

PLACER  
**FOOD BANK**  
Nourishing Communities



# IMPACT REPORT

AUGUST 2022–AUGUST 2023

# EXECUTIVE MESSAGE

## To Our Supporters,

As we share our FY 2021–2022 Impact Report, we deeply appreciate your generosity, which enables us to deliver on our core priorities:

- **Feed** – Continue to provide life-sustaining, nutritious food to families, children and individuals of all ages safely and efficiently by optimizing our operations and securing new food sources.
- **Nourish** – Work to increase access to fresh healthy food in every community by strengthening our partner agency network, along with utilizing distribution options like our PantryToGo free food distributions.
- **Empower** – We have elevated community engagement to better understand and support food insecurity challenges throughout our communities.

The public health and economic challenges we face is our call to action. We couldn't tackle these challenges without the ongoing support of our dedicated staff, donors, volunteers, community and corporate partners.

As a member-affiliate of Feeding America, the nation's leading domestic hunger-relief charity, and California Association of Food Banks, our work to fight hunger in Placer, El Dorado and Nevada counties never ceases. Please take a moment to learn more about how your dollars leverage our impact to fortify our hunger relief programs and initiatives.

With Gratitude,



**Dave Martinez, Executive Director**

## MISSION STATEMENT

To sustain communities by nourishing families experiencing food insecurity, educating the community about hunger, while advocating for hunger relief.

Placer Food Bank is one of only 200 food banks nationwide to be a certified member of Feeding America, the nation's leading domestic hunger-relief organization.



**WE LOVE OUR VOLUNTEERS!**

**"Ann has been volunteering with PFB since the 1970's. Thank you for your service!"**

## **VOLUNTEERS**

Total volunteer hours	<b>12,000</b>
Individual volunteers	<b>1,000</b>
FY 21–22 volunteer service hours worth	<b>\$426,720</b>
Volunteer-packed produce bags for Feed Our Future program	<b>148K+</b>
45 Service/corporate groups worked	<b>60 shifts</b>

## **PROGRAMS UPDATE**

### **YOUR DOLLARS, OUR IMPACT**

Number of individuals served	<b>613,517</b>
Number of meals provided by PFB	<b>1,471,181</b>
Pounds of food distributed	<b>8,161,919</b>

### **NUMBER OF FOOD INSECURE INDIVIDUALS IN PLACER, EL DORADO, NEVADA COUNTIES**

Target population for "Map the Meal Gap"	<b>102,506</b>
Estimates based on Census Data	<b>134,982</b>



### **PANTRYTOGO**

Total pounds of food distributed	<b>1,337,662</b>
Total number of individuals receiving food	<b>62,066</b>
Total number of households served	<b>18,936</b>

# FISCAL YEAR ACCOMPLISHMENTS



## **Staff Growth**

We have doubled since 2020, thanks in part to funding through grants from Placer Community Foundation and Feeding America.



## **PantryToGo Expansion**

Our first Roseville location was added at Denio's Farmers' Market, bringing our distributions to 10 locations in Placer and El Dorado counties.



## **Disaster/Emergency Food Relief**

We partner with county agencies and Cal OES to provide hunger relief support when a natural disaster occurs in the counties we serve. This past year 7,323 clients were provided 298,270 pounds of disaster food relief, with the primary source of distribution through our PantryToGo locations in El Dorado and Placer Counties.



## **Warehouse Improvements + Expansion**

We're growing by 44,000 square feet, with thanks to a grant from the California Department of Social Services. This expansion will allow us to double our space, expand storage and distribution capabilities, and enhance the volunteer experience. Construction begins, Fall 2022.



## **Implementing Technology to Enhance Efficiency**

Technology grant funding from First Tech Federal Credit Union contributed to the implementation of our Salesforce Donor Management CRM to elevate how we manage our relationships and interactions with our invaluable donors. We also continue with upgrading technology to improve our ability to collect and manage data to make informed decisions for managing day-to-day operations and improving community programs.

## CALFRESH PARTNERSHIP

Our outreach campaign delivered nearly 235K digital impressions, reaching 96K individuals, directing 3K users to the CalFresh webpage to apply.

Percentage of applicants approved	<b>63</b>
Average benefit allotment per applicant	<b>\$247+</b>
Estimated benefits generated	<b>\$555K+</b>
Estimated economic impact in community	<b>\$855K+</b>
CalFresh meals provided	<b>170K+</b>



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For more information or to donate, visit [placerfoodbank.org](https://placerfoodbank.org)

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