Your generosity helps ensure that our Bayard Community Kitchen continues to prepare healthy meals that our neighbors have grown to love.

WORKING TOGETHER

SUMMER 2020 NEWSLETTER

CONTENTS

LETTER FROM OUR LEADERSHIP
OUR AGENCIES ARE ON THE FRONTLINES
PREPARED TO SERVE NOW AND ALWAYS

A NUDGE IN THE RIGHT DIRECTION
LIFTING THE SPIRITS OF OUR NEIGHBORS IN NEED
Dear Supporters,

During the last few months, thousands of compassionate individuals like you have stepped up to help our neighbors in their times of need. Whether through donations of food, funds and/or time, we are inspired, and humbled, by all those who have stood with us during these challenging times.

As a community backbone organization, we’ve been able to carry out our mission by leveraging our proven food distribution methods and adjusting our operations to meet the demand, while keeping safety our top priority. Read more about how we began preparing our mitigation strategies around the COVID-19 pandemic on pages 4 and 5.

We know the road ahead will not be easy and the need of those we already serve has only gotten deeper. Additionally, there is an emerging group of our neighbors who we believe will soon find themselves in a tough spot.

At a 15 percent unemployment rate, we foresee an additional 100,000 of our neighbors becoming food insecure. These individuals have never relied on a food pantry or ever thought they would be in a position where they couldn’t provide for their family. Our hearts go out to them, as well as those we currently serve. And so will our food.

Every day, I am reaffirmed that the most resilient thing in this entire world is the human spirit. I am honored to witness it with our incredibly dedicated staff; our volunteers who give so much of their heart to our mission; you, our donors, whose generosity brings our work to life; and our clients who are so resilient, as they put one foot in front of the other and know they will get to the other side.

It is our job and our responsibility to look after our neighbors in their times of need, and your continued support and belief in our mission makes that possible.

With deep appreciation and respect,

Doug Pick
President and Chief Executive Officer
WE’RE PROUD TO WORK ALONGSIDE THESE RESILIENT AGENCIES AS WE CARRY OUT OUR MISSION TODAY, AND FOR MANY TOMORROWS TO COME.

OUR AGENCIES ARE ON THE FRONTLINES

We’re able to distribute food and help our neighbors in need because of our Agency Network members. This network of more than 270 food pantries, churches, soup kitchens and other nonprofits are on the frontlines of fighting hunger and are committed to serving their communities.

During our COVID-19 contingency planning in early March, we activated close to 30 members of our Agency Network, who serve as Emergency Relief Agencies to maintain our food distribution capabilities in the event food supply channels were interrupted. Located throughout our service area, these agencies increased their distributions to meet the growing need.

“From the Northern Neck to Farmville to South Hill, we knew we needed strategic distribution points and agencies who had the capacity to accept, and distribute, more fresh and perishable product,” said Annie Andrews, Director of Supply Chain Operations.

With more food moving through our distribution channels, regular communication with our network has been key. Led by our Agency Relations Managers Sarah Dovel and AJ Johnson, we have continued to provide our agencies with guidance on how to keep their volunteers and clients safe throughout this public health crisis while continuing their important work.

The vast majority of our agencies have continued their operations throughout the pandemic. From moving to drive-thru distributions to online ordering and curbside pickup, these organizations have impressed us with how they have mobilized and shifted to low- or no-contact distributions to meet the needs in their communities, while keeping safety the top priority.

We’re proud to work alongside these resilient agencies as we carry out our mission today, and for many tomorrows to come.
Over the past three months as the COVID-19 pandemic evolved and the needs of the communities we serve increased, we put in place several mitigation strategies to carry out our mission while keeping safety our top priority.

“These changes required creative thinking by our staff, the cooperation and support of our volunteers, understanding and flexibility from our agencies and clients and the support of our donors,” said Rick Gliot, Chief Operations Officer.

The first significant change was shifting our Meals on Wheels from fresh meals delivered five days a week to frozen meals delivered once a week. Since mid-March, our staff and volunteers prepare, package and freeze thousands of our made-from-scratch meals every week. Then, our volunteer drivers deliver boxes with five to 10 frozen meals every Friday to our more than 900 clients. This change immediately reduced our volunteer need and the number of touches with the outside world our vulnerable client population receives by 80 percent.

An integral component of this strategy is the regular reassurance calls our Meals on Wheels Client Services team makes to our seniors and homebound neighbors. These calls helped ease our clients through the transition and continue to help them feel connected to others, though from a distance.

“With our clients feeling uncertain about what’s happening, these calls allow us to reassure them that we are here to help and to see what other needs they may have,” said Austin Archer, Meals on Wheels Client Services Operations Manager. “It is refreshing for our staff and volunteers to hear the joy in their voices when we call.”

Another mitigation strategy we put in place was in our Steve and Sarah Bayard Community Kitchen. In early
April, we split our kitchen staff and volunteers into two buildings to help ensure physical distancing and minimize the risk of interrupting operations due to illness.

This split also created opportunities for additional professional kitchen help, just as the RVA restaurant industry contracted. Thanks to a generous grant from The Community Foundation for a greater Richmond’s Central Virginia COVID-19 Response Fund, we hired seven cooks for two months from local restaurants to help in both kitchens.

“As the days pass, I am so proud of how our staff, volunteers, Agency Network members, clients and donors have come together to ensure that we continue to be here for our community when they need us most,” said Gliot.
A NUDGE IN THE RIGHT DIRECTION

Have you ever walked through the grocery store and noticed the special displays highlighting certain foods? Or seen big bins overflowing with different beautiful fruits and vegetables that you just can’t seem to resist? Whether you realize it or not, these are very intentional in nature and are known in the industry as nudges, a tactic to influence decisions that has been used in the retail world for many years.

At Feed More, we have been exploring new ways to improve our hunger-fighting efforts and a key part of this has been rolling out nutrition education to select members of our Agency Network, including new and strategic signage and displays like nudges.

“Nutritional nudges are an easy and budget-friendly way to help highlight the healthy food options our Agency Network members have to offer,” said Lauren Waaland-Kreutzer, M.P.H., Nutrition Education Coordinator at Feed More. “They encourage clients to select a healthier choice, instead of picking foods that don’t carry as much nutritional value.”

These specialty signs highlight food in very subtle, yet effective ways. With Lauren’s guidance, our agencies have replaced plain paper signs with decorative chalkboards to make the food pantry feel more like a farmer’s market. These agencies have also bundled items together as a recipe instead of distributing them separately to help clients visualize using them in their own homes.

So far, the impact of nutritional nudges is very encouraging! During the program’s two-month test phase, the pantry at St. Stephen’s Episcopal Church saw their black beans distribution increase by 23 percent and were able to distribute 21 percent more greens. Additionally, HandUp Community Resource Pantry reported their produce distribution has tripled since implementing the program!

“The signage and placement of the nudges were attractive and sparked new conversations with our guests,” shared Liz Pearce, Pantry Coordinator at St. Thomas’ Episcopal Church Food Pantry. “Many of our clients remarked that it was thoughtful and helpful to suggest recipes and introduce healthier food choices, and that it showed we really cared about them.”

With nutritional nudges as a foundation for educating clients, Feed More’s Agency Relations team is continuing to implement more outreach programs like recipe cards and adding health screenings to the experience.

NUTRITIONAL NUDGES ARE AN EASY AND BUDGET-FRIENDLY WAY TO HELP HIGHLIGHT THE HEALTHY FOOD OPTIONS OUR AGENCY NETWORK MEMBERS HAVE TO OFFER.”

LAUREN WAALAND-KREUTZER, M.P.H.
Nutrition Education Coordinator

A NUDGE IN THE RIGHT DIRECTION

Have you ever walked through the grocery store and noticed the special displays highlighting certain foods? Or seen big bins overflowing with different beautiful fruits and vegetables that you just can’t seem to resist? Whether you realize it or not, these are very intentional in nature and are known in the industry as nudges, a tactic to influence decisions that has been used in the retail world for many years.

At Feed More, we have been exploring new ways to improve our hunger-fighting efforts and a key part of this has been rolling out nutrition education to select members of our Agency Network, including new and strategic signage and displays like nudges.

“Nutritional nudges are an easy and budget-friendly way to help highlight the healthy food options our Agency Network members have to offer,” said Lauren Waaland-Kreutzer, M.P.H., Nutrition Education Coordinator at Feed More. “They encourage clients to select a healthier choice, instead of picking foods that don’t carry as much nutritional value.”

These specialty signs highlight food in very subtle, yet effective ways. With Lauren’s guidance, our agencies have replaced plain paper signs with decorative chalkboards to make the food pantry feel more like a farmer’s market. These agencies have also bundled items together as a recipe instead of distributing them separately to help clients visualize using them in their own homes.

So far, the impact of nutritional nudges is very encouraging! During the program’s two-month test phase, the pantry at St. Stephen’s Episcopal Church saw their black beans distribution increase by 23 percent and were able to distribute 21 percent more greens. Additionally, HandUp Community Resource Pantry reported their produce distribution has tripled since implementing the program!

“The signage and placement of the nudges were attractive and sparked new conversations with our guests,” shared Liz Pearce, Pantry Coordinator at St. Thomas’ Episcopal Church Food Pantry. “Many of our clients remarked that it was thoughtful and helpful to suggest recipes and introduce healthier food choices, and that it showed we really cared about them.”

With nutritional nudges as a foundation for educating clients, Feed More’s Agency Relations team is continuing to implement more outreach programs like recipe cards and adding health screenings to the experience.

“NUTRITIONAL NUDGES ARE AN EASY AND BUDGET-FRIENDLY WAY TO HELP HIGHLIGHT THE HEALTHY FOOD OPTIONS OUR AGENCY NETWORK MEMBERS HAVE TO OFFER.”

LAUREN WAALAND-KREUTZER, M.P.H.
Nutrition Education Coordinator

A NUDGE IN THE RIGHT DIRECTION

Have you ever walked through the grocery store and noticed the special displays highlighting certain foods? Or seen big bins overflowing with different beautiful fruits and vegetables that you just can’t seem to resist? Whether you realize it or not, these are very intentional in nature and are known in the industry as nudges, a tactic to influence decisions that has been used in the retail world for many years.

At Feed More, we have been exploring new ways to improve our hunger-fighting efforts and a key part of this has been rolling out nutrition education to select members of our Agency Network, including new and strategic signage and displays like nudges.

“Nutritional nudges are an easy and budget-friendly way to help highlight the healthy food options our Agency Network members have to offer,” said Lauren Waaland-Kreutzer, M.P.H., Nutrition Education Coordinator at Feed More. “They encourage clients to select a healthier choice, instead of picking foods that don’t carry as much nutritional value.”

These specialty signs highlight food in very subtle, yet effective ways. With Lauren’s guidance, our agencies have replaced plain paper signs with decorative chalkboards to make the food pantry feel more like a farmer’s market. These agencies have also bundled items together as a recipe instead of distributing them separately to help clients visualize using them in their own homes.

So far, the impact of nutritional nudges is very encouraging! During the program’s two-month test phase, the pantry at St. Stephen’s Episcopal Church saw their black beans distribution increase by 23 percent and were able to distribute 21 percent more greens. Additionally, HandUp Community Resource Pantry reported their produce distribution has tripled since implementing the program!

“The signage and placement of the nudges were attractive and sparked new conversations with our guests,” shared Liz Pearce, Pantry Coordinator at St. Thomas’ Episcopal Church Food Pantry. “Many of our clients remarked that it was thoughtful and helpful to suggest recipes and introduce healthier food choices, and that it showed we really cared about them.”

With nutritional nudges as a foundation for educating clients, Feed More’s Agency Relations team is continuing to implement more outreach programs like recipe cards and adding health screenings to the experience.

“NUTRITIONAL NUDGES ARE AN EASY AND BUDGET-FRIENDLY WAY TO HELP HIGHLIGHT THE HEALTHY FOOD OPTIONS OUR AGENCY NETWORK MEMBERS HAVE TO OFFER.”

LAUREN WAALAND-KREUTZER, M.P.H.
Nutrition Education Coordinator
LIFTING THE SPIRITS OF OUR NEIGHBORS IN NEED

For many of us, receiving a birthday or holiday card filled with personal messages of love from our family and friends is something we look forward to every year. Sadly, for many of our Meals on Wheels recipients who don’t have family in the area, or don’t have family at all, getting through the holidays, birthdays and other special occasions can be very difficult and lonely.

To help lift the spirits of our clients, Feed More encourages members of the community and our volunteers to create beautiful handmade cards and placemats for our Meals on Wheels clients.

Helen, who receives a healthy meal through Feed More’s Meals on Wheels program, received a lovely handmade card delivered by our caring volunteers to mark her 100th birthday.

“It truly made my day even more special!” shared Helen with a smile.

These cards help spread joy on special occasions and have sweet messages of support and encouragement. They can often be found on the refrigerators and walls of our clients, who cherish them like they are from their own family.

Mr. Simpson, a Meals on Wheels client living in Richmond, loves looking at the cards he receives because, “They brighten my day, give me something to look forward to and add color to my room.”

We continue to be inspired by the generosity of our community through these thoughtful handmade cards. Feed More’s Meals on Wheels program has always been about more than a meal, it’s about making sure our senior and homebound neighbors are living healthy and happy lives. By letting our neighbors know their community is thinking of them and supporting them, it can make a world of difference.

IF YOU WOULD LIKE TO HELP BRING CHEER TO OUR CLIENTS BY MAKING CARDS, PLEASE FOLLOW THESE SIMPLE REQUIREMENTS:

INCLUDE UPLIFTING MESSAGES AND/OR PICTURES
SIGN YOUR CARD(S) FROM ‘YOUR FRIENDS AT FEED MORE’S MEALS ON WHEELS’
HAVE FUN AND BE CREATIVE!

For more information, please contact Client Services at (804) 673-5035 or email info@FeedMore.org.
GIFTS FROM THE HEART

We truly have been humbled by the outpouring of love and support from our incredible community. Here are some of the reasons why neighbors are helping neighbors across Central Virginia!

“We are all in this together ...”

“In this time of community stress, I wanted to help someone as you helped me.”

“Every little bit helps.”

“We have had the luxury of keeping a job during these unprecedented times ... I hope this helps families in need.”

“As a more than 70-year-old volunteer for Meals on Wheels, I can’t do my regular route. This financial contribution appears to be the best way I can contribute to Feed More’s ongoing activities that in today’s world are needed more than ever.”

“I donated this in honor of those who are helping all of us in this crisis: healthcare workers, grocery workers, delivery drivers and so many more who keep us healthy and fed.”

“I believe in the work you’re doing.”

“Cheers to taking care of each other!”

“Thank you for all you do – I feel secure in the fact that I could depend on you if I am ever in need.”

PLANNED GIVING TO HELP US FEED MORE!

Direct gifts to Feed More from your IRA or retirement plan can:
- Be an easy and convenient way to make a gift from one of your major assets.
- Be excluded from your gross income — avoiding taxes on your RMD.
- Count toward your required minimum distribution.

For more information, please reach out to Kathy Erhardt, Manager of Planned & Leadership Giving at KErhardt@FeedMore.org or 804-237-8603.

SOCIAL MEDIA

Follow us on our social channels to stay up to date on our hunger-fighting efforts!

FACEBOOK.COM/FEEDMORE
@FEEDMOREINC
@FEEDMOREINC

1415 Rhoadmiller Street
Richmond, VA 23220
(804) 716-3249
FeedMore.org

HOURS OF OPERATION
Administrative Offices:
Monday - Friday
8 a.m. - 4 p.m.

Food donations are accepted weekdays, 9 a.m. - 4 p.m. and our bright orange donation bins are available for drop-offs 24/7.