

Food Bank Improves Donations 23%

The Impact of Food Bank of Eastern Michigan

The Food Bank of Eastern Michigan is a key source of food for 22 counties, where it acts as the main warehouse for food resources. Its staff sorts and inspects food before making it available to its partners. Then, at least once or twice a week, partner agencies receive a large delivery of low- and no-cost food to distribute directly to those in need.



22
COUNTIES
SERVED



700
PARTNER
ORGANIZATIONS

“We work with over 700 partners and programs in our service area,” says Ross. “These include church pantries, soup kitchens, shelters, schools, after-school programs, health and hospital partnerships, and more.”

Typically, the Food Bank of Eastern Michigan and its partners feed more than 22,000 individuals every week, adding up to over 30 million pounds of food in an average year. Unfortunately, this year is anything but average. COVID-19 shutdowns have led to widespread job loss, and the percentage of the population struggling with food insecurity has more than doubled. In response, the bank now handles more than twice the amount of its usual volume of food.

“We’ve already passed last year’s total donations. These are historic numbers of people who are coming to us seeking help,” adds Ross.



HELP FEED YOUR NEIGHBORS

The Food Bank of Eastern Michigan, through Hunger Relief Partners, distributes nearly 29 million pounds of food each year.

HOW CAN YOU HELP? DONATE.

EVERY \$1 GOES TOWARD PROVIDING 6 MEALS

DOES YOUR FAMILY NEED ASSISTANCE? SEE BACK PAGE AND INBOX FOR MORE INFORMATION.

FOOD BANK of Eastern Michigan

HELP YOUR COMMUNITY NEIGHBOR IN NEED OF FOOD:

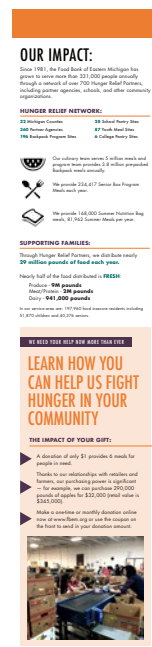
SPONSOR A MEAL: \$100

SPONSOR A FAMILY: \$500

SPONSOR A MONTH: \$1,000

SPONSOR A YEAR: \$12,000

FOR MORE INFORMATION, VISIT www.fbem.org OR SCAN THE QR CODE.



OUR IMPACT:

Since 1981, the Food Bank of Eastern Michigan has grown to serve more than 221,000 people annually through a network of over 700 hunger relief partners, including partner agencies, schools, and other community organizations.

HUNGER RELIEF NETWORK:

- 22 Michigan Counties
- 28 School Pantry Sites
- 200 Partner Agencies
- 87 Food Relief Sites
- 196 Backpack Program Sites
- 8 College Pantry Sites

Our industry has served 2 million meals and programs in our service area. In 2020, we provided nearly 29 million pounds of food each year.

We provide \$16.67 Senior Box Program meals each week.

We provide 148,000 Eastern Michigan Box meals, \$1.84 Eastern Meals per year.

SUPPORTING FAMILIES:

Through Hunger Relief Partners, we distribute nearly 29 million pounds of food each year.

Helps fill 1/3 of the food distributed to FBEM:

- Produce: 500 pounds
- Meat: 100 pounds
- Dairy: 641,000 pounds

As an organization, we are 100% food bank revenue dependent including all 2020-2021 and all 2021-2022.

WE NEED YOUR HELP. HELP MAKE THINGS BETTER.

LEARN HOW YOU CAN HELP US FIGHT HUNGER IN YOUR COMMUNITY

THE IMPACT OF YOUR GIFT:

- A donation of only \$1 provides 6 meals for people in need.
- Thanks to our relationships with vendors and partners, our purchasing power is significant – for example, we can purchase 200,000 pounds of apples for \$20,000 (market value is \$25,000).
- Make a purchase or monthly donation online here at www.fbem.org or use the coupon on the back to use for your donation request!

Advance Ohio Grant Program Comes at a Critical Time

In the past, Food Bank of Eastern Michigan had isolated their advertising campaign to a holiday donor acquisition effort. With mild print and digital campaigning and the insertion of a donor envelope inserted into the newspapers published for the counties they serve, this effort generated much-needed funds at a critical time for the organization.

But in 2020, Cleveland.com released a matching grant program, which made a branding and awareness campaign possible as an expansion of the original program.

MOST YEARS

- Print
- Digital
- Envelope Insertion

IN 2020

Awareness Campaign:

- Sponsor Content Featuring Organizational Impact
- Digital
- Print
- Social Card Display Ads
- 2 Videos

Holiday Campaign:

- Print
- Digital
- Envelope Insertion

Using video, social display, and print to brand the organization and remind residents of the organization's impact on hunger in the area, Food Bank of Eastern Michigan was able to provide brand recall for their efforts when the call for donations came. The story was told in print, within sponsor content on the area's top website for news and information. All of these components functioned as one to drive understanding of the problem and position Food Bank as the solution.



"...WE EXCEEDED LAST YEAR'S TOTALS IN EVERY MARKET AND RAISED JUST UNDER \$47,000 BETWEEN ALL THREE MARKETS. LAST YEAR, WE RAISED ABOUT \$38,000."

Food Bank of Eastern Michigan is always looking for new partner organizations. 501(c)(3) non-profits that are capable of providing emergency food support can call its Outreach Department at 810-239-4441 to get involved. Families in need can find a food pantry or learn more by contacting the Food Bank of Eastern Michigan.