

2019 IMPACT REPORT



OVER
11.2 Million
Meals Distributed



586,368
FarmFresh Meals
Distributed



61,988
Children Served

“When you’re on a fixed income, no matter how much or how little, it always means a lot when you get something that can help you have a balanced meal.”

– **Oscarlene Woods**, Senior Grocery Program Recipient



106,123
Senior Program Meals
Distributed



39,897
BackPack Program
Kits Distributed

“This has really been a blessing and I want to genuinely, wholeheartedly say ‘thank you’.”

– **Barbara Johnson**,
One Way Deliverance Ministry
Agency Recipient

“After a two-month span of high water, many were flooded or unable to get out of their homes due to road closures. You came in the nick of time, like saviors.”

– **Kathy Williams**,
Pierre Part Mobile Pantry
Program Recipient



36,625
Volunteer Hours



9,718
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.



COMMUNITY GARDEN PARTNERSHIP TAKES ROOT TO BENEFIT FOOD BANK

On Monday, November 11, 2019 the Greater Baton Rouge Food Bank and Capitol City Produce held a ribbon cutting ceremony for the Vince Ferachi Community Garden. The Vince Ferachi Community Garden's purpose is to provide fresh produce, harvested by Greater Baton Rouge Food Bank volunteers, to those in need in our community. Currently, a harvest date has been set in May 2020. These crops include garlic, onions, strawberries, collards, mustards, turnips, carrots, peppers, cucumbers and eggplants.

"Mr. Vince was truly an integral part of the Greater Baton Rouge Food Bank family. I can think of no better way for the folks at Capitol City Produce to honor him than continuing his legacy of support for the Food Bank and the community," said Mike Manning, President and CEO of the Greater Baton Rouge Food Bank.

Crops will be farmed under the guidance of LSU and SU Agriculture departments

and then harvested by Greater Baton Rouge Food Bank volunteers. The garden's harvest will be distributed to those in need by the Greater Baton Rouge Food Bank through our community support network. Another purpose of the community garden is to provide an environment to schools and universities for learning about local farming. The Vince Ferachi Community Garden will provide an agricultural space to inspire future local farmers and promote agricultural innovation.

"My dad would be very proud to see fresh produce from our 72-year-old family business, that he and my mom nurtured for decades, reach more tables in our community," said Paul Ferachi, Owner of Capitol City Produce. "I think he would be especially pleased to see our community come together in such a diverse collaboration."

Volunteering with the Vince Ferachi

Community Garden is a great opportunity for groups ranging from families to corporations. Recently, the LSU Ogden Honors College volunteered with the community garden through their Laville Service Saturday program. "Honors students are from all different majors around campus and have unique backgrounds and stories themselves. To see them not know much about planting crops or lining bed with an irrigation system but eager to learn and do it all was really incredible," said Sydney Larriviere, Academic Advisor for LSU Ogden honors college. "You can see there is a need in the community for something like this and this community garden has the potential to fill that need in a big way."

To learn more about the Vince Ferachi Community Garden and volunteer opportunities available, please visit brfoodbank.org or call 225-359-9940.

The Burrow Effect



FOOTBALL FANS RESPOND TO JOE BURROW'S CALL TO FEED THE HUNGRY

Joe Burrow was awarded the Heisman Trophy on December 14, 2019 for his performance at Louisiana State University. This is the second time for an LSU football player to be bestowed this honor and the first time in 60 years. In Burrow's acceptance speech he spoke of the need his home town faces when it comes to food insecurity. Burrow stated, "I'm up here for all those kids in Athens and Athens county that go home to not a lot of food on the table, hungry after school. You guys can be up here too."

Although this statement was only a small part of his speech, the public acted on the national issue of food insecurity. Soon after Burrow's speech, a fundraiser emerged on social media for the Athens County Food Pantry. At a rate of \$1,000 an hour, donations started to soar. The administrator of the Facebook Fundraiser, Will Drabold, posted: "Tiger Nation" has asked that the goal be raised to \$50,000. Challenge accepted. Have at it, Louisiana!"

In only 24 hours after this post, the donations reached over \$250,000. This inspired Baton Rouge community member, Lindsey Heck, to start a Facebook Fundraiser of her own

for the Greater Baton Rouge Food Bank. The original goal of the new fundraiser was for Heck's family and friends to match their donations made to Athens County Food Pantry. However, Facebook users from around the nation, including those in Athens, began to match their donations as well.

In the two weeks the fundraiser for the Greater Baton Rouge Food Bank was open, \$68,663 was raised in honor of Joe Burrow and the "Tiger Nation." This donation can equate to 205,989 meals to help feed food insecure individuals in our 11-parish service area. "This was the most amazing and inspiring thing I've ever had the privilege to take part in. I can't even wrap my head around how big this turned out," stated Heck. "The inspiring words of Joe Burrow has greatly impacted two communities and helped shed light on the poverty and access to food in both."

Louisiana has always been known to use food as a means to happiness and love. However, this fundraiser was a perfect example of just how motivated a community can become to feed those in need from the actions of just one individual.

NEW TECHNOLOGY CONTINUES TO MAKE DONATIONS GO FURTHER



As part of our “from Hunger to Hope” Capital Campaign, Mr. Ron Zappe from Zapp’s Potato Chips planned to support the Food Bank with a donation of one of his bulk packaging machines. When Mr. Zappe passed away, his family honored his memory by donating funds to allow us to build our own bulk packaging machinery to best fit our needs. Additional funding was donated by the Charles Lamar Family Foundation. We worked to build our own machine before the flood, which was fully operational; however, it was lost in the high waters.

Thanks to FEMA’s assistance and other donor support, we were able to rebuild our bulk packaging machinery to working conditions. In 2019 the rebuilding of our bulk packaging machinery was completed making us the only food bank in the country to have this technology. The bulk packing machine allows us to repack dry bulk product like beans, rice, pasta and even cereal.

For example, we received over 20,000 pounds of Kellogg’s Fruit Loops in bulk during 2019. We were able to repack this donation to help feed those we serve at a low cost with our bulk packaging machinery up to 10,000 pounds a day. That’s upward of 30 bags a minute packaged depending on the product packaged and the number of volunteers involved.

“Efficiency is the way we survive. We have to maximize the value of every donor’s dollar and that is what they expect of us,” said Mike Manning, CEO and President of the Greater Baton Rouge Food Bank. “They want us to have the most impact with every dollar so that we can truly make a difference in our community and feed more people.”

Your gift to the Greater Baton Rouge Food Bank is the most effective way to meet the greatest need. Please visit brfoodbank.org/donate to give now.



With board member **Jude Guerin**

In part of an ongoing series, we will be sharing thoughts and ideas on the Greater Baton Rouge Food Bank in a Q&A format so that you can get to know our board members better and learn how we are working to better serve those in need. We recently sat down with board member Jude Guerin, Partner at Apple Guerin Company.

Q: What are some of your hobbies?

A: Running, playing tennis, watching my kid's play sports, attending any LSU sports event.

Q: What's one thing people may not know about you?

A: I'm a Tennessee Titans NFL football fan. I was born in Baton Rouge but grew up in Houston when the Houston Oilers (now Tennessee Titans) were the hometown football team. Unlike many Houstonians, I've supported them through their move to Tennessee. Geaux Titans!

Q: Why did you decide to join the Greater Baton Rouge Food Bank's Board?

A: A good friend of mine, Griff Martin, was on the Food Bank board and recommended it as a great cause and local non-profit. After attending my first meeting, I knew that this was an important cause that I wanted to be a part of. Like many, I was unaware of the tremendous amount of support that the Food Bank provides to our community and I was eager to be a part of the team.

Q: Why do you think the work of the Greater Baton Rouge Food Bank is important to the community?

A: I believe everyone should join together to support all citizens, especially those who are experiencing tough times. This is essential for the growth of our community, but more importantly, it is the right thing to do.

Q: What excites you most about the Greater Baton Rouge Food Bank's future?

A: During my past 5 years on the board, I have not seen a leadership team and staff stronger and more committed than those individuals in place at this time. There are great projects and pilot programs ongoing that will accelerate the Food Bank towards its mission of feeding the hungry in the area.

Q: What can the community do to fight hunger?

A: This is an easy one. Get Involved. You can get involved by giving your time and/or money if possible. The Food Bank can provide 3 meals for every \$1 contributed. The volunteers are those behind the scenes who help make the work of the food bank become a real meal for those in need.



HOLIDAY TRADITION AT BATON ROUGE ZOO PROVIDES FOOD FOR THE NEW YEAR

During the 2019 holiday season, BREC's Baton Rouge Zoo invited community members to celebrate the holidays with their annual Zoolights event. This event is a festive mile-long trail through the Zoo featuring more than 50 illuminated display sculptures of animals and traditional holiday spectacles. For the second year, the Zoo partnered with the Greater Baton Rouge Food Bank to bring more impact and excitement to Zoolights. Every guest that presented a nonperishable food item received half off

regular admission price. All food donations went directly to help our organization feed those in need.

This partnership resulted in a donation of 3,795 pounds of nonperishable food items which can equate to an equivalent of 3,162 meals. The community's efforts also resulted in a 15% increase over donations made through this food drive in 2018.

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

Use hashtags #BRfamily #BRfoodbank



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