals for their kids.

We're also passionate supporters of school meals and summer meals to keep students healthy and strong. We founded Chefs in Schools to ensure that our school kitchens were equipped to create nutritious meals that children want to eat, and published the *Let's Cook Healthy School Meals* cookbook for free distribution. We also partner with Mass. Farm to School to bring fresh ingredients to school lunch tables.

#### **Informing public policy**

We partner with institutions of higher learning, the medical community and those who drive government policy to advocate for impactful legislative change and develop solutions that connect smart programs with the funds they need to succeed. We collaborate with the Northeast Regional Anti-Hunger Network, as well as the MA Food Policy Alliance and MA Food Advisory Council.

#### **Building sustainable food systems**

We devise and launch innovative collaborations that connect local farmers and producers with low-income families to solve the problem of hunger close to home in a sustainable, smart way—and build our food economies across the state. Our initiatives in this area include Mass. Farm to School, community supported agriculture (CSA) access for low-income families and our advocacy work on public food policy.

### THE WALK FOR HUNGER

The largest public fundraising walk in the Commonwealth, The Walk for Hunger is a powerful symbol of what's possible when people from all walks of life join forces to create, advocate for, and support change.

Designed to raise hunger awareness and much-needed dollars, the Walk provides an important opportunity for those who care about hunger in the state to stand up and be counted. Over 45 years later, the Walk continues to be a visible reminder of the very large number of people across the state who are passionate about what we do—and a vital source of funds, supporting roughly half of the many programs that help people in need to emerge from the insecurity and anxiety of hunger.

**To learn more about our vision, mission, and work in Massachusetts:**

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