

2022



LEADING MASSACHUSETTS TO PERMANENTLY SOLVE HUNGER

A LETTER FROM ERIN

Dear Friends,

You understand, for the people we serve, the past year has been one of the hardest yet. More than 1 in 5 families here in Massachusetts are worried about meeting the most basic of human needs – food.

In 2022, a time when inflation made grocery prices skyrocket and temporary federal support was being peeled back, families often faced the impossible decision of paying bills or putting food on the table.

Thanks to your support, Project Bread meets people where they are - providing immediate food relief to families across Massachusetts while building a better system through policy and advocacy. From making sure all of our kids have

free, healthy, and delicious meals at school, to supporting patients in meeting their own nutrition needs for improved health, to making it easier for people to access and use federal nutrition resources, we are changing lives together.

It may surprise you that, in the midst of these challenging times, I am more optimistic than ever that we will solve hunger. We are in a moment of hope and opportunity.

In September, I attended the White House Conference on Hunger, Nutrition, and Health, alongside business leaders, members of Congress, healthcare institutions, educators, nonprofit leaders, and more.

President Biden gave all of the 1,000 attendees a clear directive. "Be bold."

Project Bread is leading on solutions that have been lifted up as national models, as examples of how to not only alleviate hunger, but prevent it.

Thanks to your support, and in collaboration with our elected officials, nonprofit colleagues, community leaders, state agencies, and dedicated advocates, we have made incredible strides towards achieving our shared goal.

While the challenges ahead are not easily solved, I am confident that the opportunity is greater than ever. There is a renewed commitment to permanently solving hunger and Massachusetts is leading the way.

Thank you for your partnership.



Erin McAleer,
President & CEO, Project Bread



YOU HELPED PEOPLE ACCESS FOOD WITH DIGNITY.

Lack of awareness, misinformation, language inaccessibility, stigma, and application difficulties are barriers to our nation's most successful nutrition supports — SNAP (food stamps) and free meals for kids. Together we are breaking down these barriers.

Because of you, knowledge of food resources increased while compassion and dignity defined the process. In 2022, Project Bread led one of the largest and most comprehensive campaigns in the nation to increase awareness of nutrition resources.

- **21,823 people** who struggled without enough to eat got one-on-one support to meet their nutrition needs.
- **More than 8,000 people** found out if they were eligible for SNAP with help from Project Bread's trained SNAP counselors.
- Project Bread assisted residents in **32 languages**.

Massachusetts' Department of Transitional Assistance received 25% more SNAP applications when our campaign was live. That's 6,684 more people applying for SNAP monthly, on average, to get help paying for food — because of you!

Grocery list.

You made it easier for 8,000 households to get help paying for food with SNAP!

The benefits these households received to pay for groceries brought an estimated \$8M of federal money into Massachusetts.

Boost Your Food Budget
1.800.645.8333



NEED HELP PAYING FOR FOOD?



SNAP provides money for groceries.

Find out if you're eligible.

1.800.645.8333 | GettingSNAP.org | SNAP | PROJECT BREAD

SERVING MASSACHUSETTS

20,009 people assisted over the phone by our counselors. 40% of these people called to learn if they were eligible for SNAP

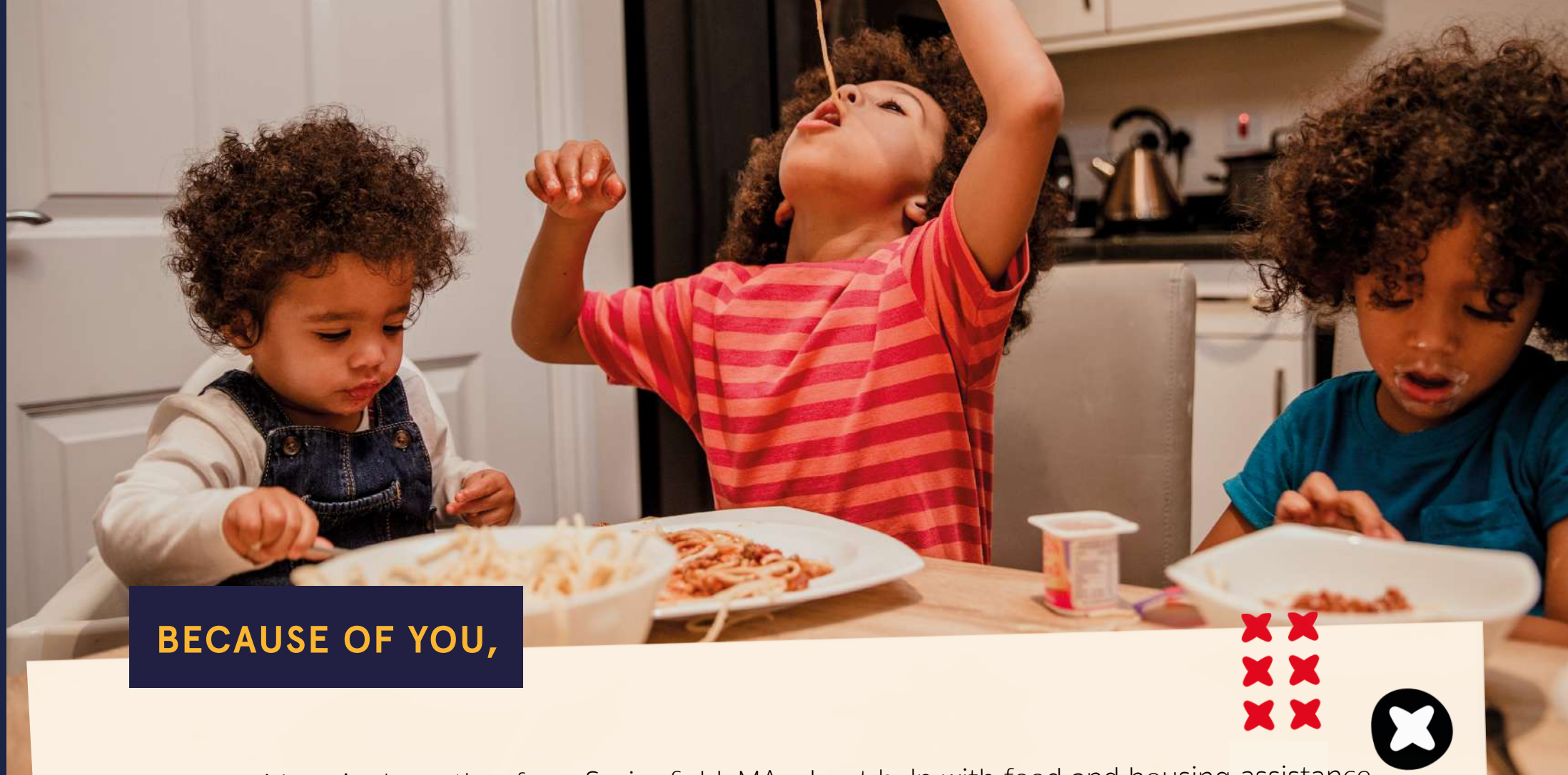
1,814 people assisted online by our counselors

13,513 people accessed information online through our new, award-winning automated chat assistant

4,599 people assisted in languages other than English by our bilingual counselors or with aid of a translator (22.7% of calls)

BUILDING CAPACITY

You helped to build and launch a new automated chat assistant for our online LiveChat feature that fielded 13,513 chats in its first year - wow! It's been an incredible tool to triage out-of-state inquiries and help direct people to the information they're looking for. This has freed up our counselors to complete more eligibility screenings for SNAP and help more people complete their SNAP applications.



BECAUSE OF YOU,



I chatted with a single mother from Springfield, MA, about help with food and housing assistance through our online LiveChat feature. She told me that the reason she preferred not to call was because she didn't want her kids to overhear that the family is struggling. She is working full-time, but her income can barely cover all of their expenses, especially with rising food costs. I was able to check if she was eligible and talk her through applying for SNAP. Thank you for continuing to expand our solutions to meet people where they are so they have dignified ways to ask for and receive help.

Leah M Schenk

Leah Schenk
Manager of SNAP Outreach at Project Bread

YOU PROTECTED THE HEALTH OF AN ENTIRE GENERATION.

One in every five households with children in Massachusetts cannot afford enough food to stay healthy. Black and Latino/a families are disproportionately impacted. Together we are solving child hunger, starting with what happens in our schools: free meals for all, continued access to meals over summer break, and better quality meals.

During the 2022-23 school year, every student can eat meals at school at no cost to their families. This would not have happened without you.

Your support made school meals – a critical source of nutrition for hundreds of thousands of children – free for all students. This means more kids get to eat, the burden of school meal debt is eliminated, and when students from households of every income level eat together, there is no stigma attached to free meals.

Massachusetts is 1 of only 5 states with free school meals for all during the 2022-2023 school year, helping students learn and be active in the short term, and thrive academically, physically, and emotionally in the long term.

School meals establish lifelong healthy eating habits that can reduce the cases and severity of type 2 diabetes, heart disease, and obesity, along with the cost associated with these diseases. By making meals available to all children, you protected the health of an entire generation this school year.

**FEED KIDS.
SOLVE HUNGER.**

“Erin and her team at Project Bread are some of the best food insecurity and nutrition advocates in the state, particularly for child hunger issues.

I want to thank them for their leadership and tireless efforts to end hunger and position our state as a leader on the national stage.”

Senator Sal DiDomenico
School Meals for All Bill Sponsor
Feed Kids Campaign

TAKE ONE THING OFF YOUR PLATE.

While still making sure theirs is full.

www.projectbread.org

PROJECT BREAD your statewide food resource for MA

STAY FULL. EAT AT SCHOOL.

FEEDING KIDS
October 2022

IMPACT OF SCHOOL MEALS FOR ALL*
2019 vs 2022

239,106
kids ate breakfast
each day at school

+54,855
more kids ate breakfast
each day at school

549,301
kids ate lunch each
day at school

+80,744
more kids ate lunch
each day at school

* where meals were not previously free for all students.



Because of you,

There is an equal playing field for all students to succeed at school because they are equally nourished."

Jill Henesey, Director of Food and Nutrition Services at Old Rochester Regional School, Mattapoisett, MA

BENEFITS BEYOND THE MEALS

Everybody eats, and it's better when we do it **together!** The benefits of School Meals for All go beyond the food – supporting our children's health and that of the entire school community.

- Reduced Stigma
- Improved Students' Attitudes & Readiness for Learning
- Fewer Visits to the School Nurse
- Saved Families an Average of \$1,200 to Put Towards Other Expenses



CAFE DA MANHÃ GRATUITO PARA VIAGEM

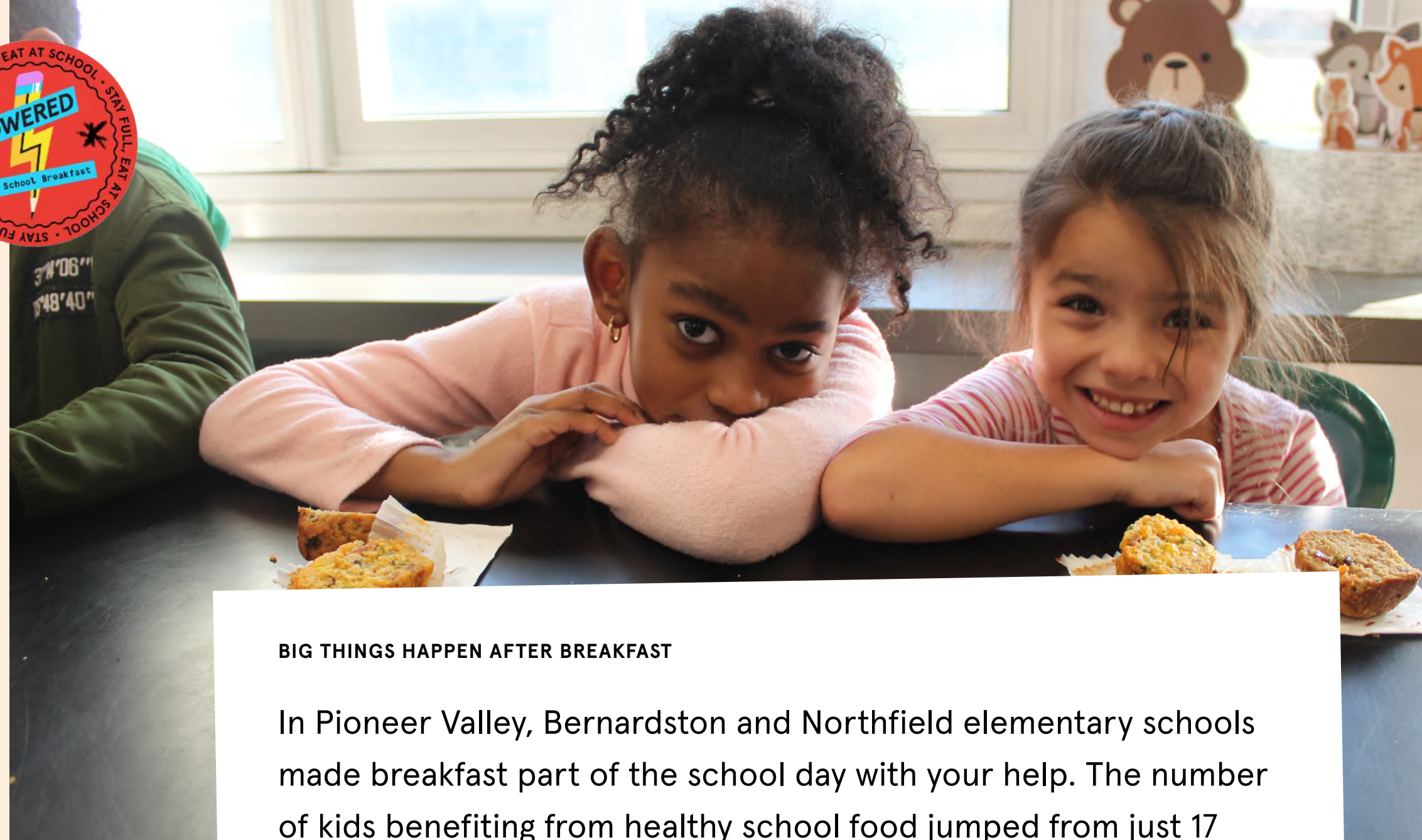


YOU MADE BREAKFAST PART OF THE SCHOOL DAY

We recognize that change starts with policy, but doesn't end there. In 2020, Project Bread was instrumental in the successful passage of An Act Regarding Breakfast After the Bell, requiring all MA public schools where at least 60% of students are eligible for free or reduced-price meals to offer all students breakfast after the beginning of the instructional day.

Your generous support meant 174 school districts received expert guidance and assistance to successfully increase school breakfast participation, through one-on-one support, peer-to-peer connections, promotional materials, and even grant funding. You have provided an essential support to schools during this transition.

Breakfast sandwiches are a hit! Students are lined up all the way down the hall for Grab & Go Breakfast before class!



BIG THINGS HAPPEN AFTER BREAKFAST

In Pioneer Valley, Bernardston and Northfield elementary schools made breakfast part of the school day with your help. The number of kids benefiting from healthy school food jumped from just 17 to 234 students after implementing Breakfast After the Bell and providing free meals to all students. That is a 1,276% increase!





THE YUM ZONE

Delicious school lunch, brought to kids across the Commonwealth, by you!

LUNCH GOT TASTIER

School meals got a boost from new recipes developed by Project Bread. School nutrition staff across the state participated in Project Bread's School Food Fellowship where they earned professional development credits. At the end of the program, meals served to students were nutritious and delicious - not to mention kid-approved!

YOU SUPPORT HEALTHY SCHOOL FOOD

-  10 school districts
-  545 school nutrition staff
-  1,108 continuing education hours earned
-  544,760 kids eating lunch daily

CUSTOMER REVIEWS

Through your support, schools are able to offer creative, delicious, and nutritious meals. You're inspiring more kids to stay full and eat at school.

"More food like this, soo good, amazing, and nutritional!"

Arroz con Pollo Bowl



Chicken Tikka Masala

"This is different... BUT I LIKE IT!"



Tofu & Edamame Salad Shaker

"This is the best salad EVER."



Bahn Mi Sandwiches

"Bring it here!!!!"



I love seeing how the shawarma spice blend I created - with Lebanese flavors I grew up with - is making kids want to eat more vegetables and healthy food here in Salem, and in Chicopee too! Project Bread's School Food Fellowship program helps me think about preparing and seasoning school meals so that the kids love it even more. I definitely recommend the fellowship!"

Ghada Fniech, Head Cook at The Horace Mann Laboratory School in Salem, MA. Participant in Project Bread's School Food Fellowship





SUMMER GOT COOLER

You made sure that kids all over Massachusetts had access to free and fun meals over summer break.

You made it easier than ever for caregivers to find nearby locations providing food for kids and teens – by making it possible for Project Bread to create new materials, increase promotion, make information available in nine languages, and launch a new and improved meal finder map.

With the help of a fresh new look for Summer Eats, kids ate 2,323,637 free meals in July, served at 1,495 locations. And everyone had so much fun while doing so!

You made important upgrades to our website possible, growing the number of visitors to the projectbread.org Summer Meal Finder Map by 555% (really - it is not a typo!) in summer 2022 compared to 2021. Approximately 1 in 4 visitors used this resource in a language other than English.



// **Because of you,**

A new Summer Eats site opened up at the park within walking distance to my family! My kids have been walking down most days and it's been such a relief knowing that my children are provided with both breakfast and lunch on the weekdays. It's been one less financial stressor for me during the summer months."

Thank you, a North Attleboro Mom



YOU GAVE PEOPLE THE OPPORTUNITY TO HEAL.

It is impossible to be fully healthy without enough to eat. Project Bread is treating food insecurity through the healthcare system to improve long-term patient health outcomes. People with chronic medical conditions receive one-on-one support from our counselors to overcome nutrition barriers to good health. Our innovative case management model addresses *multiple barriers* to food security. Inadequate nutrition no longer jeopardizes people's opportunity to heal.

In 2022, Project Bread demonstrated what we, and supporters like you, have known all along: preventing hunger improves health. **3,799 eligible MassHealth patients received Project Bread's comprehensive case management, allowing them to feel better and live healthier – a 161% increase from the number of patients served last year!**

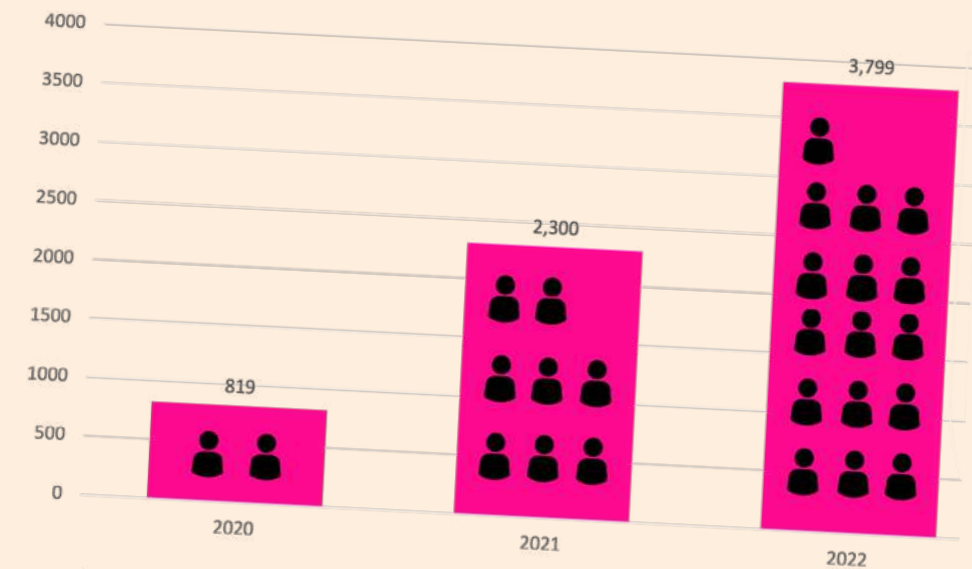
- Food budgets got a boost, with **\$3.1 million** in grocery store gift cards, giving that allowed people purchasing power to shop for healthy food.
- **Nearly \$1 million** in kitchen supplies made it possible for patients to properly store groceries and prepare nutritious meals at home.
- **882 people** received nutrition counseling and learned how to apply it through nutrition-focused cooking classes. The number of patients reporting they are confident in their knowledge of what foods to eat increased by more than 41%. That is change that lasts!

Project Bread's impact goes beyond helping individual patients. We are systematically integrating anti-hunger solutions into one of our nation's largest systems: healthcare. Together, with our partners, we are opening a huge and untapped access point to reach people struggling without enough to eat. It is common sense that solving food insecurity improves health. Now, with your support, we are proving it is possible to scale this impact to improve community health and eventually reduce healthcare costs in Massachusetts.

At The White House Conference on Hunger, Nutrition, and Health in September, Massachusetts emerged as a national leader fighting systemically to end the injustice of hunger. The impact from our innovative work in healthcare, alongside critical partners, stands to transform the way we address food insecurity in the United States forever.

BUILDING CAPACITY FOR GREATER IMPACT

Project Bread believes in the importance of centering people, not food, in solutions. Because of this, growing the staff of our Healthcare Partnerships program directly correlates to more people being food secure.



PROVIDING FOOD SECURITY

3,799 people received comprehensive services to address all barriers to food security

\$3.14 M distributed to boost patients' food budgets

\$956k worth of food preparation and storage supplies, and kitchen equipment distributed

PER PERSON AVERAGES

up to **9 months** of services

\$129/month for food on grocery store gift cards

\$173 worth of kitchen supplies



// **Because of you,**

My health improved and my doctors reduced my insulin doses! I've learned so much about how to manage my diabetes. I'm eating more fruits and vegetables, and learning tricks like adding fruits to the water to replace juices and soda."

Project Bread client and MassHealth participant

EARLY INSIGHTS

In June 2022 we released a report, **Food Security is Health Care**, evaluating the impact of our innovative work to address food insecurity through the healthcare system.

- 25% of patients were no longer food insecure after six months of programming.
- Patients living with food insecurity need more than just food, such as kitchen supplies, appliances, transportation, and nutrition counseling.

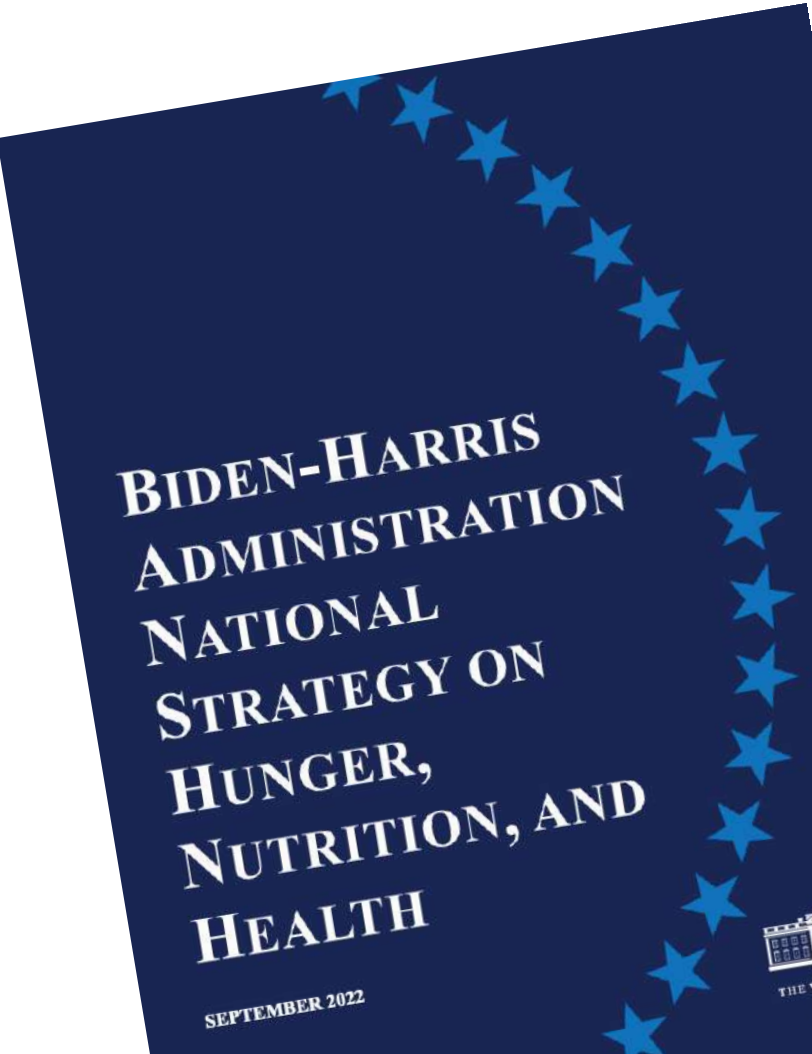
YOU ARE TAKING ACTION AND CHANGING SYSTEMS.

Together we are changing the system. Solving hunger for good is going to take big, bold solutions. We need policies and programs that work for the people they are intended to support. We need legislators to act on commitments to ending hunger. We need to change the system. And together, we are.

WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH

As plans were underway for the first White House Conference on Hunger, Nutrition, and Health in more than 50 years, our Congresspeople and Senators jumped into action to understand the challenges that make keeping food on the table seem impossible, what it means to be food insecure in Massachusetts, and what changes are needed, to inform the event and the White House plan to end hunger by 2030.

Because of you, Massachusetts emerged a leader. And the right voices were brought to the table.



**BIDEN-HARRIS
ADMINISTRATION
NATIONAL
STRATEGY ON
HUNGER,
NUTRITION, AND
HEALTH**

SEPTEMBER 2022

YOU LIFTED UP COMMUNITY VOICES TO MASSACHUSETTS LEADERS

In Preparation for the Historic Conference, Your Support Enabled Congresswoman Ayanna Pressley to Hear the First-Hand Experiences of People Closest to the Issue.

- 25 parents and food security advocates gave testimony to Congresswoman Pressley, sharing their first-hand experience in English and Spanish.
- Testimony given was transcribed in real time and given directly to the White House.



YOU REPRESENTED MASSACHUSETTS ON A NATIONAL STAGE

Our CEO, Erin McAleer, was proud to represent Project Bread's strategy and impact at the White House conference. Massachusetts had one of the largest delegations, with several of our partners and anti-hunger champions in attendance – including numerous food banks, State Senators DiDomenico and Comerford, State Representatives Vargas, Kane, and Domb, and Congressman Jim McGovern.

Thank you to Massachusetts' own Congressman Jim McGovern, whose years of advocacy was a big part of making this conference happen!

INFORMING THE NATIONAL STRATEGY

You Informed the White House's National Strategy to End Hunger by 2030.

Project Bread's work on long-term solutions to food insecurity has yielded immense benefits throughout Massachusetts. In July, we outlined numerous recommendations to The White House, many of which were incorporated into the National Strategy, including:

- A pathway to universal school meals.
- Addressing food insecurity as part of health care by extending the Medicaid 1115 waiver, which enables our healthcare services model with MassHealth.
- Helping more families afford groceries to offset the "meal gap" over school break by making Summer EBT permanent.
- Making federal assistance programs more accessible by creating a common application for Medicaid, WIC, and SNAP.



IMPLEMENTING THE PLAN

Through your support, Project Bread is now leading the statewide coalition of anti-hunger, healthcare, and food systems partners to develop, advocate, and implement a Massachusetts-specific roadmap to end hunger by 2030.



AWARENESS WEEKS

You Made Noise Together on Social Media to Boost Awareness of Critical Nutrition Programs.

In 2022, hundreds of you participated in 4 Awareness Weeks: 2 for SNAP, 1 for Summer Eats, and 1 for Free School Meals for All.

SNAP Awareness Week in January alone generated 33,000 impressions across our social media channels— helping promote and destigmatize this vital anti-hunger program.

This single week generated 32% more impressions than our *monthly* average – proving working together to promote these critical resources is highly effective – and key!



PROJECT BREAD'S ACTION TEAM

2,537 People Sent 8,643 Messages to our State Legislature Urging their Support of Anti-hunger Legislation.

Because of your advocacy – your flood of calls, emails, and tweets – legislators heard you! Because of you, all kids have free school meals this school year, SNAP and MassHealth are moving to a common application, low-income households can buy more fresh produce, and college campuses are making it easier for students to get food assistance.



THE WALK FOR HUNGER

1,674 People Raised \$1.07 M for Solutions to Hunger Though The Walk for Hunger.

Hosted virtually for the third year due to public health concern over COVID, we were energized by the fact that 42% of participants joined The Walk for their first time!

THE COMMONWEALTH

36 Anti-Hunger Partners Formed Teams & Raised Money Through The Walk for Hunger.

In total they raised \$206,000 – 60% of which was granted to their team's organizations, totaling \$123,600 to support their community-based anti-hunger initiatives!





SPOTLIGHT
How Project Bread's Partnership Has Contributed to the Success of the Region



COMMUNITY-BASED SOLUTIONS

Project Bread believes that collaboration is essential for lasting change. Building a Massachusetts where hunger no longer exists is only possible when solutions are based on diverse experiences and expertise. The values of diversity, equity, inclusion, and justice must be integrated into all aspects of our work.

Project Bread launched its Community of Practice in 2022 to create a space for meaningful connections between passionate people from diverse communities across the state. **Together, this group of leaders empowers equitable, systemic solutions that serve the specific needs of their communities.** The experiences and expertise of individual community members accumulate exponentially for a cumulative impact that accelerates Massachusetts' progress toward our shared goal of solving hunger.

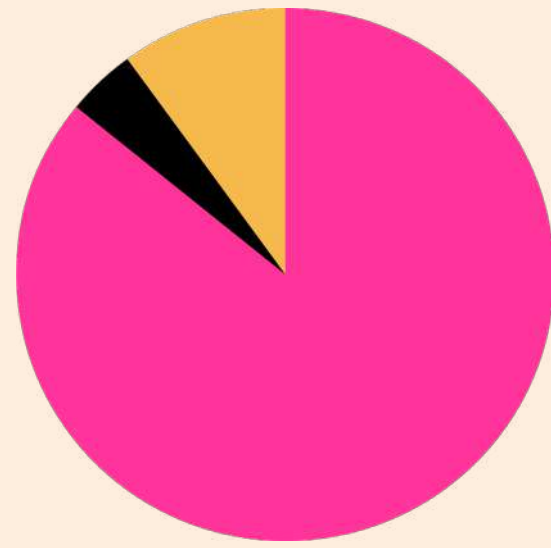
PATHWAYS TO CHANGE

You are creating pathways to change by supporting the work we're doing to build spaces for community conversations and engagement around food access.

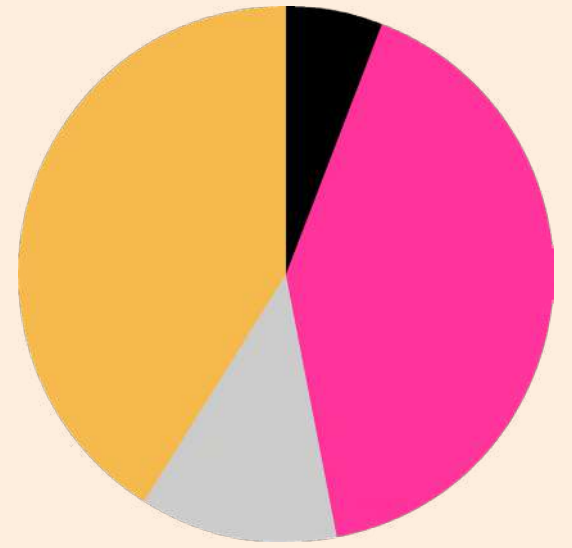
- \$6,500 grants awarded to 9 organizations, totaling \$58,500
- Equitable and inclusive multilingual grant process
- 88% of applications were from minority-led organizations
- 70% of applicants were new partners to Project Bread

FINANCIALS

Your generosity in Project Bread's fiscal year 2022 (10/1/21-9/31/22) is the reason people in Massachusetts living with the worry of having enough to eat had a constant source of support. The empathy and dedication you bring to our shared fight against hunger pushes us even harder to lead on policy solutions that will enable us to emerge from the tragedy of the pandemic with more equitable systems. For all that you do for others, thank you.



- EXPENSES \$15.3 MILLION**
- Programs - 85%
 - General & Administrative - 5%
 - Fundraising & Development - 10%



- REVENUE \$15.9 MILLION**
- Foundation Grants & Other Income - 41%
 - Individual & Corporate Contributions - 41%
 - Government Grants - 12%
 - In-Kind - 6%

**Net investment return is not included.*

THANK YOU

RECOGNITION

PARTNERS

STATE-WIDE

Massachusetts Department of Elementary & Secondary Education (DESE)

Massachusetts Department of Transitional Assistance (DTA)

SUPPORTERS

CORPORATE & FOUNDATIONS

\$100,000+

Channel 7 Foundation Inc.

Frieze Family Foundation

Liberty Mutual Foundation, Inc.

Lovett-Woodsum Family Fund

Share Our Strength

The Klarman Family Foundation

The Yawkey Foundation

\$50,000 - \$99,999

American Heart Association

Bay State Milling Company

Dana Farber Cancer Institute

Shiple Family Foundation

The 1434 Foundation

The Baupost Group, LLC

\$25,000 - \$49,000

Bain Capital Children's Charity Ltd.

Hershey Family Foundation

Odysseys Unlimited

Plymouth Rock Assurance Corporation

State Street Foundation, Inc.

The Gilson Family Foundation

\$10,000 - \$24,999

Brookline Bank

Digital Federal Credit Union

Douglas Wine & Spirits

Hanover Insurance Group

Highland Street Foundation

Lawrence J. and Anne Rubenstein Charitable Foundation

Linde Family Foundation

Mabel A. Horne Fund, Bank of America, N.A., Trustee

Saturday's and Sunday's Bread

The TJX Foundation, Inc.

The Vertex Foundation

Wines & More, Manfield

Wines & More, Walpole

Wines & More, Wareham

Wistia



In-Kind

98.5 The Sports Hub

HOT96.9

105.7 WROR

ROCK 92.9

Channel 7 News

WilmerHale

Country 102.5

INDIVIDUALS

\$100,000+

Barbara and Amos Hostetter

Mooney-Reed Charitable Foundation

Jerry and Margaretta Hausman

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

Brent and Rachel Dibner

Estate of Leo Joseph Robillard

Christopher McGrath

Roger and Hannelore Reiser

**\$25,000 -
\$49,000**

John and Caroline Langan

The Paula's Gift Fund

The William and Lia G. Poorvu Family Foundation

**\$10,000 -
\$24,999**

Adam Levin

Lawrence and Beth Greenberg

Arthur Lewbel

Maxine Myers Foundation

Barbara and Edward Wilson

McKay Family Charity Fund

Dr. Akshay Vaishnaw and Alison Vaishnaw

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Robert Wolff and Caroline Lindeke

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James Fitzgerald

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Charitable Foundation

The High Pointe Foundation

Joyce Lafaver

Theodore W. & Evelyn G. Berenson
Charitable Foundation

KBK Foundation

William Spears and Robin MacIlroy

THANK YOU



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and Engagement Lead
MassMutual

THANK YOU



While the challenges on the horizon are many, we look ahead with hope, optimism, and determination. The bold solutions we're leading on are already driving lasting change. The impact we have will accelerate and expand in this unique moment in time. Our greatest opportunity to permanently solve hunger in the Commonwealth is right now — and we will do it together.

