



# The Redwood Empire Food Bank W<sup>5</sup> 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.







## **W<sup>5</sup> is the Redwood Empire Food Bank's Client Participation Program**

**W<sup>5</sup>** 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.

# W<sup>5</sup>: the Redwood Empire Food Bank's Client Participation Program

The screenshot displays a web application for the Redwood Empire Food Bank. The browser's address bar shows the URL <https://onbaseprotest.sonomax.com/refb.oasisinsight.net/cases/16024/>. The application header includes the user's name, Allison Goodwin, and the role, Redwood Empire Food Bank. A green banner at the top of the main content area states: "Next Verbal Recertification Due: Jan 1, 2022. Test Spouse 1 should receive 1 box. Test Spouse 2 should receive 1 box." The left sidebar contains navigation options: "SEARCH", "ADD NEW CASE", "BARCODE MODE", "Recent Cases", and "Recent Searches". The main content area is titled "Personal Info for Test Spouse 1 CSFP" and displays the following information: Address: 2 Test Dr, Healdsburg, CA 95448; Mailing Address: Not Provided; County: Sonoma; DOB: Jan 1, 1950 - 71 years old; Case #: C16024; Phone: 707-364-0584 — Cell Phone; Total Living in Household: 2; Date of Last Assistance: Feb. 12, 2021; Details: Site Name: Station 39901; Gender: Male; Ethnicity: Other; Volunteer: No; DWP Client: Yes; Primary Language: Spanish; Would you like more info on: None; CSFP Application: CSFP; Hispanic/Latino(a): No; Number of Household Members: 3. The "History of Modifications" section lists several changes made by Sarina Adam from Redwood Empire Food Bank, including demographic changes, phone number changes, and relationship changes. The right sidebar contains a "Test Spouse 1 CSFP" section with a "HEAD OF HOUSEHOLD" status, address, phone number, DOB, case number, site name, proxy information, and household members. Below this is a "Personal Info" section with a green status bar, and a "Assistance" section with a red status bar and a count of 7. The bottom of the page shows a footer with "1/20 of 38 Modifications" and a "Next" button.

Redwood Empire Food Bank • 2021 Flyers - Google Drive • https://onbaseprotest.sonomax.com/refb.oasisinsight.net/cases/16024/ • Senior Basket Summary Reports • March 2021 Master Calendar • View Case - Redwood Empire Food Bank

Apps • REFB payroll system • Feeding America Sh... • FA | HUNGERNET • (4) Yammer: Feedin... • Volunteer Hub • Disrupting Food Ins... • The Wrap • 16 Virtual Team Buil... • Lumin PDF docum... • CDSS Reporting • BatchGeo: Make a... • Oasis Insights

Allison Goodwin PRO Redwood Empire Food Bank

KIOSK FEEDBACK HELP CONTACT ADMIN LOG OUT

Home My Agency Agencies Events Sites Admin

SEARCH

ADD NEW CASE

BARCODE MODE

Recent Cases

Test Spouse 1 CSFP

Donald Garcia

Tara Bunch

Jerry Heidebrecht

Robert Norgrove

Pamela Neighbors

Steven Evans

Timothy Evans

Bonnie Sloan

John Sloan

Recent Searches

test (2)

Q (110)

Q (21)

SUSIE (10)

Site (13)

SUSIE (1)

Apr 26, 1970 (5)

esternalda, garcia (617)

Donald, Garcia, 2563

Mohawk, Santa Rosa, CA, 95401, Apr 25, 1999 (72)

Aug 20, 1985 (1)

Next Verbal Recertification Due: Jan 1, 2022  
Test Spouse 1 should receive 1 box.  
Test Spouse 2 should receive 1 box.

Personal Info for Test Spouse 1 CSFP

Address: 2 Test Dr  
Healdsburg, CA 95448

Mailing Address: Not Provided

County: Sonoma

DOB: Jan 1, 1950 - 71 years old

Case #: C16024

Phone: 707-364-0584 — Cell Phone

Total Living in Household: 2

Date of Last Assistance: Feb. 12, 2021

Details: Site Name: Station 39901

Gender: Male

Ethnicity: Other

Volunteer: No

DWP Client: Yes

Primary Language: Spanish

Would you like more info on: None

CSFP Application: CSFP

Hispanic/Latino(a): No

Number of Household Members: 3

History of Modifications

Modified by Sarina Adam from Redwood Empire Food Bank

Tue, Jan 26, 2021 at 12:11 p.m.

Demographic changed

Primary Language: English to Primary Language: Spanish

Modified by Sarina Adam from Redwood Empire Food Bank

Mon, Jan 25, 2021 at 12:33 p.m.

Phone Number changed

Cell Phone: 707-888-5096 to Cell Phone: 707-364-0584

Modified by Sarina Adam from Redwood Empire Food Bank

Thu, Jan 21, 2021 at 11:34 a.m.

Demographic changed

Gender: Female to Gender: Male

Modified by Sarina Adam from Redwood Empire Food Bank

Thu, Jan 21, 2021 at 11:31 a.m.

Relationship From Test Spouse 2 Cstp changed

Spouse to None

Relationship To Test Spouse 2 Cstp changed

Spouse to None

Test Spouse 1 CSFP

HEAD OF HOUSEHOLD

2 Test Dr  
Healdsburg, CA 95448

707-364-0584 (Cell Phone)

DOB — Jan 1, 1950

Case # — C16024

Site Name — Station 39901

Proxy 1 —

Proxy 2 —

Number of Household Members — 3

DWP Client — Yes

Personal Info

Assistance 7

Relationships 1

Notes 0

Documents 0

Alerts 0

Appointments 0

CSFP 1

EDIT CASE

MERGE CASE

DELETE CASE

1/20 of 38 Modifications

Next

# 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.



## Senior Security Initiative

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



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



# 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 & W<sup>5</sup> Implementation

The next step is engaging with our 150 partner organizations to introduce **W<sup>5</sup>** 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](mailto:agoodwin@refb.org)**



**Visit the Redwood Empire Food Bank**  
**3990 Brickway Blvd., Santa Rosa, CA 95403 | 707-523-7900 | [refb.org](http://refb.org)**