

20



PROJECT BREAD

SUPPORTING MASSACHUSETTS THROUGH THE COVID-19 HUNGER CRISIS

20

A LETTER FROM ERIN

Dear Friends,

In a year marked by our individual and collective trauma, political instability, overwhelming need—and yes—an unprecedented hunger crisis, your commitment and the strength of our Project Bread community brought fortitude to meet previously unimaginable challenges. You should know, you created good in the world at a time when it was desperately needed.

Our entire team worked with fierce dedication to connect people with reliable sources of food. In the early days of the state shutdown, **we committed every available resource to the people we serve.** We took risks like temporarily pausing our outbound fundraising and putting major initiatives on hold in the beginning of the crisis so we could make sure free meals were available locally to kids within three days of statewide school closures, and respond to every request for help from families struggling to afford food. **As our phone lines were flooded with requests for support, we met the challenge as a team.**

Everyone—development associates, program coordinators, communications staff and the business office team—signed on to triage calls for our hotline counselors in those first weeks. **We never had to question what putting our mission first would mean for our organization because you showed up for us when it mattered most.** Your outpouring of generosity humbled and inspired us to keep going. You reminded us, when our community comes together, nothing is impossible.

Your faith in our work galvanized us as the pandemic continued, and your partnership empowered us to meet whatever new

challenge each day brought. **You joined us in calling for the end of systemic racism, knowing as we do that we can never end hunger while it exists.** Together we advocated for and won waivers to ensure families had uninterrupted access to free school meals and we fought to make SNAP a priority. Your support made it possible for us to launch a new program that gets critical nutrition assistance to people with complex medical conditions to improve health. Throughout the year, your support was unwavering.

I believe some of our greatest challenges are still ahead, but as you read on through the highlights of our shared

impact, **I encourage you to remember that together, we have proven adversity will not shake our commitment to ending the injustice of hunger.**

I am overwhelmed by gratitude for each of you. All of us at Project Bread are looking forward with hope, trusting that you will be by our side again in a brand new year.



Erin McAleer,
President & CEO, Project Bread



01. OUR PANDEMIC RESPONSE

YOU RESPONDED TO THE OVERWHELMING NEED



In Massachusetts, during March and April alone, 690,500 jobs were lost. Schools closed and nearly 500,000 low-income kids needed an alternative to the school meals they rely on every day. Parents were wondering how they were going to afford to feed their kids. So many people needed help, and they needed it fast. To meet the scale of the immediate needs, we focused on expanding access to the federal nutrition programs, which are historically underutilized.

✘ Why Federal Nutrition Programs?

Federal food assistance programs provide reliable support and the dignity that comes from buying your own groceries. They fill in the gaps left by overstretched household budgets without having to sacrifice putting food on the table, which is especially important given the financial impacts of the pandemic.



✘ Scale

Designed to expand and contract to meet the need:

- In June 2020, The Supplemental Nutrition Assistance Program (SNAP) was helping 881,787 people afford food in MA—127,164 more people than in June 2019
- 28.3 million free meals served to kids
- P-EBT funds reached 530,000 students

✘ Reliable & Efficient

Leverage existing infrastructure—like school systems and grocery stores—maximizing efficiency:

- \$87 million in federal dollars leveraged to support school and summer meals
- \$1.70 in economic activity for every \$1 SNAP funds

✘ Access

Accessible throughout the state:

- SNAP and Free Meals for Kids (School Meals and Summer Eats) are the most used nutrition programs by families in the pandemic
- 1,600 local sites providing free meals to kids across the state

881,787
Massachusetts
residents were being
assisted by SNAP in
June 2020

YOU FOUGHT HUNGER IN A PANDEMIC



Your outpouring of support for your neighbors in need was astounding. As nearly a quarter of the households in Massachusetts were food insecure during the peak of the economic and health impacts of COVID-19, your help meant we could get resources to people struggling to afford food, and also enabled us to advocate for policies to expand food benefits. You helped your neighbors—many who were facing hunger for the first time.

SEEMINGLY OVERNIGHT, FOOD INSECURITY NEARLY DOUBLED



“Recently we could only afford basics like bread and milk. My neighbor said the school was giving out food, but I never expected fresh fruit and vegetables. Thank you!”

✘ Father in Lynn,
Free school meal program

\$734,310

granted to community organizations, schools, meal sponsors, & health centers to fund hunger relief



YOU KEPT KIDS FED, NO MATTER WHAT.



Your generosity allowed our team to work side by side with schools and other sponsors to open meal sites when schools closed across the state. You helped to ensure that **nearly 500,000 children**, who rely on school meals every day, continued to have safe and reliable access to healthy food.

Your support was part of a safety net for kids facing food insecurity, weaving together year-round free school meal sites, extra benefit dollars for groceries, and a boost to awareness efforts.



A staggering 20.8% of MA households with children are struggling to afford enough food.

“I’m grateful schools continue to serve meals. Our income has been almost cut in half. We wouldn’t be making it without this help.”

✘ Single mother in Worcester, FoodSource Hotline



**Kids ate
28,300,000
free meals**

from sites across the state

“Wow, I did not expect P-EBT benefits. I have two sons in school and it’s been tough these past weeks trying to make sure there is enough to eat with everyone home. Thank you for helping me.”

✦ Family in Worcester, FoodSource Hotline



530,000 STUDENTS RECEIVED P-EBT TO BUY GROCERIES WHILE LEARNING FROM HOME

Your support empowered our pivotal role to bring a new relief program, Pandemic Electronic Benefits Transfer (P-EBT), to Massachusetts families. We advised on the USDA-approved proposal, supported implementation, and **directly assisted more than 22,000 families** through our FoodSource Hotline so families had funds to feed their kids during remote learning.

✦ **\$253 million**

In federal funding came to local economies (March–September).

✦ **Lead statewide partner**

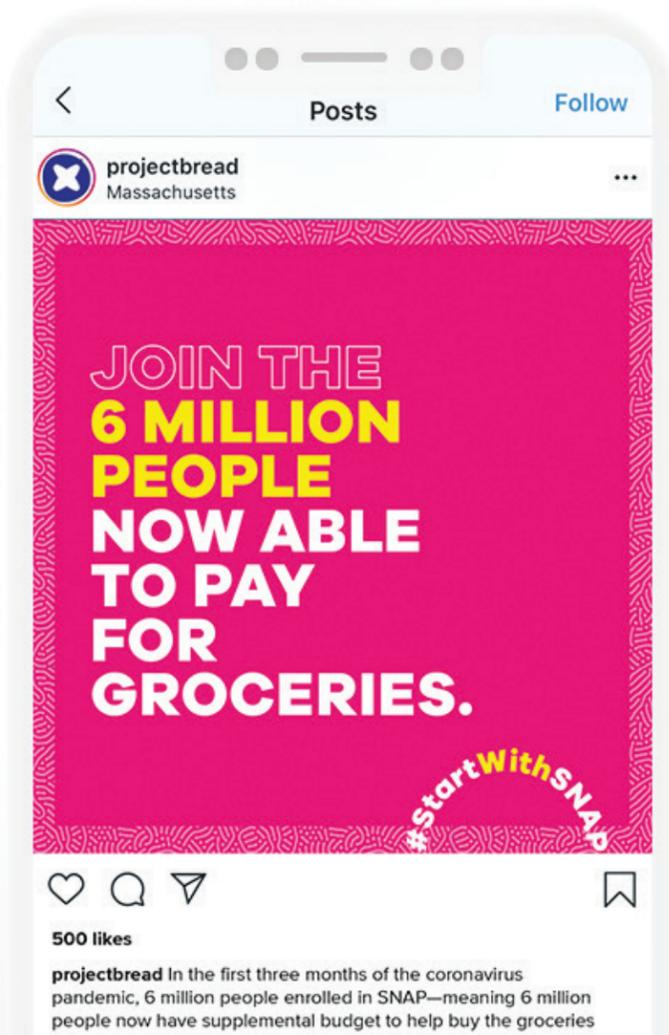
with DTA and DESE, advising on the approved plan, supporting roll-out, helping families, and advocating for benefits through 20–21 school year.

Eligible kids received nearly \$400 this spring

Supported by our advocacy, P-EBT has been extended to aid families through Sept 2021.



YOU ANSWERED THE CALL TO HELP, AGAIN AND AGAIN



So much of tackling food insecurity is spreading awareness about resources and places to turn for help. Through our growing FoodSource Hotline, our new innovative healthcare partnership program, and widespread advertising campaign, our message reached many Massachusetts residents for the first time.

**45,707 calls
answered from our
neighbors seeking
food assistance**



“I had a job that closed down in July and my wife’s hours at the restaurant got cut. I’ve been worrying about how we’re going to stay above water. Thank you for letting us know we’re eligible for SNAP—I’ll apply and check out the food pantry you recommended near us.”

x Caller from Revere, FoodSource Hotline



“The bills are killing me. I’m applying for SNAP to help buy groceries for my kids so I have a little left to pay utilities. I hadn’t figured out how to apply online, but you walked me through it. Thank you for your patience.”

✦ Mother in Jamaica Plain,
FoodSource Hotline



✦ 7,782
Non-English
speakers

assisted through our
language line

FOODSOURCE HOTLINE

106% increase
in calls over
last year

You’ve been a lifeline to families in crisis when they needed it most. In 2020, we saw unprecedented traffic on our FoodSource Hotline, our longstanding phone line for those facing food insecurity. Callers receive personalized, compassionate help (in 180 languages) from our trained staff, who connect them to every food assistance program that is available and for which they are eligible.

All hands on deck

Right when the pandemic hit, our entire organization pivoted to provide immediate support to those affected. More than half our entire team—24 people—across programs, development and our business office, were answering and triaging calls to the hotline.





LAUNCH OF HEALTH CARE PARTNERSHIPS

YOU BROUGHT FOOD SECURITY TO PATIENTS WITH CHRONIC CONDITIONS

Amidst the pandemic, when pre-existing conditions put people at greater risk of getting COVID-19, we accelerated the launch of our first-of-its-kind pilot with MassHealth. Patients with complex medical conditions received direct support from our team two months ahead of schedule. We help with everything including signing people up for SNAP, buying cooking supplies, providing transportation to shop for food, gift cards for groceries and virtual medically tailored cooking classes. Participants are sharing how life changing this support has been for them. You made it possible.

- ✦ **4 languages**
supporting patients in Arabic, English, Portuguese, and Spanish
- ✦ **14 Health Care Centers**
referring patients to our nutrition services coordinators for in-depth services

Throughout our history, we have piloted and pioneered innovative programs that build connections between Project Bread and health care providers. If a doctor's office is where you go to maintain your health, then your access to food should be front and center.

\$544,400
was provided to
food insecure
patients in grocery
store gift cards



**1,334 Patients Received Personalized Services
To Combat Chronic Food-Insecurity**

PUBLIC EDUCATION & OUTREACH

YOU SPREAD THE WORD THAT HELP IS HERE.

In the midst of record unemployment, you made possible large-scale statewide awareness campaigns to spread the word about critical food programs like free meals for kids, SNAP, P-EBT, and our FoodSource Hotline.

- ✘ **50 community partners**
trained in best practices for SNAP outreach by Project Bread's SNAP outreach team
- ✘ **382,900 people**
came to our website for the first time to learn about SNAP
- ✘ **SNAP awareness in 7 languages**
including Cape Verdean, Chinese, English, Haitian Creole, Portuguese, Spanish, and Vietnamese to reach people in their communities vulnerable to hunger
- ✘ **454,000 households**
received postcards with food resource information in July, August, and September



“I saw your number in an email from the school and so I called to see if we qualify for SNAP. It’s just the three of us and I’m not working now because of the pandemic. Our only income is the social security for my twins because my husband passed away. Thank you for helping me apply online.”

✘ Single mom of 4 year old twins, Winthrop



YOU FUELED THE STATE-WIDE RESPONSE



Your support allowed us to increase our advocacy efforts in response to unprecedented food insecurity in our state, **engaging more than 800 volunteer hunger advocates**. Together we worked with legislators, conducted research, and fought for policies that support and create access to food. We had big wins that helped reach those experiencing food insecurity. Together we've dug our heels in on policy work—the key to long lasting change for a more equitable recovery.

Free meals for kids all year

In June, we partnered with State Senator DiDomenico and State Representative Barber to organize more than 90 state legislators to successfully advocate for the extension of USDA waivers needed to allow free meals to be served to all kids & teens throughout the pandemic. (Currently extended through September 30, 2021).



✘ Breakfast for 150,000 more kids

In August, we celebrated the passage of Breakfast After the Bell legislation, a success that followed a multi-year legislative effort to make breakfast part of the school day in our lowest-income schools.

✘ SNAP benefit increases

We called for a boost to SNAP, included in federal relief packages during the pandemic, in partnership with advocates and the entire Massachusetts Congressional delegation.

✘ COVID Policy Agenda

When the pandemic hit, we developed and advocated for pandemic-response state and federal policy agendas focused on leveraging the scalable federal nutrition programs, like SNAP, Pandemic-EBT, and school meals.

✘ Awareness Building

Through legislative briefings, virtual town halls and Facebook lives, we partnered with legislators such as Senator Warren, Congressmen McGovern and Kennedy, Congresswoman Pressley, the Massachusetts Progressive and Food Systems Caucuses, and the Senate COVID-19 Task Force to raise awareness of the growing food insecurity crisis and how legislators can support the federal nutrition programs' critical role in the response.

✘ Centering Equity

We are active members on the Task Force on Coronavirus and Equity, pushing for policies aimed at reducing the disproportionate impact of the COVID-19 crisis on vulnerable populations and testified as invited guests on the state legislature's Equitable Reopening panel.

RECOVERY MUST MEAN RECOVERY FOR ALL



Emboldened by your steadfast support, we are committed to an ever-deepening understanding of racism and food insecurity in order to take concrete action toward greater equity. We recognize communities and people of color are disproportionately impacted by hunger because systemic racism leads to economic inequity and health disparities—further exacerbated by the COVID-19 hunger crisis.

We pushed for public discourse, convening leaders across sectors including community organizations, media, business, and legislators. We highlighted the need for equity in recovery, through virtual events with legislators such as **Senator Elizabeth Warren**, and a virtual forum—featuring remarks from **Congresswoman Ayanna Pressley** on the path forward—to present findings from research we did in collaboration with Children’s HealthWatch and East Boston Neighborhood Health Center, with policy recommendations to remove barriers to food access.



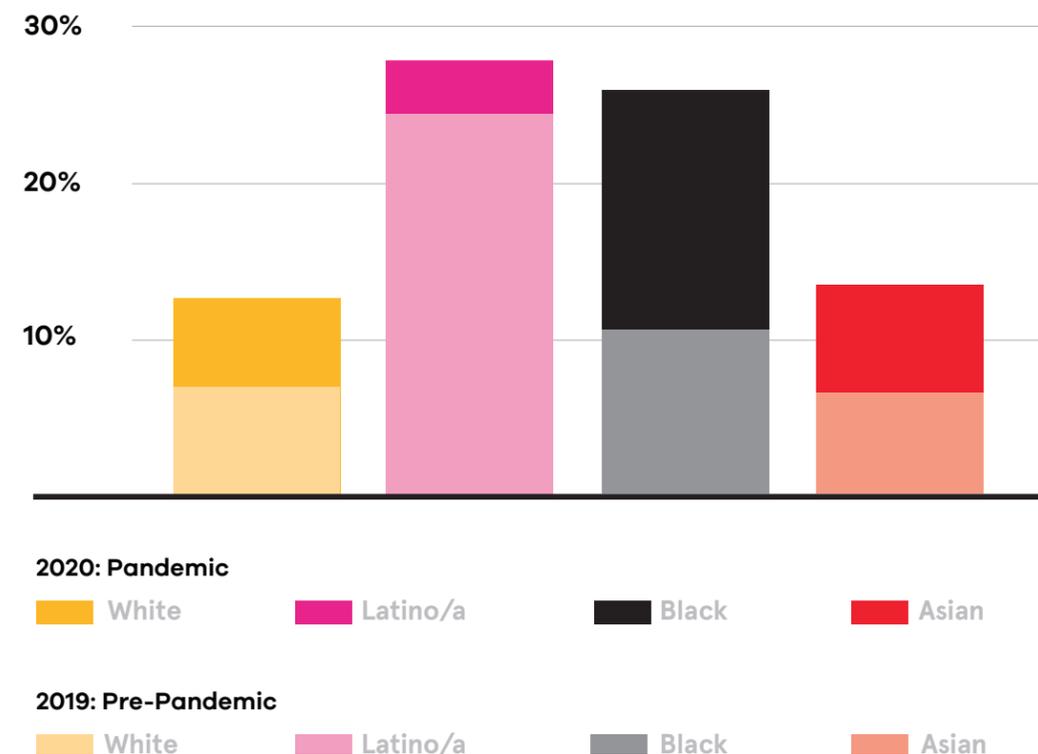
“Food insecurity was an issue in our community well before COVID arrived...The COVID-19 pandemic has really laid bare and exacerbated these existing challenges and inequities... Children and families across our state and nation are worth fighting for.”

✘ Congresswoman Ayanna Pressley, MA-7 congressional district, State of Hunger in Massachusetts Research Event



PEOPLE OF COLOR ARE DISPROPORTIONATELY IMPACTED

Share of the population of 18+ indicating low or very low food security by race/ethnicity, Massachusetts.



Source: Current Population Survey Food Security Supplement and Census Bureau Household Pulse Survey



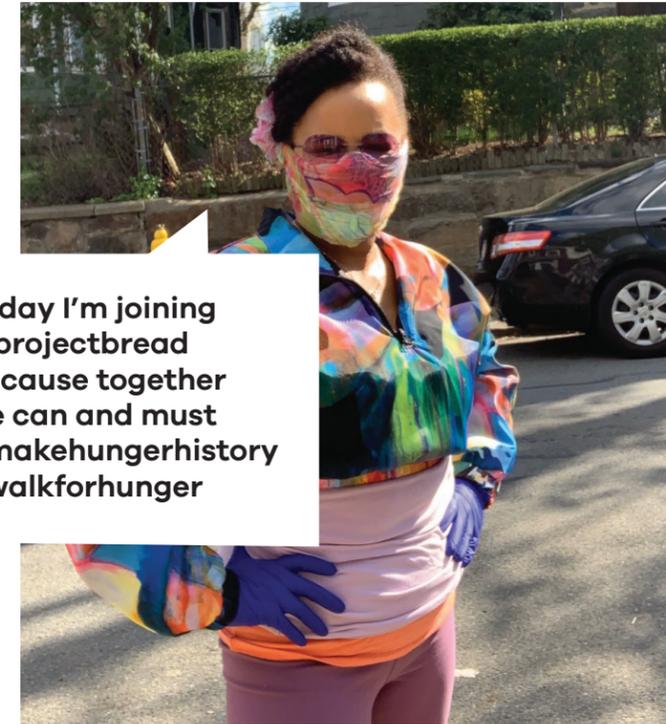
Just hit mile 3
#makehungerhistory

State Representative Andy Vargas of Haverhill, sponsor of several anti-hunger bills expanding access to school meals.

I am on a virtual #WalkforHunger this morning to support @ProjectBread and every family facing food insecurity during COVID-19.



Senator Ed Markey & Saadia Ali (top fundraiser: \$58,324)



Today I'm joining @projectbread because together we can and must #makehungerhistory #walkforhunger

Boston Mayor Kim Janey

THE WALK FOR HUNGER

\$1.3 million raised

to respond to the pandemic hunger crisis



Today I'm joining @projectbread because together we can and must #makehungerhistory #walkforhunger

Former Congressman Joe Kennedy III



✦ **\$100,000**

granted to 27 of our partner anti-hunger organizations who joined the first official year of **The Commonwealth**, our fundraising share program that grants funds to teams representing community-based hunger relief organizations.

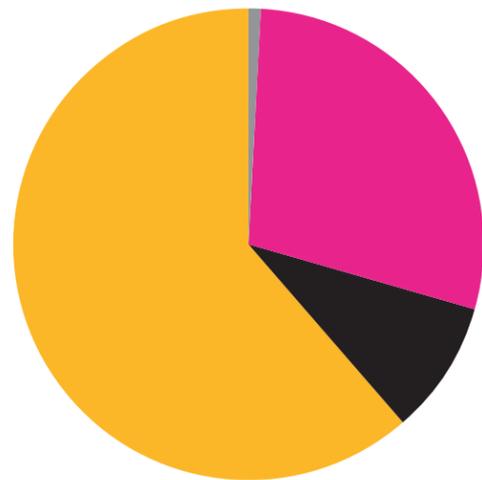
✦ **1,700 participants**

came together to raise funds and awareness for hunger-relief in MA.



07. FINANCIALS

You, our generous funders and donors in Project Bread's fiscal year 2020 (10.1.2019–9.31.2020), inspired us with your dedication and support. You powered anti-hunger work central to Massachusetts' COVID-19 response, and supported our team's expansion from 32 to 50 people as we scaled to meet the demand. Thank you for making our work possible during a year when it was more important than ever.

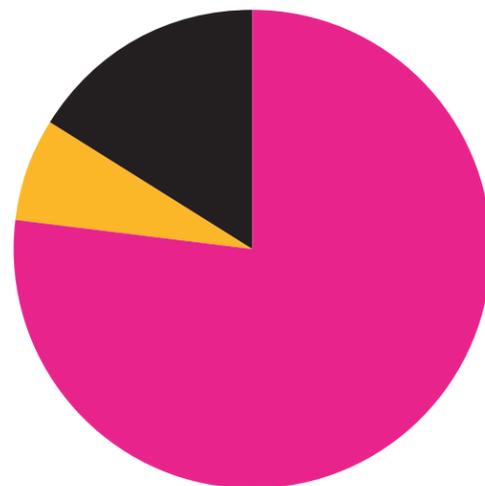


REVENUE: \$11.89 MILLION

- In-Kind - 3%
- Foundation Grants & Other Income - 28%
- Government Grants - 9%
- Contributions - 60%

EXPENSES \$7.38 MILLION

- Programs - 77%
- General & Administrative - 7%
- Fundraising & Development - 16%



**We wouldn't be here—
leading a charge to provide
true COVID-19 hunger relief
to our neighbors across
the state—without you.
We can't thank
you enough
for providing
enough for
us to get
through
2020.**



RECOGNITION

PARTNERS & SUPPORTERS

CORPORATE & FOUNDATIONS

\$500,000+

Boston Resiliency Fund Liberty Mutual

\$200,000 - \$499,999

HarbourVest Partners, LLC Share Our Strength

\$100,000 - \$199,999

MassCovid19 Relief Fund The Klarman Family Foundation
 The Ansin Foundation The Ruby W. and LaVon P. Linn Foundation
 The Eos Foundation

\$50,000 - \$99,999

The 1434 Foundation Thomas H. Lee Partners Charitable Fund
 The Albertsons Company Foundation Quincy Mutual Fire Insurance Co.
 Bay State Milling Company Safety Insurance Company Charitable Gift Fund
 Blue Cross Blue Shield of Massachusetts The Yawkey Foundation
 The Davis Family Charitable Foundation Toast

\$25,000 - \$49,999

The Baupost Group The Hershey Family Foundation
 Breckinridge Capital Advisors The Merck Family Fund
 Digital Federal Credit Union Partners Health Care
 Whole Foods Market

\$10,000 - \$24,999

Bain Capital Life Science Cares
 Brookline Bank The Linde Family Foundation
 The Burkhaven Family Foundation The Lovett-Woodsum Foundation
 The Cabot Family Foundation Raytheon Company
 CarGurus, Inc The Lawrence J and Anne Rubenstein Charitable Foundation
 Eastern Bank Charitable Foundation State Street Corporation
 Fiduciary Trust Company Tufts Health Plan Foundation
 Global Atlantic Financial Company The Vertex Foundation
 The Highland Street Foundation Wells Fargo Advisors
 High Vista Strategies The Alice Willard Dorr Foundation

\$5,000 - \$9,999

Acadia Insurance Group, LLC Insource Services, Inc.
 ACAP, Inc. - DBA Wines & More Wareham Massachusetts Capital Resource Co.
 Amazon Robotics Massachusetts General Hospital for Children
 The Bushrod Campbell & Adah Hall Charity Fund The Rogers Family Foundation
 Elliot Church of Newton Webster Bank
 GT Retail, Inc. - DBA Wines & More, Mansfield W.R. Berkley Charitable Foundation

THANK YOU





“The P-EBT is what has saved me—it’s what has actually allowed me to buy food for my children while they are home from school. You’ve been a big help.”

✕ A family in Roxbury,
Pandemic EBT

“You were so patient and good-hearted with me, more than anyone else who has given me help. From the bottom of my heart, thank you. It means so much having someone like you who is looking out for me.”

✕ Translated from Arabic,
SNAP Assistance



**\$1,000 -
\$4,999**

Brown Rudnick Center for the Public Interest	Liberty Mutual Reinsurance Employees
The Consolidated Lodge AF & AM Anderson Philanthropic Fund	Neighborhood for Affordable Housing
Dedham Savings Bank	Nordson Corporation
Four Seasons Hotel One Dalton Street, Boston	Ocean Spray Cranberries, Inc.
Hemenway and Barnes, LLP	Peoples Super Store Liquors, Inc.- DBA Douglas Wine & Spirits
Invest Partners, LLC. - DBA Wines & More, Walpole	RSM Boston Foundation
iSlide, Inc	Teradyne, Inc.
Kevin York Communications, LLC	The Paper Store, LLC
	Wegmans Food Markets

In-Kind

98.5 The Sports Hub	HOT96.9
105.7 WROR	ROCK 92.9
Country 102.5	WHDH

INDIVIDUALS

\$100,000+

Amos and Barbara Hostetter	Jason and Shannon Robins
The Mooney-Reed Charitable Foundation	Wendy B. Fain Fund

**\$50,000 -
\$99,999**

Cecile Higginson Murphy Charitable Foundation	The Paula's Gift Fund
Rachel and Brent Dibner	Steinberg Charitable Fund
The George T. Lewis, Jr. 2001 Foundation	

**\$10,000 -
\$49,999**

The Ali Family	Jeffrey G. Naylor and Shawn E. Baker Charitable Fund
Mr. Derrick Ang	Mr. Roger G. Reiser and Mrs. Hannelore Reiser
Mr. Lalor and Mrs. Patricia N. Burdick	Dr. Eric B. Rimm and Mrs. Allison C. Rimm
Ms. Susan O. Bush	Rita M. Bleakney Trust
Mr. Vince Camacho	Dr. David A. Roth and Dr. Marie B. Demay
Ms. Anne S. Covert	Ms. Michele J. Ryan
Ms. Victoria B. Croll and Mr. David D. Croll	Dr. Stephen D. and Mrs. Margaret Senturia
Evans Moser Family Charitable Fund	Mr. Andrew Sigel
Dr. Oliver D. Hart and Dr. Rita Goldberg	Prof. Malcolm K. and Mrs. Penelope J. Sparrow
Mr. Lawrence D. and Ms. Beth C. Greenberg	The L. Knife and Son Charitable Gift Fund
Dr. Lora Sabin and Mr. Jonathan Hecht	The Maria Carmella Benjamin Fund
John C. and Eunice B. Morrison Charitable Foundation	The Players Legacy Fund by Bruins Players
Joseph and Mary Lynn Antonellis Giving Fund	The Richard and Natalie Jacoff Foundation Inc.
Judith and Stanley Hoffberger Family Foundation	Theodore W. & Evelyn G. Berenson Charitable Foundation
KBK Foundation	Mr. Edward and Mrs. Barbara Wilson
Kell J.C. Kellogg Foundation	
Manzione Charitable Fund	
Mr. Douglas and Mrs. MaryAnn Marmon	
Mr. Chris McGrath	
Ms. Mary J. Meelia	

THANK YOU

LOOKING FORWARD

As we look toward a more hopeful and healthy 2021, our work to break the generational cycle of hunger is far from over. Join us in continuing the momentum of COVID-19 hunger relief measures and our ongoing work everyday — to help us achieve change that solves hunger for good.



PROJECT BREAD

WWW.PROJECTBREAD.ORG