# FOOD BANK OF THE SOUTHERN TIER STRATEGY COMMITTEE MEETING

August 22, 2022 10:30AM-12:00PM

https://us06web.zoom.us/j/81430786824?pwd=L3hybDF5RTdUTHhuWXFnSXJRUkU1dz09

#### **AGENDA**

	TOPIC	FACILITATOR	ACTION	TIME
1.	Welcome & Check-in	Randi Quackenbush	Discuss	15
2.	Approve June Minutes	Randi Quackenbush	Decision	5
3.	SIF Summaries Feedback	Randi Quackenbush	Discuss	20
4.	Role of Committee	Randi Quackenbush	Discuss	20
	<ul> <li>Additional Support for Evaluation</li> <li>Board Narrative</li> <li>Managing Expectations</li> <li>Best process for providing updates / feedback</li> <li>Suggestions for best structure / measuring / reporting</li> </ul>			
5.	Next Steps	Randi Quackenbush	Decide	10
6.	Wrap-up / Adjourn	Randi Quackenbush	Discussion	5

Next Meeting

**TBD** 

RSVP to Lynn Dates <u>Lynn.Dates@foodbankst.org</u>

#### Food Bank of the Southern Tier

Strategy Committee Meeting June 30, 2022 10 am – 12 pm

Member Name	In Attendance	<b>Unable to Attend</b>
Erin Summerlee (Chair)	X	
Andy Fagan	X	
Tess McKinley	X	
Jamila Michener	X	
Kathy Rasmussen	X	
Joe Thomas	X	
Lisa Horn	X	
Ex-Officio		
Natasha Thompson		X
Meghan Parsons, Acting CEO	X	
Staff		
Randi Quackenbush	X	
Lynn Dates	X	

- 1. Welcome & Introductions Erin Summerlee called the meeting to order at 10 am and welcomed new committee member, Lisa Horn.
- 2. Approval of May 4, 2022, Minutes

Kathy Rasmussen made a motion to approve the May minutes pending additional context for agenda item two, 2<sup>nd</sup> paragraph.

Andy Fagan seconded. None opposed. Minutes approved.

3. BOD Strategy Session Debrief – The group shared thoughts and reflections about the BOD Strategy Session that took place on June 9, 2022, including the following comments: The session was positive and trusting; BOD buys into the general concept; We don't want to do everything and should stay aware of duplication of efforts; What can we recommend? First steps? Pick places where the need is greatest/rural areas where the need is greatest – hardest to serve – barriers; How will we recognize success; Target is the community, serve and aggregate into a larger whole, a group that is not traditionally measured; Might only receive anecdotal information in the early days; What other behaviors are needed for success. Activities that reduced the need of the Food Bank. Traditional measures won't look as good. Other organizations enhanced/share/ improve info and resources to become as resilient; More and different people involved equals a successful project and that equals resilience; Are these the right things to invest in and how are we gaining access.

Meghan added, work that is foundational to what we do is the hardest work to sell to donors and asked, how do we contextualize and talk about this work? Kathy described it as our upstream mission. Randi shared a link to an online article <a href="www.markwinne.com/the-fundraising-letter">www.markwinne.com/the-fundraising-letter</a> Kathy shared her thoughts regarding reaching potential donors with evidence that this works: Child care money that congress discontinued would have allowed some level of childcare thus allowing family members to go back to work and spending this money primarily spent on children. Andy shared that steady income provided by child tax credit and government help is more reliable.

4. Data & Evaluation Plan Overview – Randi noted that Lisa produced the Horn Assessment and has worked with FBST for a number of years reaching and engaging clients in our programs. Lisa added that she is currently working with Jen Bertron and has reviewed the origin and process with Jen and the evaluation team. Lisa then reviewed her presentation with the group and engaged their questions and thoughts afterward. Kathy noted that the feedback loop is missing from the last diagram, and it would be useful to inform programs, adding that this needs more qualitative work, that people want to be asked, and that there are people we haven't been in touch with. Lisa noted that qualitative is always the hardest part. Kathy agreed that it is time consuming transcription. Lisa pointed out that the Strategy Committee can help with the outcomes of this project because it is hard to know what we want as short/mid/long-term outcomes, we need a better definition, and content versus context experts.

Randi noted the quickness of the programs and the importance of setting up evaluation properly. Lisa reflected upon her work with City Harvest adding that Jen Bertron is smart and likes this type of work. Kathy reinforced the importance of taking time to set this up, develop indicators and it requiring a group effort. Lisa noted that Community Empowerment is where we need framework. Andy added that regular work comes first then anecdotal, good feelings, and how to communicate with donors. Randi shared that we can build culture into many positions thus the new framework is moving from outputs to outcomes. Lisa wondered how we might plan for the next rounds of Community Impact grants. Andy added that the approach has to be refined, review language and fine-tune goals. Randi reminded the group of H&N work. Andy shared his thoughts regarding strategy and mission creep. Randi added dream hypothetically, set up robust council model, Note players in Broome County, identify needs, and build trust and relationships. Kathy noted that Whitney Point is a good example. Erin noted that organic conversations work. Joe noted that when school starts students can be good assets – PHD students – collect local knowledge and determine focus.

#### 5. Outcome Review and Data Planning

- **6.** Next Steps Plan for meeting in 1.5 months record Lynn will send Doodle to determine best date.
- 7. Wrap-up/Adjourn The meeting adjourned at 12 pm

Minutes respectfully submitted by, Lynn Dates, Executive Assistant to Natasha Thompson, President & CEO

#### **FBST SIF Projects At A Glance**

All SIF Proposals Quick Summary
SIF Year 1: 6 month Progress Report
2021-2022 Overarching Outcomes & Baselines

#### **Service Insights**

Project Lead: Kathryn Miller

- Original SIF Proposal
- Original SIF Budget
- Year 1 Update Video
- Year 1 Update Slides

#### **Client Driven Services**

Project Lead: Lyndsey Lyman

- Original SIF Proposal
- Current Budget
- Year 1 Update Video
- Year 1 Update Slides

#### **Agency & Program Capacity**

Project Leads: Amanda Palme and Sarah DeFrank

- Original SIF Proposal
- Current Budget
- Year 1 Update Video
- Year 1 Update Slides

#### **Healthcare Partnerships**

Project Leads: Matt Griffin and Caitlin Price

- Original SIF Proposal
- Original SIF Budget
- Year 1 Update Video
- Year 1 Update Slides

#### **Order Ahead & Good Food Acquisition**

Project Leads: Dave Patterson & Caroline Tolbert (GFAT)

- Original GFAT SIF Proposal
- Original OA SIF Proposal
- 6 months Update Video
- 6 month Update Slides



# 2022 Client Driven Services IMPACT REPORT



I am excited to share our mid-year Client Driven Services report. Someone once asked a young mother standing in line at her local food pantry about the best way to discover what help families need. She simply replied, "You ask them." Building new relationships with clients who desire greater involvement in supporting our mission begins with listening. It is important to consider two key questions: Who are we serving? And who is not being served? Engaging and fostering relationships with the people who benefit from our services takes time. Your support of this important work has afforded our team time to build foundational relationships for long-term impact. Thank you for partnering with us as we begin to change the conversation!

Meghan Parsons
Chief Development Officer





### **Client Communication**

Finalized our framework for our Client Communication utilizing client-centered language.

ELS marketing materials such posters have been developed for use in pantries in Broome that serve non-English speaking clients.

2

# **Client Stipend**

Our Client Stipend Plan has been formalized. Adopting a new online payment system, Rybbon, will make it easier to track and evaluate the process. Rybbon allows our team to issue funds/gift cards to clients electronically based on which vendor they choose, and the Food Bank can recollect those funds if they are not used in the period of time that was allotted. We will begin to train key staff in September 2022.

3

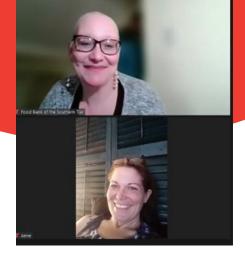
# **Community Advocates Training**

We graduated four (of five) new members of the Community Advocates Program in March 2022. Our goal is to host bi-annual programs — Fall and Spring.

One graduate spoke at Sen. Gillibrand's lobby visit and at a Bipartisan Policy Council Roundtable on SNAP.

We offer our graduates a list of post-graduation opportunities from the Community Advocates Program to make sure they are engaged and working towards reaching goals they've set for themselves.

Our suite of Advocacy Training has been developed offering basic, intermediate, and advance level of engagement.





# Trauma Informed Care Training

We began with an internal pilot comprised of 15 Food Bank staff members to participate in Leah's Pantry Trauma Sensitive training. Our next step is for all staff to begin training Summer/Fall 2022.

Our goal is to begin offering this training to our network in 2023.







# **Budget Changes**

Increased Client Stipend Fund section by \$1,608. These funds go towards client engagement — gift cards, Speakers Bureau, listening session participants, incentives to complete surveys. Our annual subscription to One Click Politics (an advocacy alert platform) has increased by \$5,000.



# **Food Finder/2-1-1 Story**

### **Enfield Food Distribution Center**

During the COVID-19 lockdown, the Food Bank expanded upon the county-specific 2-1-1 services that support individuals in the Southern Tier who call or text that number for food referrals and other forms of assistance. 2-1-1 volunteers connect the individual with the available food closest to them through information provided by the Food Bank. A client at the Enfield Food Distribution Center says that the 2-1-1 program is a "fabulous program and I'm very proactive about it. I share this with anyone I can," they added. "People don't know it's out there and they should. One of these people was even in my own family and they just didn't have food until this." Because of Client Driven Services, we can build upon a collaboration that began during lockdown but has expanded based on the feedback of those who are most important — those using this service.





# 2022 Good Food Acquisition IMPACT REPORT



I am excited to share our mid-year Good Food Acquisition report. Food helps cultivate community, and the types of food people desire can vary from one community to the next. Cultural, religious and dietary preferences or restrictions also play a role in what people want or need to eat. As the Food Bank continues listening to those whom we serve, we also recognize that sourcing higher quality and wider varieties of food can break down stigma and build trust. Your support of this important work allows our team to develop a shared understanding of good food standards and nutrition policy across our network and to strengthen our connection with our local agricultural community. Thank you for partnering with us to improve the variety and quality of food we can offer and to increase access to healthy food throughout our community!

**Chief Development Officer** 





## **Increased Investment in Healthy Harvest**

The Food Bank has been able to develop new partnerships with two NYS Hydroponic Farms allowing us to utilize a "non-traditional growing season." Fresh locally grown produce will be distributed now through the end of December.



# **Improving Quality of Staple Items**

Taste first! Food Bank has realigned its use of Feeding America's Match Maker Portal to source higher quality product. Increased budget-line allows us to put quality of product ahead of overall cost resulting in food people are happy to eat.

"Poptop" canned goods are now being prioritized for Seniors and unhoused populations that find it difficult to use and/or access can openers.



# **Ready to Eat Meals**

A cross-collaborative team has been sourcing vendors and local product suppliers for these meals. Agencies that serve unhoused and/or populations who are unable to prepare food will have access to these meals at no cost.



## **Culturally Appropriate Food**

A cross-collaborative team is working to identify populations and pantry specific locations to participate in the program. Our Team looks to identify specific food selections and where to source food items beginning by Q1 2023.



#### **CHALLENGES**

Supply-chain issues still plague our ability to easily source desired product. Current inflation has seen food costs increase rapidly, which creates a vicious cycle: food is costing more increasing the number of families seeking help from our pantries increasing the amount of food the Food Bank needs to source through the wholesale market.







# **Good Food Acquisition Program**

## **Lone Maple Farms Story**

Fifty years ago, Lone Maple Farms began with a young Mike Harris selling apples on the side of the road out of the back of a farm tractor. Fast forward to 2022 and both Mike and Lone Maple Farms have done a lot of growing! As a NYS-certified hydroponic farm, Lone Maple grows a variety of produce year-round. Third-generation farmer/owner Mike Harris shared, "We are very excited to be able to partner with the Food Bank! Knowing that our produce will be helping our neighbors really goes straight to the heart of Lone Maple's mission to Buy Local, Eat Healthy!"

This spring, the Food Bank has partnered with Mike and his team to provide 1,200 heads of lettuce every week from July through December! This partnership allows the Food Bank to help strengthen local farms and reduce our carbon footprint while saving thousands of dollars on freight costs and providing healthy produce to our neighbors in need.





# Partnerships IMPACT REPORT



I am excited to share our mid-year Healthcare Partnerships report. Access to healthy food can be particularly challenging for those living in rural areas. Nationally, the increased prevalence of chronic health conditions is connected to this lack of healthy food access. The Food Bank is committed to fostering relationships with hospital systems, healthcare provider networks and clinics, as well as with practitioners and medical education institutions, to support our mission of reducing hunger, while also supporting health equity. *HealthMeetsHome* is the inaugural partnership between the Food Bank, Lake Erie College of Osteopathic Medicine, and Arnot Health. Your support of this important work has allowed our team to build and leverage partnerships with other community organizations with the joint goal of reducing hunger and improving health. Thank you for partnering with us to expand our partnerships and better serve, support, and educate our community on the benefits of healthy food!

Chief Development Officer





### **HealthMeetsHome** Pilot

With the help of Arnot-Ogden Medical Center, we engaged 10 households who were identified as food insecure and at least one member was at risk of Type 2 diabetes. Each family was partnered with a group of second-year medical students from the Lake Erie College of Osteopathic Medicine. For 34 weeks, the Food Bank has provided a kitchen starter kit filled with kitchen essentials needed to prepare meals and weekly boxes of food with recipes to the families. Students have been delivering these boxes to their families weekly. During this visit the students and families discuss challenges and progress.

- Eight families remain from the original pilot one family moved out of the area and one participant passed away.
- Fifty-two medical students enrolled in the pilot.
- Households and students stay in the program for up to four years.



#### What's Next?

We have 25 households scheduled to begin in September — 17 of which are new to the program. An estimated 90 medical students are enrolled — 38 of which will be new. We have collaborated with AIM Chemung County to assist with delivering the weekly boxes of food to the families.

Based off participants feedback, we are working on providing more liquid-based and child-friendly recipes.

Our team has begun discissions with Cayuga Medical Center in Tompkins County about launching a pilot.



## **Budget Changes**

Weekly food costs will increase from \$25 each family to \$55.

Kitchen Starter kits for new participants will increase from \$120 each to \$160.

Cardboard boxes for deliveries will increase from two boxes per household to three boxes per household weekly.





# **Health Care Partnerships**

# **Health Meets Home Story**

**Health**Meets**Home** is working to provide preventative treatments to mitigate health conditions that could reduce healthcare costs for neighbors facing hunger.

"It makes the long hours we spend dedicated to our studies feel worthwhile as we can see the direct impact we can have on the participants' lives," said Audrey Law, a medical student with LECOM Elmira.

Screening clinic patients for food insecurity and interest in participating in *HealthMeetsHome* is the first step. Reviewing medical records allows the students to determine if the patients are considered pre-diabetic based on an A1c value of 5.7-6.4. Students track participants' A1c, BMI, body fat percentage, blood pressure, weight, and waist circumference every three months.

"The feedback we have received through weekly surveys shows that many participants are actively making progress towards achieving their health goals, whether that be lowering A1c values, losing weight, exercising more, or learning healthier cooking techniques/eating habits," Audrey added.





# Network Capacity Building Program IMPACT REPORT



I am excited to share our mid-year Network Capacity Building report. Each day, the Food Bank relies on the strength of our partners to ensure the food we acquire and distribute gets to the those who need it most. We are providing network partners with increased access to grant funding and robust incentives to help increase their ability to support the communities they serve, while also providing partner pantry volunteers with expanded training opportunities. Strengthening our relationships across the network has helped our volunteers develop and institute new programs like home delivery service. And we have started hosting webinars that help foster community and collaboration between pantries from different areas. The adage of "many hands make light work" comes to mind when we see how enthusiastically our network has responded to this initiative. Thank you for your support of this important work!

**Chief Development Officer** 





# **Impact grants**

Providing our pantries with access to funds in a simple seamless process allows agencies to embrace out of the box thinking to increase access to food. During our pilot run, the Food Bank awarded seven pantries a total of \$85,400 to fund projects such as:

- Fresh 52 provides fresh produce year-round.
- Automobile purchased to begin regular food deliveries to homebound residents.
- Hydroponic garden located at the pantry.
- Purchase and distribute reusable bags to clients.



# **Pantry Training Opportunities**

The Food Bank has developed a library of on-demand video tutorials for our pantry volunteers offering teachings on how to submit monthly statistics, placing food orders, and troubleshooting on using the Food Bank's Primarius software. Quarterly webinars are offered to learn more about topics selected by the volunteers, such as: volunteer recruitment, retention, use of our Foundant grant submission software, and best practices for grant writing.



### What's Next

This summer the Food Bank has begun rolling out the Impact Grant opportunities to the entire network. Several pantries have already submitted their letter of intent, which are now in the process of review and approval.



## **Budget Changes**

The Food Bank anticipates increasing the lines of credit to pantries due to the rising costs of food and gas. We are hopeful that there is an opportunity to speak with county legislations to increase funding for pantries to help offset this cost.





# **Network Capacity Building**

# **Corning Community Food Pantry Story**

"We don't know what brings them here, but we are going to serve them with compassion," says Mary Caruso, Executive Director of the Corning Community Food Pantry. Mary and the pantry volunteers strive to provide fresh produce, desired options, pantry staples, and essential personal items for the 400 households served each month.

The pantry recently received funding through the Impact Grant, making their dreams of the Fresh 52 initiative a reality. Fresh 52 provides year-round produce to clients and has allowed the pantry to utilize funds to purchase produce in addition to what is donated.

"Clients feel like they are at a grocery store and can choose the food they want. It is healthy product, which helps them make healthy choices. And it helps them feel like they are shopping rather than coming to a pantry," says Mary.

With fresh produce, pantry staples, and essential items provided to neighbors facing hunger, the Corning Community Food Pantry prides itself on the compassion and respect extended to each person who walks through its doors.





# 2022

# Program Capacity Building IMPACT REPORT



I am excited to share our mid-year Program Capacity Building report. As the Food Bank looks to serve our clients and community partners more effectively and efficiently, we believe that addressing root causes is a more effective way to break the cycle of food insecurity. Your support of this program has helped us go beyond distributing food to providing the support that individuals and families need to find a healthier way forward. Establishing School Food Centers and launching a Diaper Bank program has allowed deeper engagement with families with young children. Cold Storage Grants are lowering barriers for our pantries to provide their communities access to fresh food. Thank you for partnering with the Food Bank to increase community impact!

Meghan Parsons
Chief Development Officer



1

## **School Food Centers (SFC)**

Establishing a SFC has been a huge game changer for the community. It reduces stigma and provides a variety of nutritious food options for families. Better still — the students are involved with all aspects of running the center — ordering food, accepting delivery, rotating stock, and handling a budget.

Nine SFC have been established and we have an ambitious goal of having 20 up and running by the end of the year.

2

# **Diaper Bank**

Since rolling out the Diaper Bank program to the entire network of pantries, we have seen an enthusiastic response. We have 20 pantries now distributing diapers, adult diapers, and wipes to their communities. To date the Food Bank has distributed over 260,000 diapers!

We are working with other Community Partner Organizations such as the Twin Tiers Baby Bank to provide them with diapers to distribute. Our goal is to develop partnerships with several social service organizations — WIC, Head Start etc. — to provide diapers along with information on how to access no cost food by the end of the year.

3

# **Emergency Cold Storage Grants**

We have awarded almost \$26,000 in funding to five pantries. Currently, our team is reviewing five more grant requests.





# **Program Capacity Building Program**

# **School Food Center Story**

It's 9th period and a dozen students tumble into Ms. Gunn's Business Education class. "Hey gang, we got 30 orders to fill and deliver by the end of the period. It's 'all hands on deck'!" As the kids drop their bags and head down the hall to the Lion's Den School Food Center, I have a moment to speak with Ms. Gunn.

"Since we opened the SFC in April, these kids have impressed me so much. The entire school community — families, teachers, staff — may benefit from this service. It is truly filling a need." Ninth through twelfth grade students oversee the day-to-day operations of the SFC, including accepting food deliveries, stocking, and filling and delivering orders. "It has been wonderful to watch our students work so hard to make this food center a reality for our school community." The interest and excitement over the Lion's Den School Food Center has been so strong that Dryden Hign School will be offering three sections of Business Education to the curriculum in the fall.





# 2022 Service Insights IMPACT REPORT



I am excited to share our mid-year Service Insights report. Rural poverty has unique challenges, with access to services one of the most prevalent. Your support of this program has allowed the Food Bank team to provide our network of pantries with computers, internet access, trainings, and ongoing support. This progress has been instrumental in our ability to increase access to food for individuals and families by providing network pantries with the tools they need to connect more deeply with their local communities. Data now collected when a family visits a pantry can be used to make informed decisions on how best to serve the region. As we work to bring the entire network online, we are already seeing new opportunities to gather valuable demographic information to better inform our work. Thank you for your support of the Food Bank!

Meghan Parsons
Chief Development Officer



1

# Ensure FreshTrak implementation at all Food Bank pantries.

Between June 2021 and June 2022, the number of pantries using FreshTrak increased from 35 to 51. Six more agencies will be onboarded by the end of the summer.

2

# Support food pantries already implementing FreshTrak.

The Food Bank offered text messaging to clients for 23 pantries in order to increase visits to their agencies. Our biggest successes saw a 56% increase in visits to the Painted Post Pantry and a 64% increase in visits to Our Lady of Sorrows Food Pantry.

3

# Support pantries by providing funds to purchase computers and seed grants for internet/Wi-Fi support.

In 2021, the Food Bank awarded \$20,500 to support computer equipment purchases and internet access at 27 pantries. So far in 2022, eight additional pantries have requested \$11,000 of support funding.



empowering us to better serve our neighbors



## **Budget Changes**

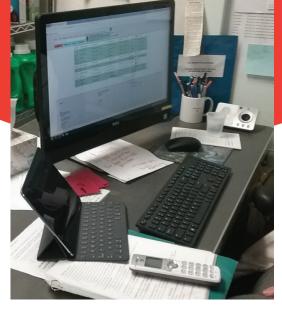
Increase to Text-Em-All budget line Increasing by \$16,000 for 2022

This is due to an increase in the credits used. Between 30,000 and 35,000 credits are now being used. This is up from about 20,000.



### What's next?

Transitioning all agencies to a new platform, Service Insights on MealConnect — next generation of the FreshTrak software.







# FreshTrak

# **Loaves and Fishes Food Pantry — Hammondsport**

"It took us into the 21st Century," stated one food pantry volunteer when asked about the FreshTrak program. FreshTrak was implemented at the Loaves and Fishes Food Pantry in Hammondsport almost two years ago. Since then, more than 25 of their volunteers have become comfortable with using the program, and they hope to add more users in the coming months. Grant money awarded through the Food Bank's Service Insights Program allowed the pantry to purchase a new laptop and helped them "move out of the basement." Now, not only does the pantry have FreshTrak and a new laptop to assist at their food distribution center, they've also been able to expand and add home delivery to their list of services. One volunteer says that this wouldn't be as seamless of a process without the grant. "We're rocking with it, and I'm so proud of us."

