



Greater Pittsburgh community food bank

Spring 2020



FRESH BITES

Building healthier communities through fresh produce

Izona loves to cook fresh vegetables for herself and her daughter RaQuell. Unfortunately, getting to the store to purchase fresh produce is not an easy task where she lives.

“We don’t have a grocery store in our neighborhood,” Izona says. “Sometimes there’s days when you can’t cook something because you can’t get to the grocery store and buy cabbage.”

Many neighbors across southwestern Pennsylvania don’t have access to fresh produce in their community. Your generous support is helping to change that.

Read more of Izona’s story on page 2 to learn how you are making an impact in food desert communities.



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A word of gratitude from Lisa



Lisa A. Scales
President & CEO

Reaching 40 years of serving our neighbors facing food insecurity is an incredible milestone—and it would not have been possible without your support.

The Food Bank started serving mostly people who were unemployed after the steel mills closed down. Now, it's shifted to serving people who work multiple jobs, but still struggle to make ends meet and feed their families.

Every step of the way, supporters like you have been there, making an impact on our community today and as we move forward. You're helping us get closer to our goal of 50% fresh produce across our total distribution through programs like Green Grocer.

You'll have a chance to read about Green Grocer in this newsletter, along with hearing directly from neighbors on why this program is a game changer for the communities who don't have a grocery store in their neighborhood.

As we look ahead, we know the needs of our community will change, and it will continue to change at a faster rate than ever before. That makes it crucial for us to have the resources to innovate and adapt to the changing needs of the people we serve. Your support ensures this important work can evolve and help more neighbors in need—and we are deeply grateful.

Thank you for helping us reach 40 years of serving our neighbors facing food insecurity in southwestern Pennsylvania. We look forward to partnering with you in this next chapter.

With gratitude,

Lisa A. Scales, President & CEO

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Helping alleviate food inequity through access

Izona lives in what's considered a food desert—neighborhoods that lack grocery stores and farmers markets that make healthy, affordable food readily available. For Izona, a single mom, that makes it challenging to put healthy meals on the table each week for her daughter.

You're helping us bring fresh produce right to the neighborhoods that need it most through our Green Grocer mobile farmer's market (you can read more about Green Grocer on page 3!).

Your support helps families and neighborhoods thrive

"This is a godsend because a lot of people can't get out of their neighborhood," Izona says. "I mean they have every vegetable here. We're having asparagus tonight! This is great."

The market sells fresh produce at an affordable price. For Izona's daughter RaQuell, Green Grocer is great because she says, "I like shopping and I like getting healthy."

Izona says having access to Green Grocer helps her save money to use on additional food and other needs for her daughter. She is deeply appreciative to donors and supporters of Greater Pittsburgh Community Food Bank that make it possible for her to have better access to the fresh produce her family needs.

"Just thank you. This impacts our neighborhood—we really need things like this." Izona says. "I can't say thank you enough."



"I like shopping and I like getting healthy."

—RAQUELL

Thanks to you, I can shop for healthy food in my community



“I don’t have to go shopping for fresh fruits and vegetables outside of my community. It helps tremendously.” —LAWANDA

We had the chance to speak with Lawanda, who comes weekly to our Green Grocer in the Homewood neighborhood of Pittsburgh. She shares about the importance of having access to healthy food that she can buy each week.

My name is Lawanda. I try to visit one of the Green Grocer stops in Pittsburgh every Friday. There’s a need for nutritious food in our community because currently we don’t have a local grocery store.

I work at a medical center nearby as a switchboard operator. I don’t drive, and the closest grocery store to me is too far to walk, so I take the bus when I need to go there. This mobile market makes a difference for me because I don’t have to go shopping for fresh fruits and vegetables outside of my community.

It helps tremendously.

I can come right down here and get what I need for the whole week. I look forward to coming to Green Grocer because I can buy fresh fruits, vegetables and even meat. Today, I was able to purchase ground turkey, eggs, milk and bacon in addition to the fruits and vegetables.

To the donors, thank you. I shop here every Friday. The Green Grocer is needed here. Please continue to give money and support. We are so appreciative.

Thanks to Lawanda for sharing her story with us, and a big thank you to our donors and supporters who help make Green Grocer possible each week!

Program spotlight

Putting access to healthy food within reach

For some neighbors, the biggest barrier to eating healthy food is they don’t have a grocery store, farmer’s market or other healthy food option in their local neighborhood—also known as food deserts.

Your support helps ensure the Food Bank can work toward innovative solutions to all angles of food insecurity—including access. Thanks to your generosity, our Green Grocer mobile farmer’s market sells fresh produce directly in the neighborhoods that need them most.

“Healthy, affordable, fresh food is a human right—everyone deserves it,” says Jordan Bailley, mobile markets coordinator for the Food Bank.

“We go to a lot of communities—very deserving communities—which often only have dollar stores and general stores where the foods they can get are high in sodium and high in sugar,” adds Bailley.

The Green Grocer visits 17 southwestern Pennsylvania food desert communities each week to sell fruits, vegetables and other basic staples. People coming to shop can use cash, credit or debit cards, SNAP/EBT benefits and more.

The mobile farmer’s market serves about 300 shoppers a week and is continuing to grow, thanks to your generous support. **If you are interested in learning more about Green Grocer, or any of our programs, please visit pittsburghfoodbank.org**



40 years of service— and community support

When Greater Pittsburgh Community Food Bank opened its doors, it started in one room above Jubilee Soup Kitchen in the Hill District. Now, 40 years and four locations later, the way the Food Bank serves and how we help continues to change.

What hasn’t changed is the incredible support of the southwestern Pennsylvania community and friends like you to help ensure families have food on their tables each day.

“We’ve added new partners to continue to meet people’s needs and get food close to where people are,” says Lisa Scales, President & CEO. “Thank you for continuing to help us innovate and focus on increasing people’s access to food in southwestern Pennsylvania—especially fresh foods.”

Thank you for partnering with us to make 40 years of serving our community possible. We are grateful for your support!

Help more families facing food insecurity today

For families like Kayla's, making ends meet each month is a challenge. Kayla wants to ensure her young daughter Kaylee and her two teenage children have healthy food to eat every day—but it's hard to keep up.

"We try not to skip meals. We have family that will help us out if we get too close, but we have been close every time," Kayla says. "At the end of the month, there's nothing left, because teenagers like to eat constantly."

Thanks to your generous support of Greater Pittsburgh Community Food Bank, neighbors like Kayla can receive fresh, nutritious food from our Produce to People distribution. Kayla visits our distribution every month in Aliquippa for her family.

For her daughter Kaylee, she was excited to take sweet, juicy apples home. "I'm going to make an apple pie at Nanna's house!" she says excitedly.

The food you help provide is having a healthy impact on the lives of thousands of children, families and seniors across southwestern Pennsylvania. Unfortunately, people continue to struggle paying all their bills and affording the healthy food they need. With your gift today, you can help even more neighbors.

Remember, every \$1 you give can help provide 5 meals. To give today, please go online at pittsburghfoodbank.org or send in the enclosed reply slip with your gift. Thank you for your support!



"I'm going to make an apple pie at Nanna's house!" —KAYLEE

April is National Volunteer Month We're grateful for you!

Every year, 6,000 volunteers bring their energy and passion to help provide nutritious food to families in need. Whether filling senior boxes, sorting donations or handing out fresh fruit at our Produce to People distributions, we rely on the goodwill of our volunteers to reach the most vulnerable people in our community.

April 19-25 is National Volunteer Week, and we want to say *thank you* to those of you who make our work possible. If you haven't volunteered before to help your neighbors in need, April is a great time to start.

To join our team of volunteers, please visit pittsburghfoodbank.org or call 412-460-3663, ext. 301.

Stamp Out Hunger on May 9

Leave a bag of groceries by your mailbox to make an impact. The 28th Annual letter carrier's Stamp Out Hunger is coming. On May 9, leave a bag of nonperishable food items by your mailbox and your letter carrier will do the rest. It's a simple act with a big impact—last year our Food Bank collected more than 1.1 million pounds of food from this national food drive. **Your bag of groceries + other donations nationwide = 76.1 million pounds of food for families in need.**



Stay connected to the work you support!



MY SPRING GIFT

Yes, Lisa, I want to help provide more nutritious food for children, families and seniors in southwestern Pennsylvania.

Enclosed is my gift:

\$250 \$100 \$50 \$25 Other \$ _____

Please send me information about the monthly giving program.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please make your check payable to:

Greater Pittsburgh Community Food Bank
P.O. Box 99608 | Pittsburgh, PA 15233-4608

Your donation is tax-deductible to the full extent of the law.
We will send you a receipt for your records.

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Greater Pittsburgh
community food bank

Please charge my gift on my credit card:

VISA MC AMEX DISC

CARD NUMBER _____ SECURITY # _____

SIGNATURE _____ EXPIRATION DATE _____

To charge your gift by phone, please call 412-460-3663.

It's easy! Give online at pittsburghfoodbank.org/give

May we email you periodically about Greater Pittsburgh Community Food Bank?

@ _____