



**ENDING
HUNGER**
ALL FAITHS FOOD BANK

Agency partner media kit 2024



All Faiths Food Bank

8171 Blaikie Ct.

Sarasota, FL 34240

941.379.6333

allfaithsfoodbank.org

Who we are

Mission

Together with our partners, we provide healthy solutions to **end hunger** in our community.

About us

All Faiths Food Bank (AFFB) is the only food bank and largest hunger relief organization in Sarasota and DeSoto counties.

AFFB was founded in 1989 by a group of individuals who, through their respective organizations, were feeding people facing hunger in our community. They combined efforts to incorporate as All Faiths Food Bank, a 501(c)(3) nonprofit organization.

A certified member of the **Feeding America** network, AFFB provides millions of meals each year through robust programs and partnerships with hundreds of charitable organizations throughout the community. In addition to food distribution, All Faiths operates a roster of innovative direct service programs that not only solve the immediate problem of hunger, but also strive to end hunger by helping families and individuals gain long-term food security, enjoy better health outcomes and achieve self-sufficiency.

Our work is evidence-based and data driven. We focus on outcomes and impact – and our work is measurable. Our priority is to serve the most vulnerable first: children, seniors, veterans and those in crisis.

We are determined to create – and continue to strengthen – a food system that is healthy, efficient, sustainable and responsive to our neighbors facing hunger.

All Faiths Food Bank is rated four stars by Charity Navigator, the world's largest, most trusted nonprofit evaluator.



Nelle S. Miller, President and CEO

Nelle is a longtime community leader with more than 16 years of nonprofit management experience in Sarasota County.

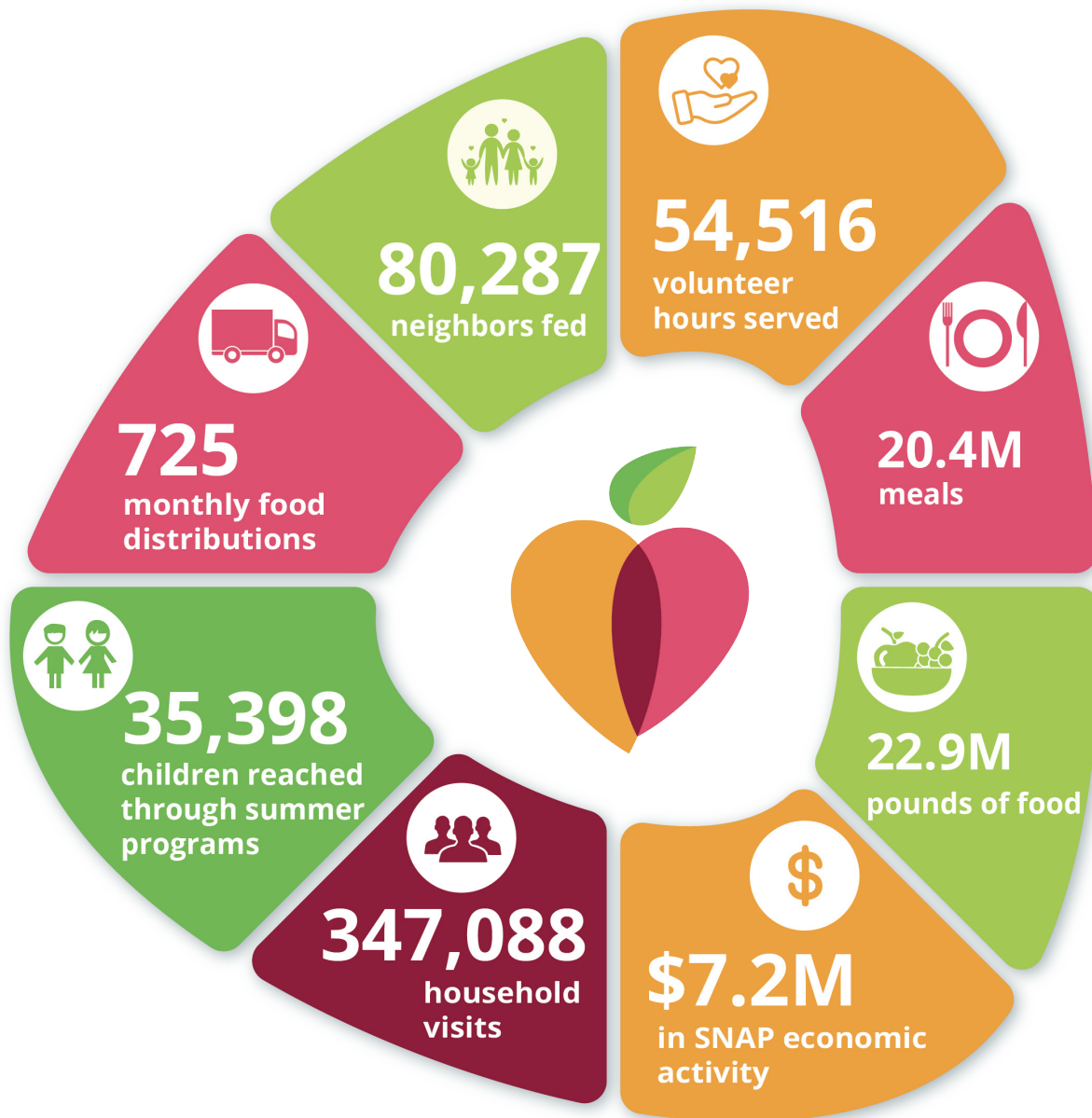
Nelle joined All Faiths Food Bank as a board member in 2016, serving as board chair from 2017-2020. During that time, she helped lead the food bank response through Hurricane Irma and the Coronavirus pandemic, represented AFFB as a spokesperson in the local press and acted as a steward of major donors.

Prior to being appointed president and CEO of All Faiths, Nelle served on the boards – and often as board chair – of several nonprofit organizations in Sarasota, including the Jewish Federation of Sarasota-Manatee, Glasser/Schoenbaum Human Services Center, Community Foundation of Sarasota County, Boxser Diversity Initiative and Education Foundation of Sarasota County.

Nelle holds a BA from Brandeis University and a Harvard University Executive Program certificate in Governing for Excellence.



Our impact in 2024



Read our full impact report at allfaithsfoodbank.org.

Our programs

Mobile food pantry program: Neighbors receive groceries, like produce, meats, seafood, dairy and dry goods at various sites throughout the community.

Produce program: Mobile farm markets distribute fresh produce to our neighbors in need.

School and family pantry program: Families pick up groceries at their children's schools.

BackPack program: Provides bags of kid-friendly foods for students to take home to eat over the weekends and during holidays when they lose access to school meals.

Food insecurity program: Through partnerships with healthcare providers and agencies, families with children are screened for food insecurity, referred to AFFB and connected with food resources, benefits assistance and referrals to other community services.

Nutrition education program: Provides educational opportunities about food, storage and handling, and meal preparation – including healthy recipes, cooking tutorials, food safety and food waste reduction tips – to help families make healthier choices.

Community partnerships: Agency partners work with the food bank to provide food pantries and hot meals to people facing hunger in Sarasota and DeSoto counties.

DeSoto Food and Resource Center: Our Food and Resource Center in DeSoto County, where agriculture is the dominant industry, provides emergency food and wraparound services, such as benefits assistance, group classes, referrals for other social services and free tax preparation.

Additionally, All Faiths is one of the leading disaster relief agencies in the region, working directly with local emergency management teams to provide food, water and hygiene items during crises.



Our branding guidelines

Agency partner marketing/communications requirements

As community partners, helping the public understand our mutual organizational relationship is crucial to building awareness around hunger relief and the services we provide together.

All Faiths Food Bank would appreciate publicity for the work we are achieving – particularly in cases where All Faiths has contributed philanthropically or through staff time and expertise – via **press release, social media, newsletter, website, stakeholder communications** and **special events** where the program in question is discussed.

We are happy to provide our logo, quotes, photos and/or videos for your use.

Please share any communications with us for review ahead of publication.

All communications, marketing and media requests:

Director of Strategic Communications, Nina Harrelson
nharrelson@allfaithsfoodbank.org

More information about All Faiths Food Bank:

allfaithsfoodbank.org

Additional agency relations resources:

allfaithsfoodbank.org/agency-portal/

Our full media kit (logo, boilerplate, brand guidelines):

allfaithsfoodbank.org/branding



Our language

Instead of:

- Clients
- Hungry people/the hungry
- Needy people/"those" in need
- Low-income/poor people/the poor
- Homeless people/the homeless
- Solve/fight hunger
- Serves/benefits
- Disabled/handicapped/victim of

Use:

- Neighbors/people
- People facing hunger
- People experiencing food insecurity
- People experiencing poverty/facing hardships
- People experiencing homelessness
- End hunger
- Helps/assists/supports/feeds
- People with disabilities

Our logo and colors

As an agency partner, you are encouraged to share **All Faith's Food Bank's** logo in your organization's printed and digital materials – such as newsletters, brochures, social media platforms and on your website.



***Please contact us for approval in advance.
Do not stretch or distort our logo or alter the colors.***



SAMPLE CO-BRANDED PRESS RELEASE

[Your organization's logo]

[Your organization's address]

[Website]



[Your organization's media contact name]

[Title]

[Phone]

[Email]

[Your organization] partners with All Faiths Food Bank to distribute turkeys to community this holiday season

Annual 'ThankFULL' campaign will provide 3.6 million meals to neighbors in need

Sarasota, FL (DATE) – For the tenth year, *[your organization]* has teamed up with All Faiths Food Bank to brighten the holidays for our neighbors facing hunger. Through generous community support, *[your organization]* and All Faiths will distribute more than 13,000 frozen turkeys and sides in an effort to turn empty plates into “*ThankFULL tummies and hearts*” this Thanksgiving.

Skyrocketing rent, groceries and gas prices have hit those who were already struggling hard – especially children, families and seniors on fixed incomes, while new families are experiencing hunger for the first time.

[Your organization's quote]

Since 2014, *[your organization]* has worked with All Faiths Food Bank to provide food during the holidays as part of the food bank's annual *ThankFULL* campaign. Funds from this year's campaign will enable All Faiths and its agency partners to distribute 13.6 million holiday meals throughout Sarasota and DeSoto counties.

All turkey distributions will be held as long as supplies last. *[Insert details about your organization's distributions.]* On **Saturday, November 11**, starting at **9 a.m.**, frozen turkeys and side dishes will be distributed at the **Van Wezel Performing Arts Hall** (777 N. Tamiami Tr., Sarasota); this effort is being held in partnership with **The Bay Sarasota**. Veterans are welcome to pick up turkeys and sides during the **Veterans Pantry at Church of the Palms** (3224 Bee Ridge Rd., Sarasota) on **Tuesday, November 14**, starting at **9 a.m.** Another large-scale turkey distribution will take place at **Ed Smith Stadium** (2700 12th St., Sarasota) on **Wednesday, November 15**, starting at **4 p.m.**

There will also be several locations for turkey distributions in DeSoto County, including at All Faiths Food Bank's **DeSoto Food and Resource Center** (1021 E. Oak St., Arcadia) on **Friday, November 17**, starting at **11 a.m.**

Through Thanksgiving, additional turkey distributions will take place at several of All Faiths Food Bank's mobile pantry sites and numerous partner agency locations, including school pantries and youth-serving nonprofits. Proof of Sarasota or DeSoto County residency is required. For more information about the turkey distributions, visit the "Food Finder" page at allfaithsfoodbank.org.

"If there's one thing we know for sure, it's that hunger doesn't take a break during the holidays and that many families feel the added pressure – and expense – of trying to provide seasonal meals and gifts," said All Faiths Food Bank's president and CEO Nelle S. Miller. "Our annual turkey distributions are just one way for us to let our neighbors in need know that we care. Many thanks to *[your organization]* for its ongoing support."

The funds for the turkey distributions are being raised through generous individual, foundation and corporate gifts to the *ThankFULL* campaign, as well as through the support of the **Kathleen K. Catlin Foundation of the Community Foundation of Sarasota County**, which granted \$75,000 this year and has supported the effort generously for nine years.

[Insert additional relevant information about your organization, including data, website URL, etc.]

To donate to the *ThankFULL* campaign or find upcoming food distributions, please visit allfaithsfoodbank.org.

PHOTO IDS:

All Faiths Food Bank expects to distribute 13,000 turkeys (and sides) and a total of 3.6 million holiday meals this year

Cars lined up early for the turkey distribution at Ed Smith Stadium last year

[Your organization's boilerplate]

About All Faiths Food Bank

All Faiths Food Bank is the only food bank and largest hunger relief organization in Sarasota and DeSoto counties, providing millions of meals each year in collaboration with more than 300 agencies and programs throughout the community. All Faiths works not only to end hunger today, but also strives to end hunger – forever – by helping families and individuals gain long-term food security, enjoy better health outcomes and achieve self-sufficiency. All Faiths is rated four stars by Charity Navigator and is a partner of the Feeding America and Feeding Florida networks. For more information, visit allfaithsfoodbank.org.

Our social media



@AllFaithsFoodBank



@AllFaithsFoodBank



@All-Faiths-Food-Bank

Sample post 1: *[Your organization]* is proud to support @AllFaithsFoodBank. Our team was excited to volunteer today to sort and pack food for our neighbors in need.

For assistance or to find out how you can help, visit allfaithsfoodbank.org.

#EndHunger #FeedingFlorida

[Photo]

Sample post 2: Thanks to your generous support, *[your organization]* has partnered with @AllFaithsFoodBank to provide turkey dinners to families facing hunger this holiday season.

Give now at allfaithsfoodbank.org.

#EndHunger #ThankFULL

[Photo]

***Please tag All Faiths Food Bank in relevant social media posts,
so we can like, comment and share!***

