The Redwood Empire Food Bank W⁵ Project
About the Redwood Empire Food Bank:

The Redwood Empire Food Bank is the largest hunger-relief organization serving Northern California—from Sonoma County to the Oregon border.

- Established since 1987
- 100,000 children, families, and seniors annually
- 20+ million pounds of food annually
- Equivalent of 55,000 meals every day
- 300 direct service distributions
- Partnerships with 150 other hunger-relief organizations
- Combined over 450 weekly and monthly distribution sites
- Sonoma, Lake, Mendocino, Humboldt, and Del Norte counties.
W⁵ is the Redwood Empire Food Bank’s Client Participation Program

W⁵ stands for the “who, what, when, where and why” of the people we serve. By creating a profile, we are able to understand how far people are traveling, how often they need food assistance, how many people we’re serving, and if there are ways we can improve our service and provision of help.

We did outreach for 2 months before launching the project in October 2020, so participants were well aware of why we were asking for their information and how it would impact their experience.

The goal is faster, more convenient service, without having to repeat personal information even if they attend multiple sites.
W⁵: the Redwood Empire Food Bank’s Client Participation Program
One System
We wanted one place for all of our client information. Rather than having separate databases for our 10 innovative programs, we wanted one place where the user experience was exactly the same, no matter what program(s) they participate in.
Every Child, Every Day

We have several programs that help children grow up healthy and strong by providing healthy meals or groceries to families with children at schools, parks, after-school programs and low-income neighborhoods.

- Afterschool Café
- School Pantry
- Summer Lunch
- Preschool Pantry
- Senior Basket

Senior Security Initiative

Our senior program provides 5,900 seniors monthly with supplemental nutritional foods in order to lead healthy, independent lives.
Neighborhood Hunger Network

We are winning the fight against hunger by helping anyone in need of food as well as improving the health and well-being of our community.

Get Food Through Food Connections Resource Center

- Food Distribution information and referrals
- CalFresh (Food Stamps)
- Emergency food boxes

- Groceries To Go
- Produce Pantry
- Food Connections Resource Center
- Food Connections Market
- Kitchen Collective
In One Year....

what have we learned?

Gaps in Services
Mapping the need and current distribution sites

Demographics
Different ethnicities by region, by site, and compare it to County statistics

Seniors
See where seniors are being underserved and added Senior Basket to existing & new distributions

Multigenerational Data
Seeing how many seniors are living in multigenerational environments and how that differs from different regions and cultures

Referrals
People are sharing with family members and friends how safe, easy and convenient it is to access groceries
Partner Organizations & W⁵ Implementation

The next step is engaging with our 150 partner organizations to introduce W⁵ and offer for them to join us using the same platform. Our 150 partners help to create a vast network of pantries, dining rooms, shelters, group homes, and child care facilities and are located in every city, town and unincorporated area of Sonoma County, as well as Lake, Mendocino, Humboldt, and Del Norte Counties. If all are using the same system, we will have rich data of food insecurity and be able to better understand or work the communities we serve and the clients we share across the region.

What might they need?

- Equipment
- Technical Assistance
- Training
  - confidentiality
  - software & equipment
  - reporting
Thank you!

Please contact me with any questions.

Allison Goodwin
Director of Programs
agoodwin@refb.org