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FOR IMMEDIATE RELEASE

REDWOOD EMPIRE FOOD BANK UNVEILS NEW PROGRAM NAMES

Santa Rosa, CA – March 30, 2017 – The Redwood Empire Food Bank (REFB) will unveil new names for several of the organization’s direct service hunger-relief programs this month. In total, the REFB has renamed six of the organization’s 12 food and nutrition assistance programs in a thoughtful and deliberate effort to better communicate the ways in which the REFB is ending hunger in Sonoma County. New program names will also better reflect the organization’s commitment to providing critical nutrition assistance for all those who find themselves in need. The REFB’s three strategic initiatives – Every Child-Every Day, Senior Security, and the Neighborhood Hunger Network – will remain unchanged.

“Names have the power to tell a story, and our story – who we are, how we are ending hunger, and who we serve – is told more clearly through our new program names,” said David Goodman, CEO of the Redwood Empire Food Bank. “For 30 years, the Redwood Empire Food Bank has been providing help to people in need of food,” he continued. “In looking toward the future, we are examining the complexity of our work and recognizing the ways in which we can efficiently and effectively communicate those complexities to our community.”

Strategic renaming efforts have focused specifically on titles that had, in previous years, struggled to clearly convey the focus and scope of each program’s service to the community. The REFB’s Every Child-Every Day initiative Afterschool Meal program, more commonly referred to as AMP it Up!, has been simplified to Afterschool Café, for example. Two Senior Security initiative programs, Brown Bag and the Commodity Supplemental Meal program, or CSFP, are now collectively the Senior Basket program. These subtle shifts in language and tone tell a more accurate story of the many types of food assistance provided by the REFB.

“Our senior programs provide much more than emergency commodities,” said Hillary Jarcik, the REFB’s Director of Development. “We provide vital nourishment to program

participants by distributing a diverse array of fresh, seasonal produce, healthy staple groceries, homemade, heat-and-eat Kitchen Collective entrées, and quality proteins and dairy products. In each of our programs, we also cultivate a culture of dignity and respect, and fuel hope for our neighbors facing hunger. Our program names now reflect the full picture of the ways in which we are ending hunger in our community.”

The REFB’s 12 direct service programs will continue to distribute healthy food at more than 200 food distribution sites in every city, town, and unincorporated area of Sonoma County, and through 177 local and regional hunger-relief partner organizations, which serve Sonoma, Lake, Del Norte, Mendocino and Humboldt counties. See a full list of REFB programs below.

About Redwood Empire Food Bank

The Redwood Empire Food Bank (REFB) is the largest hunger-relief organization serving north coastal California from Sonoma County to the Oregon border. Since 1987, the REFB has provided food and nourishment to those facing hunger, currently serving 82,000 children, families and seniors in Sonoma County, while striving to end hunger in our community. The REFB collaborates with local and regional partners to obtain and distribute 15+ million pounds of food annually, the equivalent of more than 34,000 meals every day. Through more than 200 of our own direct service distributions and partnerships with 177 other hunger-relief organizations, we form a network of over 450 weekly and monthly distribution sites serving low-income residents in Sonoma, Lake, Del Norte, Mendocino and Humboldt counties.

Redwood Empire Food Bank Programs

Every Child-Every Day

Afterschool Café

Feeding over 2,000 children a nutritious snack or supper each day after the school day.

Megan Furth Harvest Pantry

Dedicated to reducing the risk of anemia and obesity in young children.

School Pantry

Weekly distributions of fresh produce and nutritious groceries at high-need elementary schools.

Summer Lunch

Offering children hot and healthy meals five days a week during the summer break.

Senior Security

Diabetes Wellness

Supporting low-income adults living with type 2 diabetes with healthy foods, education, and connections to community clinics.

Senior Basket

Ensuring seniors throughout our region are food secure and equipped to live healthy, independent lives.

Neighborhood Hunger Network

Community Marketplace

Offering a central wholesale food market to support our network of hunger-relief partner organizations in Sonoma County and throughout our region.

Food Connections

Connecting our neighbors in need to food distributions and vital hunger-relief resources in our community and through state food assistance programs.

Groceries to Go

Ensuring all members of our community who find themselves in need of food have access to staple pantry items and fresh produce.

Kitchen Collective

Transforming donated ingredients into nutritious, flavorful, heat-and-eat entrées for our neighbors in need.

Produce Pantry

Delivering fresh produce to low-income and at-risk communities to put all our neighbors in need on the road to good health.

Value Market

Offering participants a dignified grocery shopping experience and excellent customer service in order to bridge food assistance and self-sufficiency.

Visit refb.org or call 707-523-7900 to learn more.