

## WHAT HUNGER WILL LOOK LIKE IN 2021



While so many of us are thankful to finally turn the page on 2020, the scars of the pandemic on many Louisiana families are still very fresh. Uncertainty still looms heavy in their hearts and minds as we continue to face COVID-19. We see this first hand through the new clients who are attending our special mobile distributions for the first time in their lives.

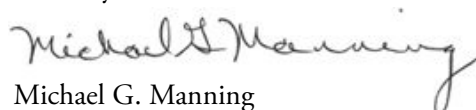
We see that families are struggling to make ends meet through no fault of their own. With your help we must be there for them in new and innovative ways. Our community has seen its share of emergency situations in the past be it hurricanes or epic floods that even impacted our own operations. The difference in those situations is that we were able to solve them in a relatively short amount of time. This pandemic on the other hand has been going on for months and we are starting to see continuing and new challenges ahead in 2021.

On top of the uncertainty of the workforce and how unemployment may drive new families to our member agencies for assistance, we anticipate significant cutbacks in the amount of food product we receive from the government and federal feeding programs, which were designated for pandemic response but are now expected to expire. This means lower levels of food resources for 2021, requiring us to purchase more food to meet the increased need.

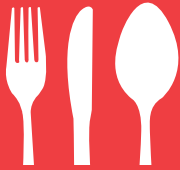
Adding to the food shortage, Feeding America anticipates that the demand for food assistance in 2021 will be 60% higher than Pre-Covid levels and at the same time available food resources will be 50% less available than Pre-Covid levels. This leads to higher costs on food resources as Food Banks bid against each other to purchase food to feed clients in our local communities. In addition, we have had to change our distribution models and expand our efforts, which places increased strain on resources.

We fully realize that with a new year upon us, people are mostly thinking about a fresh start. It is a time where we make resolutions, reset our expectations, set goals and then figure out how best to accomplish them. Your Food Bank is no different. We understand there will be continued and additional challenges ahead and, with your support, we will face these challenges with successful strategies, innovation, and new partnerships. We will be here for those in need, striving to serve as many as we can. We cannot accomplish this without you. We hope you will join us in this mission for 2021.

Sincerely,

  
Michael G. Manning

# 2020 IMPACT REPORT



OVER  
**13.6 Million**  
Meals Distributed



OVER  
**16.3 Million**  
Pounds Distributed



OVER  
**4.9 Million**  
Pounds Distributed at  
COVID Mobiles

“It feels good to know that you’re helping people in the community. I would encourage others to come visit the Food Bank and see it in person.”

– **Donna Rogers,**  
Volunteer



**182**  
COVID Mobile  
Distributions



**79,000+**  
Households Served At  
COVID Mobiles

“The unemployment hit a spectrum of people. We all have our pride and you can see the shock on their faces that they are here needing help.”

– **Eelin Golan,**  
Zachary Food Pantry

“I think it’s a blessing and an honor that this food is given to people. We appreciate it from the bottom of our hearts.”

– **Elaine Simms,**  
Food Client



**36,557**  
Volunteer Hours



**8,579**  
Volunteers

## Mission Statement

Our mission is to feed the hungry in Baton Rouge and the surrounding parishes by providing food and educational outreach through faith-based and other community partners.

# NUTRITION SERVICES GOES VIRTUAL AMID PANDEMIC RESPONSE



“Our team hopes to continue to find ways to safely teach nutrition tips and tricks to all ages as we continue into 2021.”

JORDYN

Adjusting to the “new normal” is something everyone seems to be tasked with due to the ongoing pandemic. At the Food Bank, we have adjusted to find new and safe ways to distribute food to those in need. Still, some of our other services are unable to continue in the in-person format they are accustomed. This includes our Nutrition Services team at the Greater Baton Rouge Food Bank. Our staff had to find new ways to reach our clients with healthy recipes as well as the children we serve through our Pick a better snack™ program.

In September, our Nutrition Services team created a series of videos that showed recipes using items clients may find in a food distribution box. These recipes included chicken and vegetable stir fry, easy chicken taco soup and sausage and vegetable pasta. The goal of these videos was to help our clients live healthy lives using the items they receive from us during these challenging times. These videos are available on our YouTube channel and we hope to continue them in 2021.

Additionally, our Nutrition Services team was able to create a series of videos for children to participate in a socially distanced

and safe Pick a better snack™ lesson. The primary component of the Greater Baton Rouge Food Bank’s Pick a better snack™ program is a monthly nutrition education lesson delivered by a health educator. Each lesson introduces students to a new fruit or vegetable. The students learn about the fruit or vegetable in an interactive, age-appropriate manner.

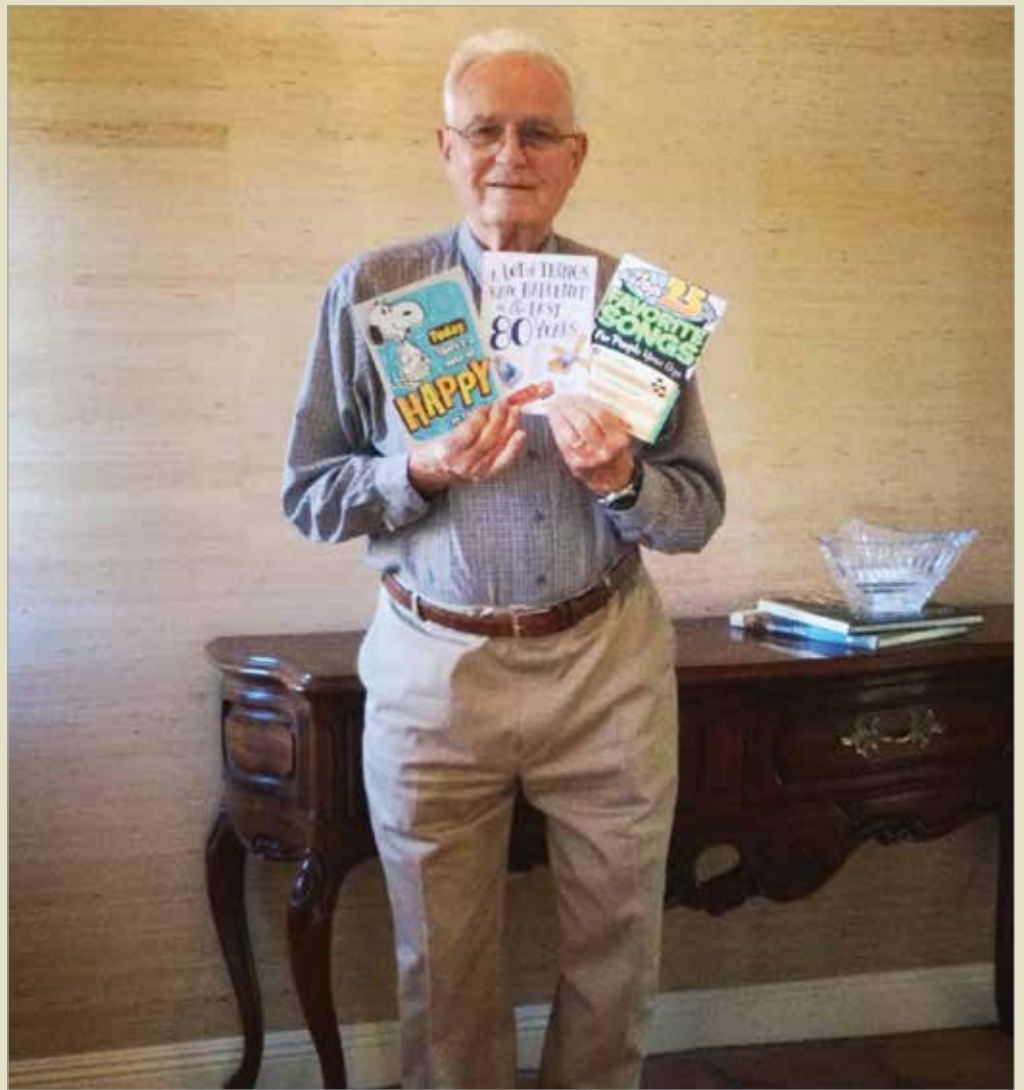
Once the videos were complete, our staff sent links to principals and teachers in our service area that were able to share with their students. November’s topic was raspberries, December’s topic was broccoli and January’s topic will be citrus. Additionally, our staff was able to deliver individual samples of the fruits and vegetables to some schools so students could feel like they were in a real lesson.

“Our team hopes to continue to find ways to safely teach nutrition tips and tricks to all ages as we continue into 2021,” stated Jordyn Barlow, Senior Manager of Nutrition Services.

If you would like to learn more about the lessons and recipes available virtually through our Nutrition Services department, please call 225-359-9940 or visit [brfoodbank.org](http://brfoodbank.org).



## ONE FAMILY FINDS A UNIQUE WAY TO CELEBRATE AND DONATE DURING THE PANDEMIC



Linda Babin wanted to find a way to celebrate her husband, Brian's, 80th birthday in September of 2020, despite the current pandemic. Under normal circumstances, they would have thrown a party and invited all their friends and family for such a momentous occasion. To adjust to the safety protocols, she had seen other families and friends do drive by celebrations and considered doing something similar. However, most of their family and friends live out of town.

Linda says she and her husband's friends and family always look forward to special occasions to see what kind of card Brian had picked out for them. Therefore, she decided to turn one of her husband's favorite hobbies of picking out cards for friends and family into her inspiration. She sent emails to organizations that Brian had been in, such as his college fraternity or Baton Rouge Kiwanis, as well as friends from church and family.

Linda informed them of the surprise she was working on for Brian's 80th birthday celebration and asked they send a card or email to him on his birthday and in return, she would donate to the Greater Baton Rouge Food Bank. For every card, contact or email that was received for his celebration, Linda donated \$5 to the Food Bank, totaling out at \$235. With the large community and family support, the Babins were able to donate the equivalent of up to 705 meals to those in need.

The first card came a few days before Brian's birthday and Linda stated it was a "mystery" how this friend knew his birthday was approaching. On his birthday, Linda printed the emails she had sent and gave them to Brian. He stated, "it turned out in some respects even better than a real social gathering because it had multiple aspects to it which included a donation to one of our favorite organizations."

Brian was able to communicate with people he hadn't spoken to in years. He gathered a list of those that had contacted him in some way and started making phone calls until he was able to talk to each one of them. People who didn't even know Brian had participated as well, like fraternity brothers from years later.

Thanks to Linda's idea, Brian was able to have a birthday filled with social interaction despite the ongoing pandemic while donating to one of his favorite nonprofits. We are thankful for people like the Babins that think of new and unique ways to support the Food Bank during such trying times.

If you would like to learn more about donating during the pandemic, please visit [brfoodbank.org](http://brfoodbank.org) or call 225-359-9940.

# GIVING SOCIETIES TO BEGIN IN 2021

We learned so much about the human spirit this year. We learned of its tremendous strength in the face of adversity and its ability to both see and be the good in our world. Through the kindness of our most committed supporters, we were reminded that Baton Rouge and our surrounding community care deeply for our neighbors who may need a helping hand.

Inspired by those individuals who have made a significant difference and will continue to do so in the future, we are honored to announce that 2021 will be the inaugural year for three newly created giving societies. Comprised of past, current, and future donors, membership in these societies intends to serve as a way to express our sincerest gratitude.



Nourish 365 members are special donors who commit to recurring monthly gifts which allow us to plan for the year ahead and give us the opportunity to feed as many people as possible. Become a member and have access to fun promotional items such as t-shirts and bumper stickers so that you can proudly show the community that you support the fight against hunger!

Janet Pace would be happy to answer any questions and can be reached at 225-308-4899.



Our Hunger Action Council was formed to elevate fundraising efforts in order to sustain our mission. Members are community-minded investors who take a leadership role by making a multi-year financial pledge, which can be submitted in annual, quarterly, or monthly payments. As a valued member of the council, you will be invited to engage with our leadership staff and be kept updated on our efforts in our fight to end hunger.

Contact Sandy Colvin to learn more at 225-341-8050 or [sandy@brfoodbank.org](mailto:sandy@brfoodbank.org).



The Fraenkel Society was established to recognize supporters who count the Greater Baton Rouge Food Bank among their most cherished philanthropies. By leaving a legacy through an estate provision, beneficiary designation, or life income gift, you become part of a treasured group of forward-thinking individuals who value and support our long-term success. You need not be wealthy to leave a legacy, as there is no minimum. Members of the Fraenkel Society will be invited to events with our leadership staff that will keep you updated on our efforts toward our fight against hunger.

The society is named in honor of Mr. Albert Fraenkel and the Fraenkel family. Mr. Fraenkel has been a long-time member of our Food Bank family, donating both his time and financial support. In the greatest example of his generous spirit, Mr. Fraenkel made it possible for the Food Bank to acquire the Fraenkel Furniture Warehouse land and building. It is because of this transformational opportunity that we are able to function at our current capacity. We are forever grateful to Mr. Fraenkel for empowering us to serve thousands of our hungry neighbors each year.

Contact Sandy Colvin to learn more details about joining the Fraenkel Society. Sandy can be reached at 225-341-8050 or [sandy@brfoodbank.org](mailto:sandy@brfoodbank.org).

# SMALL TASKS LEAD TO MEALS FOR FAMILIES DURING THE HOLIDAY SEASON



2020 was a year of many things that were out of our control; however, Christine Haman and her husband Rob Luke found something they were able to control over the holidays during this wild year. Christine and Rob wanted to teach their children the true meaning of the holidays, to give. In an effort to teach empathy and build character, Christine sat her three children down and gave them a mission.

Stella (8 years old), Eva (6 years old) and Duncan (4 years old) were tasked to be positive influences in each other's lives and their parents' lives. "I didn't know where it would go, but they were so excited," said their mother, Christine. Simple tasks like

brushing their teeth without being asked or helping their younger sibling learn how to write their name led to money they were able to put in their personal mason jars to be donated to the Food Bank during the holiday season.

Christine took the challenge a little further and encouraged the children to compete against themselves from the prior day. If one day one of the children was not able to put money in their jar, they were encouraged to find ways they may be able to earn money that day to "beat" their past self.

When the holidays were approaching, the children sat down and counted their

earnings. With smiles on their faces, Stella, Eva and Duncan arrived at the Food Bank to deliver their envelopes totaling \$77. Their donation can help provide up to 231 meals to those in need.

Christine says her children were excited to spread the word about their successful fundraiser and they will definitely be completing this challenge again next year.

For more information on ways to raise funds, please visit [brfoodbank.org](http://brfoodbank.org) or call 225-359-9940.

**DON'T FORGET TO SHARE THE FUN!  
TAG US IN YOUR PHOTOS**

Use hashtags #BRfamily #BRfoodbank



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