



THE JAY BELSON TEAM IS PROUD TO PARTNER WITH 'WESTSIDE FOOD BANK'. IF YOU HAVE ANY QUESTIONS OR WOULD LIKE TO HELP SUPPORT THIS VITAL CAUSE, PLEASE REACH OUT TO US ANYTIME AT JAY@JAYBELSON.COM.

- THANK YOU, FRIENDS!

WESTSIDE FOOD BANK: FACT SHEET

The need and how we address it:

- California's poverty rate is the highest in the country at 20.6% according to the California Poverty Measure, which factors in the cost of housing. The highest poverty rates in California exist in the coastal areas of the state including Westside Food Bank's service area.
- A March 2016 study by the UCLA Luskin School of Public Affairs revealed that among Los Angeles residents earning less than \$30,000, 49% worried about going hungry due to the high cost of food and an even higher number worried about becoming homeless in the near future. Even among those earning \$60,000 - \$90,000 annually, nearly a quarter of residents were concerned with food insecurity.
- Many low income families in our service area spend up to 70% of their income on housing, and rely on our food pantries to meet their families' nutritional needs.
- Most of our food is distributed through food pantries to working poor families.
- Half of our food goes to children who require healthy food to grow and learn.
- More than 24% of children and 12% of seniors in Los Angeles County live in poverty and are at risk of hunger and malnutrition.
- We recently adopted a formal Nutrition Policy that guides our food purchasing and distribution to make sure we focus on fresh, healthy food and limit unhealthy - sugary and salty foods.
- Half of the food that we distribute from our warehouse is fresh produce and eggs.

- We now have a “Heroes Garden” at the West LA Veterans Administration Campus and operate a “free farmers market” for veterans once a week.

How the Westside Food Bank gets food:

- Westside Food Bank receives about half of the food it distributes from donations and half is purchased on the wholesale market.
- Sources of donated food include:
 - A statewide program administered by the California Association of Food Banks called “Farm to Family”, which collects food from farmers across the state and distributes it to food banks
 - Our Extra Helpings Westside Program, which collects prepared and perishable food that would otherwise be thrown away from restaurants, delis, grocery stores, caterers, kraft service providers, and other food retailers and delivers it directly to our member agencies
 - Over 400 Community Food Drives held each year by businesses, schools, faith based organizations, clubs, and individuals.
 - The National Letter Carriers’ Association Food Drive held each year in May
 - Individual donors who deliver food directly to our warehouse
- We purchase food weekly, and make semi-truckload purchases timed to coincide with the best available wholesale prices and the inventory needs of our warehouse.
 - Weekly purchases include fresh fruits and vegetables, eggs and staple foods such as rice, beans and oats
 - Supplemental food purchases include shelf-stable milk, canned chicken and tuna, and mixed truckloads of various foods as needed.

Who receives our food:

- Low income families with children,
- Unemployed, under-employed and working poor people
- Seniors on fixed incomes and the frail elderly,
- Women and children living in domestic violence shelters
- Students at local colleges and universities
- Homeless individuals
- Mentally ill, chronically ill and disabled individuals
- Veterans and their families. Over 65 social service agencies with food assistance programs in Western Los Angeles County including

About 90% of our food is distributed to individuals and families via food pantries that provide free bags of groceries. The rest is provided at shelters, transitional living

sites, community kitchens and afterschool and preschool programs. **During 2017 our food will reach approximately 105,000 people, nearly half of whom are children.**

Accountability and Efficiency:

- With a staff of only 1 part time and 7 full time employees, we distribute nearly 5 million pounds a year to more than 65 agencies with social service programs in our service area.
- In a typical year we use 85% of our financial resources on our program of food distribution and less than 15% on administration and fundraising.
- With most of our operating expenses fixed, every additional dollar goes to acquiring and distributing more food.
- We get monthly reports from our member agencies with details on how many people received our food.
- We conduct annual site visits at our member agencies to ensure our food is being distributed properly.

Recent Accomplishments:

- Established new food pantries at local colleges, including West LA & Santa Monica College and helped the UCLA Food Closet expand its food pantry program.
- Maintained a standard of having fresh produce account for at least half of our food distribution.
- Increased access to high protein foods, including frozen chicken, for our member agencies.
- Instituted a weekly fresh produce distribution to more than 150 veterans in need at the West Los Angeles VA campus.
- Increased distribution of child friendly foods for low income families, especially during the summer months when they lack access to free school meal programs.

How cash donations help:

- Thanks to our efficient operation, every additional donated dollar allows us to provide food for 4 nutritious meals.
- Community giving is the strongest source of our support, and **it's the best way to help us immediately increase our distribution.**

- With additional funding, we could easily distribute 50% more food without adding staff or significantly increasing overhead costs.

How to get involved with Westside Food Bank:

Upcoming Events:

- **Saturday May 13, 2017 - National Letter Carriers Association food Drive**
 - Leave a bag of food items by your mailbox and your letter carrier will pick it up and bring it to WSFB or one of our member agencies in the area.
 - Volunteer in WSFB's warehouse - drop in from 5-9pm to help unload trucks, sort and box food donations. 1710 22nd Street, Santa Monica, CA 90404
- **Saturday May 13, 2017 - Sugar and Stilettos Bake Sale Extravaganza benefitting Westside Food Bank**
 - 1-4pm 2306 Midvale Ave, Los Angeles, CA 90064
 - Select from sweet treats donated by hundreds of local bakeries, attend the "Mr. Sugar & Stilettos" celebrity crowning ceremony, bid on gift certificates to local restaurants, gift baskets, etc. and enjoy family friendly activities.
- **Food Sorting at WSFB - Wednesdays and Fridays 10:30am-12:30pm drop in**
- **Custom Schedule a Food Sort or Volunteer Event for your group - email Allison@wsfb.org or call 310-828-6016 ext. 12**

- **Form a Walking Group or register as an individual for WSFB's 27th Annual 5K Hunger Walk on Sunday October 15, 2017 - 12pm-5pm** including pre-walk program and after party. Visit www.wsfb.org for more info. Ocean View Park, 2701 Barnard Way, Santa Monica, CA 90405, walk along beachfront walking path.
- **Have your business become a Hunger Walk event sponsor** - sponsorships range from \$500 - \$25,000 and provide a variety of marketing benefits, social media exposure, and more. Email Genevieve@wsfb.org or call 310-828-6016 ext. 18 for more information.
- **Donate Funds** - Every donated dollar allows us to provide 5 pounds of nutritious foods thanks to our efficient operation. WSFB accepts checks, cash, online donations by credit card, stocks, bonds and eft transfers as well as planned gifts, and recurring monthly donations. Your donation is tax deductible. WSFB's tax ID # is 95-3685875
- **Hold a Food Drive** - visit www.wsfb.org to fill out our food drive request form or call (310) 828-6016 ext. 12 to schedule.
- **Follow WSFB on Social Media** - Like, Comment, Share, Retweet, etc.

www.Facebook.com/westsidefoodbank

www.twitter.com/wsidefoodbank

www.linkedin.com/company/westside-food-bank

www.youtube.com/user/WestsideFoodBank

www.instagram.com/westsidefoodbank/

www.wsfb.org