



RECOGNIZING 50 YEARS OF ACTION AGAINST HUNGER

2018 Annual Report



2018 IMPACT HIGHLIGHTS

Our FoodSource
Hotline made

30,811

referrals to food resources

\$1M

in support distributed
to **315** local anti-hunger
programs across the state

>2.5M

meals served during summer
break to kids and teens who
rely on school meals for half
of their daily nutrients

>14.4K

students received access
to better quality school
meals through our
Chefs in Schools program

Dear Friends,

Throughout 2018, Project Bread advanced our mission to prevent and end hunger in Massachusetts with the innovation and action that have been markers of our proud history. We reframed the conversation around hunger, calling it out for what it is: a solvable public health problem. We led the fight to improve school meals and increase access, making it possible for low-income children to get the nutrition they need to succeed. Project Bread has always maintained a unique and strategic focus on increasing access to, and the quality of, federal programs that prevent hunger, while continuing to invest in a strong safety net to ensure no one goes hungry. As we celebrate 50 years of action against hunger, we recognize this is a pivotal moment for Project Bread, and I am humbled to lead us forward in our mission.

As part of building for the future, we assembled a dynamic new leadership team, whose expertise and agility will be critical as we continue to grow our organization. We brought on eight new members to our Board of Directors, who offer diverse viewpoints, experiences, and skillsets to complement the strengths of existing members. We have deepened our partnerships with key stakeholders and other anti-hunger organizations. And this fiscal year, our budget increased by 6.1% overall, including an 11% increase in programmatic spending.



We also celebrated Project Bread's **50TH WALK FOR HUNGER**, honoring tradition while enhancing educational components and bringing 10,000 people together on the first Sunday in May to make an undeniable statement: it's time to make hunger history. In this milestone year, our signature event raised \$2.4 million dollars for anti-hunger programs throughout the state.

I am proud of what we have accomplished and confident in the future of Project Bread. I am also acutely aware that there is so much more work to do. The inequities that inspired our inception still exist today. We know that Supplemental Nutrition Assistance Program (SNAP), summer meals, and school breakfast work, yet our state's participation in these programs is still low. SNAP has kept an estimated 140,000 people out of poverty in Massachusetts.* Research has shown that students who participate in school breakfast have improved test scores, better behavior, fewer trips to the nurse's office, and fewer absences. Children who struggle with chronic food insecurity have poor health outcomes, including higher risks of obesity, asthma and depression. Your support is critical to our work to expand access to these proven programs.

We are grateful to share with you, our committed partners, the acknowledgement and successes of the past fifty years. I hope you will continue to stand up with us and demand the system changes necessary to prevent and end hunger in Massachusetts.

Thank you for your ongoing support.

Yours,

A handwritten signature in black ink, reading "Erin McAleer". The signature is fluid and cursive.

Erin McAleer
President, Project Bread

BREAKING THE CYCLE OF HUNGER

We connect people to effective anti-hunger programs

CLOSING THE SNAP GAP

>700K RESIDENTS



potentially eligible for SNAP are **NOT** enrolled*

INCREASING PARTICIPATION IN SUMMER MEALS & SCHOOL BREAKFAST

455,555

kids rely on school meals for half their daily nutrients



only
~57,000
receive summer meals

61%

of low-income children



miss a healthy start to their day



1 IN 10 HOUSEHOLDS—AND 1 IN 8 CHILDREN—don't have enough food on the table.

Despite our state's strong economy and one of the highest minimum wages in the country, there is a widening gap between income and cost of living. Massachusetts has the resources to ensure everyone can both afford food and obtain it in a dignified and non-stigmatizing manner.

Our approach is to increase participation in nutrition programs proven to have positive long-term health, economic, and educational outcomes, like the Supplemental Nutrition Assistance Program (SNAP), school meals, and summer meals. We could not do this work without your support.

FEEDING CHILDREN WHERE THEY LEARN & PLAY

BREAKFAST



We helped
174 SCHOOLS
improve their
breakfast program

4,259 MORE
low-income kids had a
healthy start to their day

Schools received an additional
\$1.2 MILLION
in federal reimbursements
for meal programs



SUMMER EATS



1,110 SITES
across Massachusetts provided
kids and teens access to nutrition
when school was out

Project Bread supported
48 NEW SITES
in opening

57,134 FREE* MEALS
were served each day to kids and
teens on summer break

* and nutritious!

CHEFS IN SCHOOLS



Project Bread Chefs worked
with cafeteria staff in
4 DISTRICTS*
to improve the quality
of school lunch

* Amherst, Greenfield,
Boston & New Bedford

**27 SCHOOLS &
14,432 STUDENTS**
received healthier, delicious
school lunches



MAKING A DIFFERENCE

One of my students was having a bad morning. He arrived at school in a huff. He hadn't had anything to eat for breakfast, and realizing he forgot his favorite hoodie at home only made him even grumpier. It was about to be, as he put it, "the worst day ever." But then it wasn't. Because that was just the hunger talking. After a few bites of breakfast at his desk, his shoulders relaxed and his frustration began to fade.

"When I got to school, there was breakfast here for me!" he told me later. "So even though I didn't have my hoodie, I wasn't hungry anymore and was less grumpy for the rest of the day."

School breakfast levels the playing field. Nobody feels embarrassed or singled out. And everyone feels cared for. Every student in Massachusetts should have access to breakfast.

—ANNA MARCHEFKA, 5TH GRADE TEACHER, GREENFIELD MIDDLE SCHOOL





RESTORING HOPE

After 68-year-old Mary's husband passed away, she fell ill and lost the ability to travel to the grocery store. She turned to the FoodSource Hotline to look for food resources in her community.

"I lost my husband and my vision. I had no one to help me. But the Hotline helped me find a meal delivery program within a day of calling. I'm so grateful to Project Bread for giving me the support I needed."

—MARY, DORCHESTER



SUPPORTING COMMUNITY FOOD SOLUTIONS

THE FOODSOURCE HOTLINE



The FoodSource
Hotline answered
21,455 CALLS
from households experiencing
food insecurity

Calls were made from
317 OF 351
Massachusetts cities/towns

3,599 CALLERS
were screened to determine
eligibility for Supplemental
Nutrition Assistance Program
(SNAP) benefits

3,284 RESIDENTS
were educated on how to use
their Healthy Incentives Program
(HIP) benefits to purchase fresh
produce at farmer's markets



HEALTH CENTER INITIATIVE



26
community health
center partners

3,025
emergency food prescriptions
provided to elders, the homeless,
and refugees

1,010 FOLLOW-UPS
made to food-insecure health
center patients by Project Bread's
FoodSource Hotline

16,500 POUNDS
of locally grown fresh produce
provided to low-income health
center households*

* through a subsidized CSA
Healthy Share program

\$1,645,512
in SNAP benefits leveraged by
food-insecure patients to buy
nutritious food*

* through assistance provided by
Project Bread's SNAP Enrollment
Coordinators in health centers

INSPIRING COMMUNITY ACTION FOR 50 YEARS

In 2018, Project Bread celebrated **50 YEARS** of action against hunger in Massachusetts and provided \$1 million of support to local programs across the state helping hungry people in their communities. This investment is really your investment. Through the Walk for Hunger, our generous and dedicated community of supporters advance work to end hunger in Massachusetts.



50TH WALK FOR HUNGER

10,000 PARTICIPANTS
engaged in anti-hunger efforts
through the Walk for Hunger

\$2.4 MILLION
total raised

304,589 BAGS
of groceries provided to families
at local food pantries

102,012 HOT MEALS
served at community meal
programs

231,400 POUNDS
of locally grown fresh produce
provided to low-income residents
through farm & garden initiatives

171,655 POUNDS
of food rescued and redistributed
to people in need



ADVOCACY

Launched
Action Team:

937

engaged
members

130 ACTIONS

taken to prevent and end
hunger in Massachusetts,
including advocacy around
school breakfast legislation here
in Massachusetts and against
proposed cuts to SNAP in DC



LEADING CHANGE

"We have the means, the food, and the programs to ensure that not one person goes without food in this country. What we lack is the political will to actually make it happen. The Walk for Hunger is a great example of people of all backgrounds coming together to make a statement that hunger is an issue we care about."

—CONGRESSMAN JIM MCGOVERN

"I want to congratulate Project Bread for being an organization that has successfully highlighted the importance of accessible, affordable, and healthy food for 50 years. I am excited to be celebrating our progress so far and to continue fighting to prevent and end hunger in the City of Boston, and throughout the Commonwealth of Massachusetts."

—BOSTON MAYOR MARTY WALSH



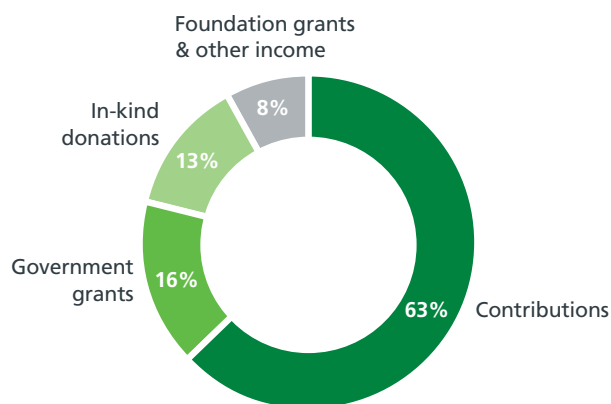
FINANCIALS

In fiscal year 2018 (October 1, 2017 – September 30, 2018), we achieved a balanced budget with a surplus: our total revenues were \$6.83 million, and our total operating expenses were \$6.65 million. We are proud to share our budget with you, and how your donation contributes to preventing and ending hunger in Massachusetts.



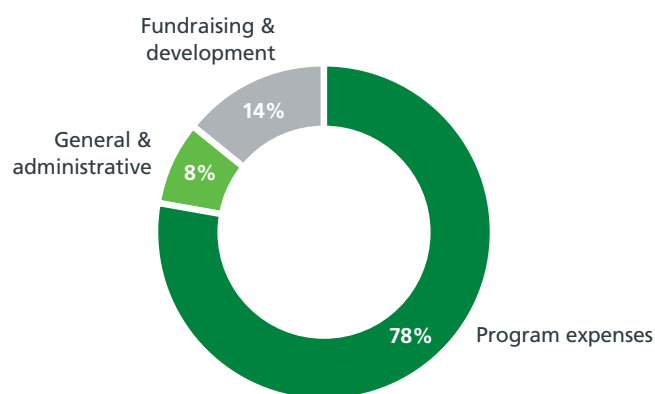
FY18 REVENUE OVERVIEW

\$6,831,000



FY18 OPERATING EXPENSES

\$6,649,000



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Thank you to our generous supporters for making our work possible in Fiscal Year 2018!

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RECOGNIZING 50 YEARS OF ACTION AGAINST HUNGER

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TO ENDING HUNGERSM

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