



Prioritizing fresh, culturally respectful foods that our neighbors want as well as need has long been a priority for Food Bank of the Rockies and forms a key part of our new strategic plan, which launched earlier this year. / Photo by Caitlyn Barnett

A New Strategic Plan Directs Our Path Toward Food Security for All

Earlier this year, after months of comprehensive pro bono consultation from McKinsey & Company and hundreds of conversations with and surveys of donors, board members, and community partners, Food Bank of the Rockies launched a new strategic plan that will guide our work through the lens of five key pillars.

Two of the pillars — Strengthening our Foundation and Integrating our Commitment to Diversity, Equity, and Inclusion — fuel all of our work and are interwoven within the fabric of the remaining three pillars: Nourishing Our Communities, Amplifying the Collective Voice, and Shortening the Line.

“No one should be hungry in America, and when I think about this plan, it’s designed to work toward that larger vision,” said

Melinda Day, Chief Impact Officer at Food Bank of the Rockies. “We looked at where we can lead, where we can let our Hunger Relief Partners, clients, and root-cause and advocacy experts lead, and how we can best elevate voices. The role of this plan is to help us focus on our mission and check ourselves along the way — to ensure we are living up to the mission and incorporating and engaging the appropriate stakeholders at all times. The plan is rooted in the process of helping us evolve to better solve the issue of food insecurity.”

Added President and CEO Erin Pulling: “Our previous strategic plan was implemented in 2019 and very much focused on, more or less, ‘getting our house in order.’ We’re at a much different place now. We’ve had to grapple with the challenges of COVID, increased food

“The plan is rooted in the process of helping us evolve to better solve the issue of food insecurity.”

costs, the impact of inflation on the people we serve, a tremendously higher need, and the recent SNAP cuts. We’re in a position of having broader insights on how we can best serve our community and focus on supporting our community in solving for hunger and food insecurity.”

We envision a day when everyone in our region has access to the nutritious food they need to thrive. This strategic plan is designed to fuel that mission.

Detailed information about our strategic plan and more can be found at foodbankrockies.org/about/strategic-plan.



During the summer, Food Bank of the Rockies partners with over 50 sites throughout our service area to ensure every child has the nourishing food they need to grow and thrive year-round. / Photo by Caitlyn Barnett

From the CEO's Desk

Before we know it, summer will be here, bringing with it long days of sunshine, road-trip season, and, for far too many families, the added struggle of getting enough food to nourish everyone in their household every day.

At the most recent count, some 22 million children in the United States receive free lunch during the school year through the National School Lunch Program; more than 30 million qualify for reduced meals. While summer meal programs are available to kids during the months school is out of session, they are often not as easy to access compared to the immediacy of eating at school.

Food Bank of the Rockies operates upwards of 52 summer meal sites throughout Colorado, doing our best to reach as many kids experiencing hunger in as many places as possible. And we are already bracing for this summer, when we anticipate seeing an increase both in the number of children needing meals as well as in the number of individuals and families overall seeking food assistance.

That's because on March 1, 2023, SNAP emergency allotments that were put in place during the height of the pandemic ended, resulting in an average decrease of \$90 per person per month. For a family of four, that means \$360 less each month to purchase food. Food Bank of the Rockies is doing everything we can to procure and distribute enough nourishing, culturally relevant, and fresh food to meet the needs of our neighbors experiencing hunger, but we can't do this important work without you. As we enter summertime, please help us make sure the season is filled with joy and tasty, nutritious food for every child, caregiver, friend, and neighbor in our service area. Thank you.



Erin Pulling
President & CEO
Food Bank of the Rockies

Distribution Centers

Denver

10700 E. 45th Ave.
Denver, CO 80239
303-371-9250

Western Slope

698 Long Acre Drive
Grand Junction, CO 81505
970-464-1138

Wyoming

5150 Reserve Drive, Ste. 2
Evansville, WY 82636
307-265-2172

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Visit us online:
foodbankrockies.org

This institution is an equal
opportunity provider.



Food Bank of the Rockies provides 1,500 nutritious meals every day and 12,000 Totes of Hope™ every month to Hunger Relief Partners to help nourish the kids in our communities. / Photo by Caitlyn Barnett

Fighting Childhood Hunger and Food Insecurity

Tens of thousands of children in Colorado — and millions of kids in the United States — experience hunger every day. In fiscal year 2022, Food Bank of the Rockies served 98,474 children in our service area alone.

Inadequate nutrition can result in consequences for kids' health at nearly every stage of development. Children living with food insecurity are more likely to develop asthma and anemia and experience stunted development, hospitalizations, and mental health challenges, which can limit a kid's ability to be a productive student.

So what is being done to combat childhood hunger? Federal nutrition programs such as the Supplemental Nutrition Assistance Program (SNAP) and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) serve as a first line of defense, but many kids experiencing hunger live in households that aren't eligible for these benefits. School nutrition programs have proved to be another effective solution, with upwards of 22 million children receiving assistance via the National School Lunch Program at the latest count, and many others receiving additional sustenance through school breakfasts or summer meals when school is not in session.

Food Bank of the Rockies makes and distributes an average of 1,500 nutritious meals every day to help feed children around the state. Additionally, our Totes of Hope™ program distributes upwards of 12,000 bags of food to kids every month, with each tote containing enough food to make roughly seven household meals.

Fighting childhood food insecurity has always been a complicated process, but you can make a difference through your donations of funds or time. Together, we can one day banish childhood hunger to the realm of fiction.

98,474 =
Children Food Bank
of the Rockies served in
fiscal year 2022

12,000
= Totes of Hope™
bags distributed
monthly

Give the Gift of Hope

This Mother's Day and Father's Day, show your appreciation through a donation to Food Bank of the Rockies in your loved one's honor! You can also donate in memory of someone. Our website makes it easy to send an e-card to notify the recipient (or their loved one) of your gift in their honor or memory. Learn more and give a gift that helps feed our neighbors today at foodbankrockies.org/giftofhope.

Sustaining Her Family No Matter the Hurdles

Two hours before her local mobile pantry opened for the morning, Mara pulled into the parking lot and secured her place in line. While her husband works full-time, Mara also works: taking care of their children and researching all available resources to help their family get by; her husband's salary is just enough so that they can't qualify for SNAP benefits.

"Every month we're struggling. As soon as we're saving the little we have, after we pay the bills and rent and everything, we are like, okay, well, this is just for gas," said Mara. "We need a bigger car because we're a family of five, so to fill up it's \$300 or \$400 a month."



In addition to getting food from Food Bank of the Rockies' mobile pantries each month, Mara also knows where to go for diaper donations and other assistance. Everything counts.

"Everything keeps going up in price, and every penny we earn goes to necessities: bills, gas, rent, car maintenance, things for the kids," she said. "We struggle, but thank goodness for resources like this."

Motivated by Mara's story? Support programs like Mobile Pantries today with a donation: foodbankrockies.org/give. Thank you.



10700 E. 45th Ave.
Denver, CO 80239



Mailing Address
City, State Zip



Hunger challenges our neighbors every day. With support from individuals like you, we are able to provide help to anyone who finds themselves in need. Discover inspiring stories of how together we are nourishing communities in our newsletter.

We ignite the power of community to nourish people facing hunger.

