

Campaign to End Hunger



Good Shepherd
FOOD BANK OF MAINE

The mission of Good Shepherd Food Bank
is to eliminate hunger in Maine by
improving access to nutritious food for
people in need, building strong
community partnerships, and mobilizing
the public in the fight to end hunger.

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A once quiet epidemic is now exploding in Maine

Maine is in the midst of an unprecedented hunger crisis.

Before the COVID-19 pandemic, Maine had higher rates of food insecurity than most states with 167,000 Mainers relying on Good Shepherd Food Bank and our statewide network of partners. Today that number approaches 182,000, at least 50,000 of whom are children.

No community in our state is unaffected. While Cumberland and York counties have the lowest rates of food insecurity, there are more people experiencing hunger in those two counties than anywhere else in the state. Meanwhile, in Washington County, the rate is among the highest in the country.

Look around you: On the school bus up ahead there's a child heading home hungry to find an empty cupboard. In the supermarket there's a mom whose grocery budget will run out before the end of the month. In the drugstore line there's a senior on a fixed income cutting back on his prescriptions so he can buy food. Down the street there's a neighbor who was just laid off and is wondering how to buy groceries after the house and car payments are made.

From Millinocket to Kennebunk and Bar Harbor to Rumford, hunger is closer than you think.

"Every Mainer has a role to play in the fight against hunger, from personal donations of time or funds, to becoming an active community member. To address the barriers that perpetuate food insecurity, we must work together to start normalizing conversations about hunger in our state and commit to ending hunger. Today."

FRANK PECORARO

BOARD CHAIR, GOOD SHEPHERD FOOD BANK



Hunger Hurts

ALL OF US

Hunger is not just a threat to the nearly 200,000 Mainers directly affected, but also to our entire state's prosperity and the future of our workforce.

Inadequate nutrition among youngsters stunts cognitive development during a critical period of brain growth. Children who are under-nourished are distracted learners and struggle to reach their full potential, achieving lower levels of education and technical skills. For people of all ages, the day-to-day and lifetime consequences include a higher incidence of chronic illnesses including heart disease, hypertension, type II diabetes, kidney disease, depression, and even cancer.

The inequalities that plague our country are evident here, too. While 13.6% of Maine households suffered from food insecurity before the pandemic, the rate for households headed by people of color was more than twice that, at 28%.

We can stop hunger in Maine today while also investing in long-term solutions that end it for good.

Good Shepherd Food Bank by the Numbers in Fiscal Year 2020

- 182,000 Mainers struggling with hunger
- 40 million meals needed
- 27.2 million meals provided in the last year
- 2 distribution centers in Auburn and Hampden
- 30,000+ donors supporting our mission
- 500+ community partners
- 1 of 200 nationwide members of Feeding America
- 95% of each donation goes directly to programs that fight hunger
- Top rating by Charity Navigator



CLOSING MAINE'S MEAL GAP

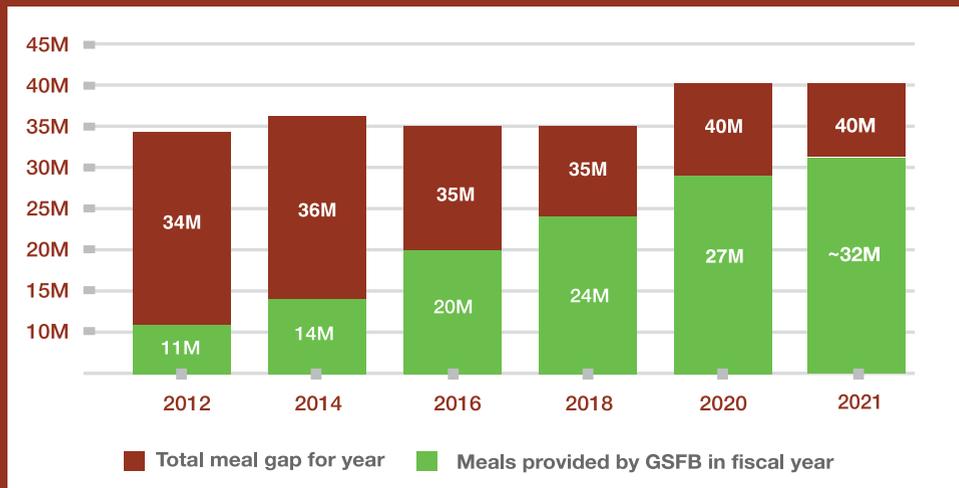
Good Shepherd Food Bank is focused on closing Maine's "meal gap" – the annual number of statewide meals missing from households after accounting for food purchased with individual resources or accessed through the federal safety net, which is our nation's first line of defense against hunger. This includes federal assistance programs like the Supplemental Nutrition Assistance Program (SNAP, or food stamps); Women, Infants and Children (WIC); school-based lunch, breakfast, and afterschool meal programs; and senior-focused nutrition programs.

We are the safety net beneath the federal safety net for Mainers.

Our efforts to end hunger have evolved well beyond the dented cans and dusty pasta boxes some people still associate with food banks. We have completely transformed our infrastructure to handle and distribute healthy, fresh food.



Our progress and continued challenge



Our philosophy has evolved, too. Today, Good Shepherd Food Bank understands that hunger is a symptom of poverty. We distribute food in ways that strengthen communities by pairing food access with related life-stabilizing resources, building social connections, and nurturing personal agency. By investing in advocacy at the state and federal levels, we are champions for public policies that can help increase access to healthy food.

The pandemic highlighted the urgency with which we must move forward to end hunger in our state. The will to end hunger is strong among the people of Maine. The overwhelming support of our donors during this pandemic and our team’s collaborations and innovations in dire circumstances fuel our confidence.

Good Shepherd Food Bank will lead in solving this food epidemic, even in the face of a pandemic.

"No one in Maine should go hungry. There are so many Mainers willing to lend a helping hand if we ask."

KRISTEN MIALE
PRESIDENT, GOOD SHEPHERD FOOD BANK



We can achieve a **HUNGER-FREE MAINE**

As Maine's largest hunger relief organization, we are singularly positioned and uniquely qualified to mobilize a statewide effort to end hunger in Maine.

We have been assisting our neighbors who are struggling for 40 years. Over the past decade, Good Shepherd Food Bank's distribution has grown by more than 160%. In 2010, we provided 10 million meals and that number grew to 25 million meals by the end of the decade, meeting 75% of our state's meal gap.

We were well on our way to achieving our strategic plan goal of closing the meal gap by 2025. Then, COVID-19 struck a crushing blow in 2020 and the meal gap grew dramatically. We estimate that 40 million meals will be needed in 2021. We have raised our sights accordingly, and we will be successful with the help of our donors and partners.

Joining forces to meet our goals:

- Good Shepherd Food Bank supports and supplies more than 500 statewide hunger-relief partners that are on the front lines in their communities, distributing food to those in need.
- Our Mainers Feeding Mainers program works with 80 farm partners to distribute over two million pounds of fresh, Maine-grown food annually.
- The Food Bank joins forces with schools and community centers to provide food in places where children and families already gather.
- We partner with health care providers to connect patients with nutritious food to improve health.
- Our Cooking Matters Maine courses teach people how to prepare low-cost, nutritious food.
- Food retailers, led generously by Hannaford, provide upwards of 70% of the food distributed statewide, playing a substantial philanthropic role in the Food Bank's mission.

2025 Campaign to End Hunger

OUR CAMPAIGN PURPOSE: By 2025, all those experiencing hunger will have access to the nutritious food they need to thrive, when and where they need it. Working with food donors, philanthropic supporters, and local partners across the state, we will help stabilize the lives of the people we serve, reduce the impact of hunger in our state, and make Maine a stronger, more resilient place to work and live.

To achieve those aspirations, we have set a bold goal to raise \$250 million in an unprecedented statewide campaign.

We will raise at least \$150 million in large-scale food donations from food retailers, manufacturers, producers, and Maine farmers, and we will attract \$100 million in private donations from individuals, businesses, and philanthropic foundations.

OUR CAMPAIGN PRIORITIES: As we work together to help close Maine’s meal gap, we pledge to each investor in our campaign that we will use every dollar wisely and efficiently. In stewarding each gift we will:



INCREASE ACCESS TO MORE NUTRITIOUS FOOD

- Expand distribution of fresh, shelf-stable, and locally grown and produced foods.
- Encourage and maintain large-scale food donations.
- Improve supply chain logistics and efficiencies to accommodate larger inventories.
- Provide funding to our partners to help them access, store, and safely distribute more food.
- Ensure access to culturally relevant food through purchasing and direct grants to organizations serving communities of color.



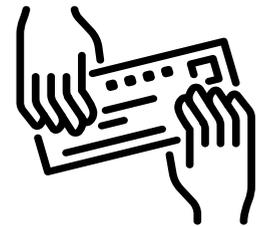
ADVOCATE AND ENSURE EQUITY

- Advocate for public policy changes that support expanding federal food assistance.
- Multiply opportunities to involve people experiencing hunger in informing our work and in effecting policy change.
- Accelerate diversity, equity, and inclusion throughout our organization and engage with Black, Latinx, and Indigenous Mainers to increase the food security of disproportionately affected communities.



INVEST IN INNOVATIVE SOLUTIONS

- Facilitate new and improved collaborations with all of our partnerships: food pantries, healthcare systems, schools, and meal programs.
- Pilot new methods and new partnerships for food distribution and assess to inform future strategies.
- Invest in and utilize data and research at all levels to make better strategic and tactical decisions and propel new ideas.
- Support innovative projects with current and new partners that help us better understand and identify potential strategies for reducing the rate of hunger for the long term.



BUILD A SAFETY NET

- Establish a modest endowment for Good Shepherd Food Bank to ensure that the organization can continue to innovate and expand its level of service even during times of uncertainty.
- Invest endowment dollars flexibly so funds can be put to immediate use in crises, if needed.
- Invest endowment dollars in ways that align with our organizational values.

The Inspiration and Impact of Our Supporters

More than 43,000 donors have contributed \$135 million in food, cash, and pledges since we began the quiet phase of our campaign. While the collective support of many will continue to buoy our work, this campaign's long-term success requires leadership donors—individuals, businesses, and foundations—whose commitment to our mission and to Maine will inspire others.

Hannaford Supermarkets is the lead donor for the campaign, projecting it will contribute \$20 million in food and monetary donations annually through 2025 for a total of \$120 million. As our largest food donor, Hannaford will lead a group of other retailers, producers, and Maine farmers in contributing millions of dollars in food donations each year.

Philanthropist MacKenzie Scott has also offered a national endorsement of the Food Bank's work with a transformational gift of \$25 million, which was received in early 2021.

No one philanthropist or entity can solve hunger alone. Thousands of Mainers have been helping us fight hunger for years, and this campaign's success will be built on donations of all sizes from individuals, corporations, and foundations who believe in a better future for Maine.

Hannaford's defining role:

"In the 40 years since Hannaford Supermarkets helped found the Food Bank with JoAnn Pike, we've never seen a need like there is today. Let's not let another generation pass us by. Let's end hunger now."

MIKE VAIL

President of Hannaford Supermarkets



Together we can Change Our Neighbors' Lives

We come to you today asking you to play a leadership philanthropic role in ending one of Maine's most enduring challenges. Good Shepherd Food Bank has the will and the ability to end hunger in our state, especially when you and other like-minded supporters make investing in this campaign one of your highest philanthropic priorities.

When our endeavor is successfully completed and exceeds all expectations, your philanthropic influence will be profound.

We look forward to a personal conversation with you and other leaders about how your investment in these shared campaign goals can help improve, an even save, the lives of our fellow Mainers.

Together we will:

- Help Maine children reach their highest potential.
- Assist our senior citizens to age in place with the dignity they deserve.
- Improve the health and well-being of our most vulnerable neighbors.
- Foster and nourish a more talented workforce.
- Reduce the hundreds of millions of dollars spent on the direct and indirect costs of hunger.
- Build hope and resiliency for future generations.



People are the heart of our endeavor

The size of the hunger problem in Maine is so overwhelming that it's easy to lose sight of the people behind the numbers. But the faces of hunger are all over our communities. It hurts to see even one person hungry and we want to help as many as we can. Here are just a few of the people Good Shepherd Food Bank and its partners have been proud to support:

Teresa, a widowed mom:

"For many years I was living the American dream. Every morning I went to work at a job I loved. In the evening, I'd drive home to the house my husband and I built together. It all started to change when he became ill, suddenly and unexpectedly—and then passed away. My biggest challenges right now are financial ones, but having food covered is such a relief. It's a blessing and a comfort to know the pantry is here and that my kids don't have to go hungry."

Monique, a senior with lymphoma:

"I'm raising my 9-year-old granddaughter, and it's tough keeping a growing girl clothed, fed, and cared for. Add in unexpected medical expenses and it becomes just about impossible. A neighbor told me about our local food cupboard and helps drive me there. It's an excellent source of fruits, vegetables, whole grains, and good meat. Because I have cancer, eating healthy is especially important. But that's easy to do using the ingredients available from the Cupboard. My heart is no longer troubled about feeding my husband and granddaughter. When money's tight, I know I can come here for nutritious meals."

Tim, a disabled veteran:

"I worked since I was 11 years old. I never had to worry about food because I could always work for it. It wasn't until I was in my late 40s when I got hurt and couldn't work that I actually went hungry. I applied for SNAP benefits and was awarded three months, but after that I had trouble working through the red tape to prove I couldn't work. When I turned 50 I was able to qualify for the SNAP program because the age restriction was lifted. But for a year I was homeless, living in a tent, scrounging for food, and hitchhiking to the food pantry. I went many days without food and felt desperation and abandonment from my country—which I've served in the Navy—after paying taxes my entire life."

Gloria, the mother of an autistic boy.

"My son and I know what it is to be desperate. It's eating weeds from the backyard—dandelions and stinging nettles—just for a little sustenance. It's foraging for food instead of blowing our grocery budget on expensive produce and proteins. For a long time, I was ashamed to tell anybody about our situation. Hunger can be a secret problem in our community. Lots of people experience it, but few talk about it. Thankfully, I learned about my local food pantry. I can honestly say, having access to this place has turned our lives around. The same is true for so many of the people who receive your help."







PARTNERING TO END HUNGER



Good Shepherd

FOOD BANK OF MAINE

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