

2021 ANNUAL REPORT

**BIG
BOLD
SOLUTIONS
TO HUNGER**



PROJECT BREAD

A LETTER FROM ERIN

Dear Friends,

Amid the distinct fatigue created by the chronic uncertainty and sustained crisis that we are collectively enduring, purpose, and belief in the power of community, offer hope.

All of us could have been overwhelmed by the current situation. Instead, this community, which I am proud to be part of, took action to create change. Change that has proven to reduce food insecurity—and that I am determined to see remain in effect, long after the pandemic is over.

I am inspired by the empathy and dedication you bring to our shared fight against hunger. **Driven by your generosity in fiscal year 2021, Project Bread has been a constant source of support for individuals and families living without enough to eat in the face of this crisis.**

Though some would like to believe the most troubling days of the pandemic are

behind us, recovery is a long road yet to be traveled, especially for people of color who have continued to be disproportionately impacted by food insecurity. We will not stand to allow Massachusetts to regress, or to leave people behind in our recovery plan and policies—to slip back into being comfortable with 8% of its residents living with the worry of being unable to afford enough to eat. We have the opportunity to learn and grow from tragedy, and emerge with more equitable systems.

During the pandemic, SNAP and school meals—which we center our strategy around—proved to be the biggest supports for families. This validation pushed us even harder to lead on policy solutions to make

these programs more accessible, promote them extensively through multi-channel awareness campaigns, and help individuals access them through compassionate direct service.

Together, we've proven this year that, without a doubt, policy change is simply the most impactful solution to address hunger. Federal nutrition programs work—you'll see this throughout this report. As we continue to navigate through a global pandemic, we need to center equity, better understand barriers, and improve our systems so every person can meet their basic needs and have an equitable opportunity to lead a healthy life. Dedicated supporters like you are the

reason we can change the systems in our Commonwealth to better lives—and our shared future. We value your unwavering commitment to ensuring our neighbors facing hunger have equitable access to food. We are aware that there is much work ahead, but with you as our partner, we can realize our mission to solve hunger—permanently.

Wishing you good health and a resilient spirit in the year to come.



Erin McAleer,
President & CEO, Project Bread



It took the scale of the COVID hunger crisis to enact some of the big, bold policy that Project Bread has been advocating for, for years.

You were an advocate to help people in crisis.

Your investment in Project Bread is feeding families today — and tomorrow.

To rapidly get food—and financial aid for food—to individuals and families facing hunger, Project Bread called for swift political action.

Our calls were heard, and temporary policies were enacted that broke down barriers during the crisis to help people access and afford food. Food insecurity decreased, proving these policies can solve hunger.

While you helped hundreds of thousands of individuals and families this year meet their most basic need—food—you are also working to make temporary policies that effectively broke down barriers to food access permanent.

One thing we have learned during the tragedy of the COVID-19 pandemic is that we definitively have the solutions that can end hunger... if we can be bold enough to enact them. **You embolden us.**

THE RESULT

Food insecurity sharply decreased.

Evidence that the solutions Project Bread leads on—federal nutrition programs capable of providing a statewide safety net against food insecurity—can *and will* solve hunger.

✘ Families issued Child Tax Credit

Guaranteeing income for households with children, an estimated 70% of households in MA that received the Child Tax Credit in July spent the payment on food, rent, utilities, or debt.

✘ Universal school meals continued

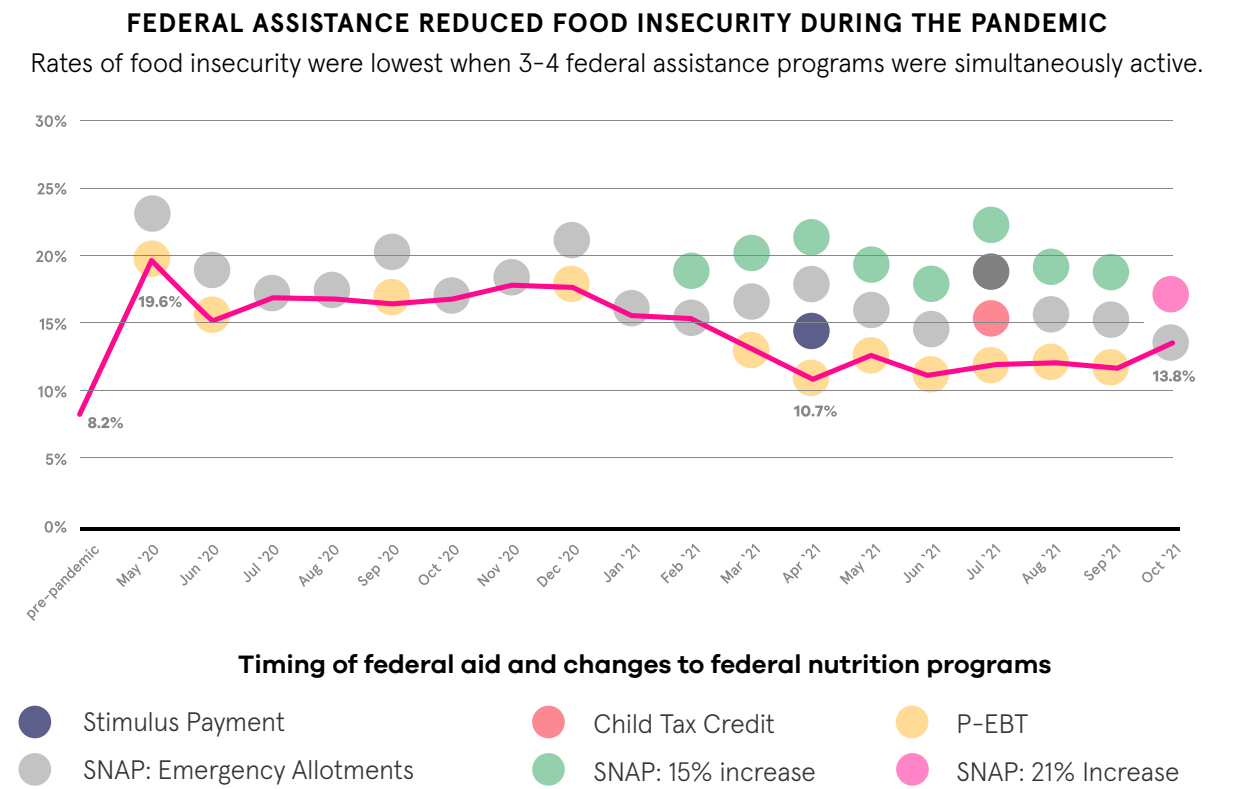
All students were eligible for free school meals, regardless of household income.

✘ Low-income families received Pandemic EBT (P-EBT)

During remote learning, families eligible for free or reduced-price school meals received P-EBT benefits to boost their food budget, which extended into summer.

✘ SNAP got a boost

All recipients received the maximum household benefit, overall benefit levels increased 15%, and eligibility requirements were expanded.



Source: Census Bureau Household Pulse Survey

INCREASING ACCESS TO SNAP

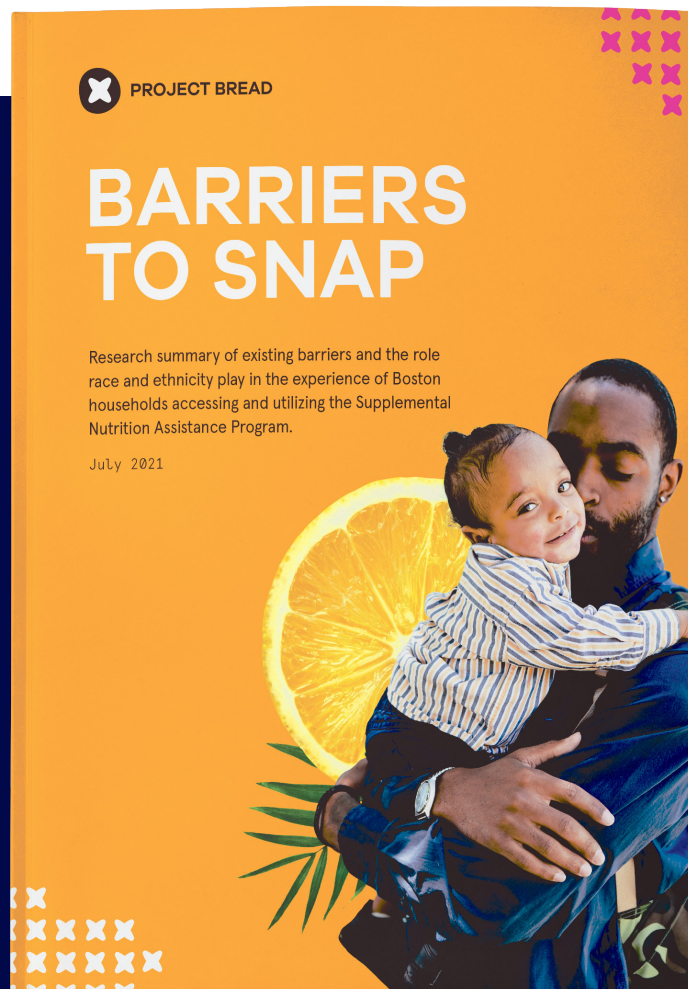
YOU BOOSTED HOUSEHOLD FOOD BUDGETS

While informing policy that enabled more people to enroll in SNAP and receive higher benefit amounts, helping more people afford food with dignity.

While the surge in food insecurity caused by the COVID-19 pandemic has impacted residents of all backgrounds, it has disproportionately impacted Black, Latino/a, and multi-racial households, representing the continuation of a trend that pre-dates the pandemic. As the pandemic persists through a second full year, these households are recovering significantly slower than white households.

Over the last year, 29.5% of Black households with children and 26.9% Latino/a households with children were food insecure, as compared to 12.1% of white households with children.

SNAP—The Supplemental Nutrition Assistance Program—is the #1 food assistance program helping households during the pandemic. Your support made it possible to release research identifying inequities in access to SNAP, launch our research and data department to analyze food insecurity trends—using it to influence and shape public policy to remove barriers to SNAP—and provide statewide resources that increase equity in food access.



You funded research to dismantle barriers to SNAP

Released August 2021, these timely findings have informed our policy recommendations throughout the pandemic—and our own approach—to dismantle barriers that persist for those eligible but not enrolled, that may contribute to SNAP’s underutilization.

IDENTIFIED BARRIERS TO SNAP

1. Lack of Awareness
2. Misinformation
3. Stigma
4. Lack of Computer Access
5. Application Difficulties
6. Language

OUR RESEARCH INFORMED OUR APPROACH TO ELIMINATE SNAP BARRIERS

✘ \$1 million invested

in state-wide multi-lingual, public awareness & outreach campaigns to address misinformation, normalize needing help, and reach potentially eligible households.

You launched our data & research team.

✘ 20 SNAP trainings

to schools, state agencies, and health centers to promote SNAP and Project Bread’s FoodSource Hotline.

✘ Responded to 17,543 food assistance calls

through our state-wide FoodSource Hotline that can support callers in 180 languages.

• 4,562 callers were assisted in a non-English language.

✘ 4,394 households screened for SNAP

a 33% increase from 2 years ago.



CONNECTING HOUSEHOLDS TO SNAP

Stephanie had been struggling to find work ever since she was laid off due to the pandemic. She worried constantly about having enough money to buy food for her daughter. She had been trying to get help but was feeling overwhelmed by all the information out there, until a postcard arrived in her mail that said “Can’t afford enough food? Find out if you are eligible for SNAP.” She called the number on the back; it was to Project Bread’s FoodSource Hotline. When our counselor answered her call, the concern she heard in Stephanie’s voice was unmistakable.

We screened her for SNAP. She was eligible! We helped Stephanie apply online while staying on the phone, and told her about free school meals her daughter’s school was providing.

“I didn’t know anything about SNAP before this call. I’m most worried about my daughter, who just turned seven,” she shared. “Now I’m relieved that we will at least be able to afford our groceries.”



You’re normalizing needing help through outreach & awareness.

The support of donors like you made it possible to significantly ramp up SNAP outreach to potentially eligible households, including mailing 900,000 postcards to homes, like the one that prompted Stephanie to call us.

As a result of our cumulative awareness and outreach campaigns, we responded to more than 17,500 requests for help through our FoodSource Hotline—connecting households to SNAP, free meals for kids, pantries, meal programs, and more.



OUTREACH IMPACT

65.2% increase
in SNAP application
assistance calls

in the months our awareness
campaigns for SNAP were active.

FEEDING KIDS

YOU'RE FEEDING KIDS TODAY

While fighting for a tomorrow where no child is hungry.



During closures and hybrid learning, you ensured households had continued access to free meals for kids. You took bold steps to fight for forward progress, and partnered with legislators to file a School Meals for All bill that would make universal school meals permanent. Through your support, we launched The Feed Kids Campaign! You've advocated for this policy change, calling your legislators and making your voice heard as champions of School Meals for All.

For families trying to make ends meet, free school and summer meals are a lifeline – the #2 food resource helping families feed their kids during the pandemic, right behind SNAP.



POLICY IMPACT

You supported important policy changes to ensure kids were fed.

You are also taking steps to make these policy changes permanent, to prevent barriers to food access from going back up after these temporary waivers expire:

1. School meals have been free to every student – universal school meals.
2. School and summer meals were allowed to be offered to-go, and to be picked up by a caregiver for multiple days at a time.



✘ Children ate 93,076,383 free school meals

✘ Children ate 7,540,077 free summer meals

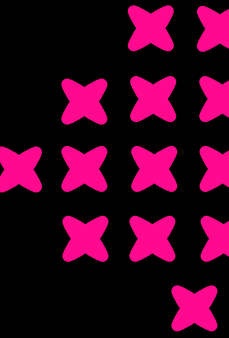
FEED KIDS.
SOLVE HUNGER.
SCHOOL MEALS FOR ALL.

AN ESTIMATED

250,000

KIDS WILL GAIN ACCESS TO FREE SCHOOL MEALS IF SCHOOL MEALS FOR ALL LEGISLATION IS ENACTED.

WWW.FEEDKIDSMA.ORG



**NATIONAL ASSOCIATION OF SOCIAL WORKERS, MASSACHUSETTS CHAPTER,
CALLS FOR SCHOOL MEALS FOR ALL**

As a school social worker, Ashley Waterberg has witnessed the need for universal school meals in Massachusetts schools. Made possible by the waivers currently set to expire June 2022, every school district in Massachusetts is providing breakfast and lunch this year at no cost to any student. This means no application process, no questions asked by families about why they don't qualify, no stigma as students stand in line and choose what food to eat.

"But what will happen for schools across the state next year?" Ashley asked the Legislature, as she, along with 21 other cross-sector advocates, testified at the School Meals for All legislative hearing on January 4, 2022.

Working in schools, Ashley has at times assisted with lunch duty and witnessed the look on students' faces when handed a scribbled piece of paper with their lunch debt and are told to bring it home to their caregivers. This is heart-wrenching for both the staff and the students. So many students already know the financial stresses of their families and now must carry this additional burden of school meal debt. Some may internalize this stress by choosing not to eat.

"I have seen the breakdown in family-school relationships that can occur when school personnel must question caregivers about their income in order to complete the application process for free or reduced lunch eligibility," Ashley shared. "We have the opportunity at this moment in Massachusetts to minimize the barrier of hunger and stigma and stress by making access to a hot meal available and accessible to all of our students."



**✘ 2,200 advocacy
messages sent to
legislators**

from our Action Team urging their support
of School Meals for All legislation.

**✘ 105 Feed Kids
Coalition members
& bipartisan support**

of our School Meals for All legislation from
more than half of the MA state legislature.

POLICY IMPACT

**You gave more students
access to school
nutrition.**

Through your support, Project Bread was instrumental in the passage of *An Act Promoting Student Nutrition*. The bill addresses both the root causes of unpaid meal debt as well as its impact on students and will give up to 10,000 more students access to free school meals.



**No eleven-year-old
should be caught
between eating lunch
and the ability of
their family to pay
for that lunch."**

Michael Sabin, Principal of John W.
McDevitt Middle School & Feed Kids
Coalition member



On the front line, you helped the helpers.

School nutrition professionals and summer meal providers faced extraordinary challenges this year to feed kids through the pandemic: school closures, to-go meal service, health & safety concerns, staffing shortages, and supply chain issues. Helping them to navigate each challenge and keep healthy meals coming for kids and families, was you!

Schools closed, but meals never stopped.

Your generosity gave resources, staffing, trainings, recipes, outreach materials, equipment, and expert assistance to front-line workers feeding kids.

Because of you, we were able to successfully adapt our services for meal providers to an online format. No longer limited by geography, we expanded our reach to new districts and organizations, sharing best practices for feeding kids in the pandemic even more broadly.



**\$550,595
provided to
partners**

serving free meals to kids for
staffing, equipment, meal
packaging, & more.

“I cannot emphasize enough the importance of proper nutrition in child health. Every day, I see firsthand how the food we eat can either give us a longer, healthier life... or have debilitating long-term effects on our bodies.”

✕ Awab Ali Ibrahim, MD,
Pediatric Gastroenterology Fellow
at Mass General Hospital, newest
member of Project Bread’s Board
of Directors



IMPROVING MEAL QUALITY IN CHILD NUTRITION PROGRAMS

Our commitment to ensuring meal quality, even during a pandemic, continued, and we supported schools through remote trainings.

✕ **9 online professional development courses**

designed especially for school nutrition professionals, providing live and recorded courses.

✕ **673 Continuing Education Unit (CEU) hours**

were earned by school nutrition professionals participating in our courses and trainings.

✕ **70 new healthy, kid-approved recipes**

were created to address challenges being faced due to the pandemic: meal quality, menu fatigue, to-go service, product shortages, and supply chain challenges.

✕ **460 school nutrition professionals**

participated in our online courses from 90 school districts and community organizations.



POLICY IMPACT

Feeding more kids: you made free grab & go summer meals available to all kids and teens.

You helped secure USDA waivers for free meals and helped 140 summer meal providers use them to feed more kids. Grab & go summer meals happened because of your support.



- ✘ **441 more locations provided free summer meals**
- ✘ **Kids ate 65,593 more free meals**

July 2020 vs. 2019

FREE MEAL SITES FEEDING KIDS WERE A LIFELINE TO FAMILIES IN CRISIS

When unemployment, financial hardship, the pandemic, and other forces tried to keep Catherine down, the Milford mother of two always found a smile waiting for her when she arrived at school for meal pickup.

“It’s incredible how life can change in an instant and you go to being in a position of struggling to make ends meet and needing help. I always try to help others in need and it’s humbling to be on the other side now.”

Catherine was always in awe at the staff, who would brave all types of weather year-round, to have meals prepared, packed, and ready for pick-up each day for her and other families in her town. Knowing her children would have a good meal each day was one less thing Catherine had to worry about.



\$730,230
invested in
outreach

to help families utilize free school and summer meals for pick-up during closures.



IMPROVING HEALTH

YOU ARE REVOLUTIONIZING THE HEALTH CARE SYSTEM



Our health care partnerships program provides direct service to certain eligible* MassHealth patients who are both food insecure and have a physical or behavioral health diagnosis.

Now in our second year, the ground-breaking program is demonstrating an improvement in both food security and health of participants.

650 patients reported they were food secure

after six-months of participating in the Flexible Services Program.



* Flexible Services is not an entitlement program or a covered service, and not all MassHealth members will receive these specific supports.

RELIEVING THE CHRONIC STRESS OF FOOD INSECURITY

For Estrella, this help came at the right time. People stopped going into their offices to work, so her work cleaning offices was cut short. Being out of work sent her into a depression, and affording something to eat became a daily struggle. Her doctor referred her to the Flexible Services Program with MassHealth, a referral that came to our Nutrition Services Team. “An exceptionally wonderful woman at Project Bread signed me up for SNAP. I had tried to in the past, but couldn’t figure it out and always worried I would be taking food away from children.” SNAP was only the start. For the next nine months, Estrella worked with our counselor to replace her pots and pans, which were old and rusty, and outfitted her kitchen with a new blender—an appliance she had never owned. She also received grocery store gift cards for the next nine months to purchase the nutritious foods she enjoys, and attended online healthy cooking classes. After participating in the program for six months, Estrella was food secure. “I have soups and vegetables I use for smoothies, I thank God for your program. I felt so incredibly supported.”

YEAR 2: HEALTH CARE PARTNERSHIPS

More patients reported improved food security & health, resulting from the growth of our team and services.

- We grew our Accountable Care Organization (ACO) partnerships from 1 to 3, adding Boston Children’s Hospital ACO and Boston Medical Center ACO to our partners along with Community Care Cooperative (C3).
- We grew our Nutrition Services Team from 2 to 8 people.
- Patients served increased from 819 to 2,300.
- Participation in our medically-tailored cooking classes increased from 6 people per month to 40+.
- 2,068 patients received kitchen supplies and appliances, valuing \$355,088.
- 10,098 grocery store gift cards were provided to patients, valuing \$1,542,325.





DEEPENING COMMUNITY PARTNERSHIPS

YOU ARE CREATING COMMUNITY CONNECTIONS



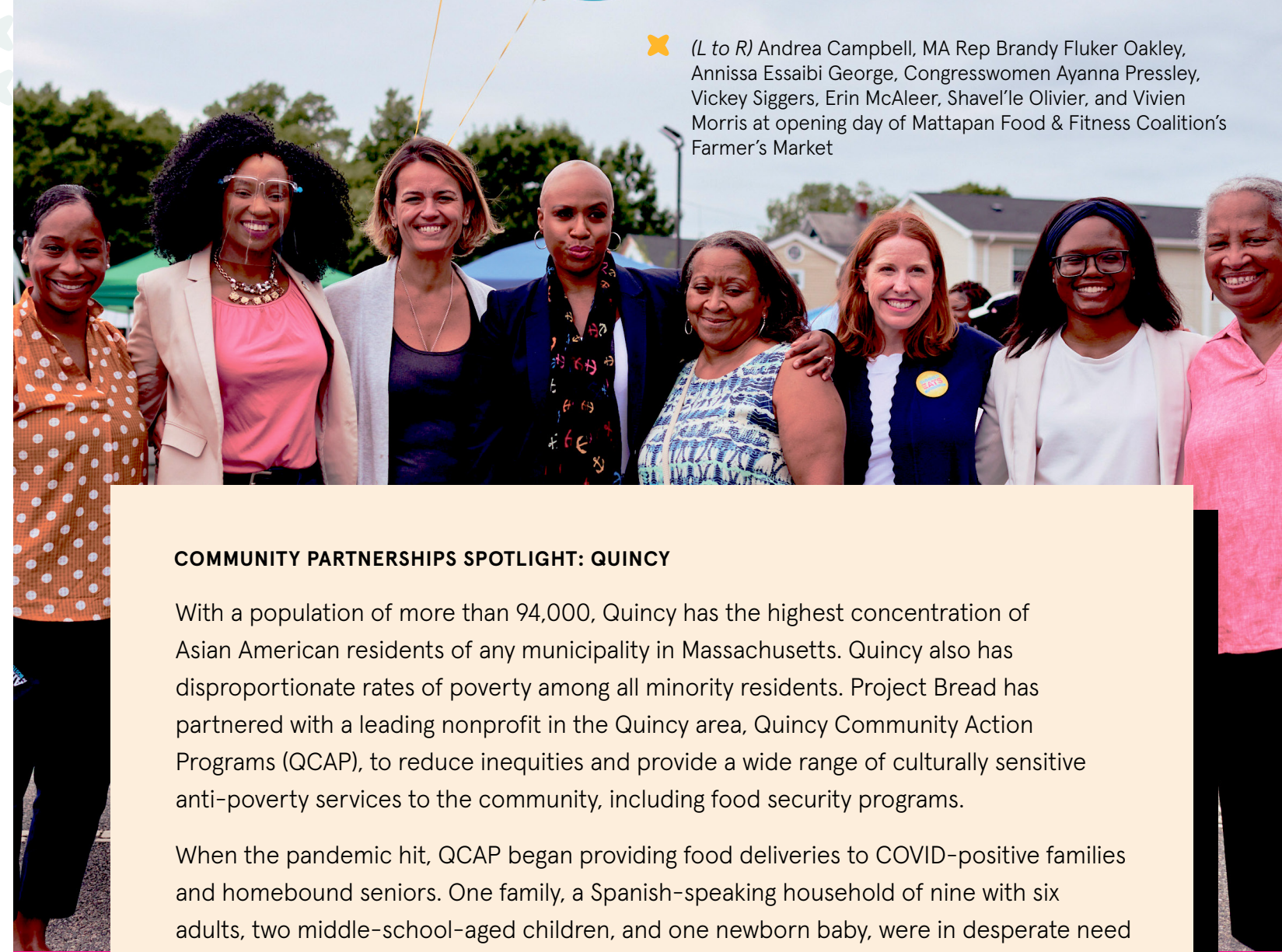
Collaboration is essential to end hunger in Massachusetts. Addressing inequities that contribute to food insecurity is crucial to solving hunger. To lift up local solutions, we've formed strategic partnerships with lead local organizations in ten target cities where we know we can really move the needle on hunger.



\$341,000 invested in anti-hunger partners

in Brockton, East Boston, Everett, Holyoke, Lawrence, Lynn, Mattapan, Quincy, Randolph & Worcester.

X (L to R) Andrea Campbell, MA Rep Brandy Fluker Oakley, Annissa Essaibi George, Congresswomen Ayanna Pressley, Vickey Siggers, Erin McAleer, Shavel'le Olivier, and Vivien Morris at opening day of Mattapan Food & Fitness Coalition's Farmer's Market



COMMUNITY PARTNERSHIPS SPOTLIGHT: QUINCY

With a population of more than 94,000, Quincy has the highest concentration of Asian American residents of any municipality in Massachusetts. Quincy also has disproportionate rates of poverty among all minority residents. Project Bread has partnered with a leading nonprofit in the Quincy area, Quincy Community Action Programs (QCAP), to reduce inequities and provide a wide range of culturally sensitive anti-poverty services to the community, including food security programs.

When the pandemic hit, QCAP began providing food deliveries to COVID-positive families and homebound seniors. One family, a Spanish-speaking household of nine with six adults, two middle-school-aged children, and one newborn baby, were in desperate need of food and supplies. All of the adults in the family were recently unemployed and one person had contracted COVID-19. The whole family was under quarantine.

"Food insecurity is not a new challenge for our low-income neighbors, but the long-term impact of the pandemic has made the situation worse, especially in immigrant communities and communities of color," says CEO of QCAP, Beth Ann Strollo. "QCAP and Project Bread have been partners in fighting food insecurity since the 1980s, and as a grantee of the new Community Partnership Program, QCAP has been able to create innovative solutions to help Quincy residents during this incredible time of need."

QCAP provided an intake for the family in Spanish over the phone and secured a food delivery with enough food to last their full quarantine that included nutritious fresh food, cleaning supplies, diapers, and learning activities for the children. In addition, QCAP staff helped secure rental assistance funds for this family, and connected them to QCAP's Head Start program.



✘ Team MANNA, St. Paul's Cathedral, Boston

THE COMMONWEALTH

Our Massachusetts anti-hunger partners leveraged The Walk for Hunger to support our shared vision and raised funds for their own missions through The Commonwealth fundraising-share program.

- ✘ **28 anti-hunger partners formed teams.**
- ✘ **\$124,000 granted to their team's organizations.**



THE WALK FOR HUNGER

You continue to Walk alongside us to end the injustice of hunger.

The Walk for Hunger celebrated its 53rd year virtually for the 2nd year due to health concerns of the pandemic. That didn't stop the dedication of businesses, community groups, families, and more from forming teams and walking in their "pods" on the first Sunday in May, across the state – and across the country.



COMMUNITY IMPACT

\$1.3 million raised

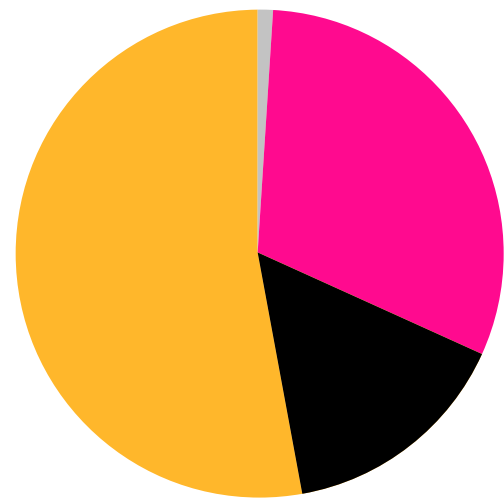
by 1,545 participants and 241 teams, with participants fundraising virtually from 29 states.





FINANCIALS

Your generosity in Project Bread's fiscal year 2021 (10/1/20 – 9/31/21) is the reason people in Massachusetts living with the worry of having enough to eat, had a constant source of support this past year. The empathy and dedication you bring to our shared fight against hunger pushes us even harder to lead on policy solutions that will enable us to emerge from the tragedy of the pandemic with more equitable systems. For all that you do for others, thank you.

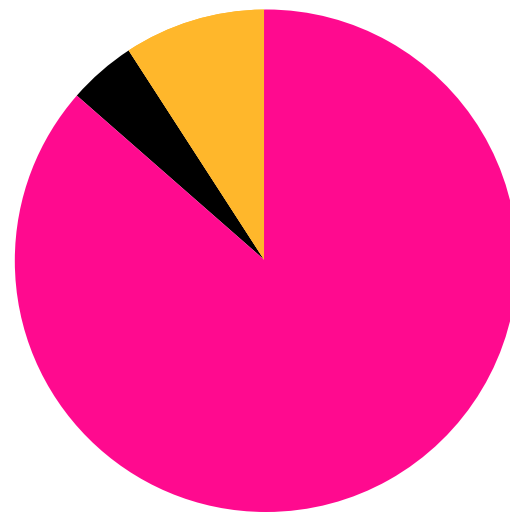


REVENUE: \$12.8 MILLION

- In-Kind - 1%
- Foundation Grants & Other Income - 31%
- Government Grants - 15%
- Contributions - 53%

EXPENSES \$11.3 MILLION

- Programs - 85.6%
- General & Administrative - 3.6%
- Fundraising & Development - 10.8%



*Does not include PPP loan forgiveness

RECOGNITION

PARTNERS



State-wide partners

MA Department of Elementary & Secondary Education (DESE)

MA Department of Transitional Assistance (DTA)

Community Partners

Boys and Girls Club of Greater Holyoke

The Food Share Table
Greater Boston Nazarene
Compassionate Center

Building Audacity

Central Assembly of God Food Pantry

Let's Move Hampden 5210

Collaborative Parent Leadership Action Network

Mattapan Food and Fitness Coalition

Dismas House of Massachusetts

Quincy Community Action Programs

East Boston Neighborhood Health Center

Regional Environmental Council

Eastie Farm

Salvation Army of Holyoke

El Buen Samaritano Food Program

Worcester Families Feeding Families

Everett Community Growers

The Food Project



SUPPORTERS

THANK YOU

CORPORATE & FOUNDATIONS

\$200,000+

Anonymous	The Ansin Foundation
Share Our Strength	

\$100,000 - \$199,999

The Klarman Family Foundation	The Ruby W. and LaVon P. Linn Foundation
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\$50,000 - \$99,999

Anonymous	Shipley Family Foundation
Bay State Milling Company	The Baupost Group, LLC
City of Boston Resiliency Fund	The Doe Family Foundation
Eastern Bank	Voices for Healthy Kids, an initiative of the American Heart Association, with support from the Robert Wood Johnson Foundation
Hershey Family Foundation	
Jonathan & Margot Davis, and The Davis Family Charitable Foundation	
Quincy Mutual Fire Insurance Co.	

\$25,000 - \$49,999

Digital Federal Credit Union	The Gilson Family Foundation
RSM Boston Foundation	

\$10,000 - \$24,999

AARP	Lawrence J. and Anne Rubenstein Charitable Foundation
Alice Willard Dorr Foundation	Leerink Partners Charitable Gift Fund
Anonymous	Linde Family Foundation
Bain Capital Children's Charity Ltd.	Lovett-Woodsum Foundation, Inc.
Brookline Bank	National Grid USA Service Company, Inc.
Cabot Family Charitable Trust	Peace Properties, INC.
Four Seasons Hotel One Dalton Street, Boston	Raytheon Technologies
Global Atlantic Financial Company	Safety Insurance
GT Retail, Inc. - DBA Wines & More, Mansfield	State Street Corporation
Highland Street Foundation	The Irene E. & George A. Davis Foundation
IdentityForce - A Sontiq Brand	The Nathaniel and Elizabeth P. Stevens Foundation
Invest Partners, LLC. - DBA Wines & More, Walpole	The Vertex Foundation
	Webster Bank



In-Kind

98.5 The Sports Hub	HOT 96.9
105.7 WROR	ROCK 92.9
Country 102.5	WHDH

INDIVIDUALS

\$100,000+

Jason and Shannon Robins	Mr. Brent and Mrs. Rachel Dibner
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\$50,000 - \$99,999

Cecile Higginson Murphy Charitable Foundation	Frieze Family Foundation
Estate of James P. Furlong	Mr. Chris McGrath
Estate of Mr. Leo J. Robillard	

\$25,000 - \$49,999

Alice L. McDougall Fund	Ms. Anita E. and Ms. Flora E. D'Angio
Boston Society Of New Jerusalem	Russell Colgate Fund
Mr Bruce and Mrs. Becky Epstein	The Ali Family
Mr. Roger G. Reiser and Mrs. Hannelore Reiser	The Paula's Gift Fund
	The William and Lia G. Poorvu Family Foundation

\$10,000 - \$24,999

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Laura Schneider	Ms. Margaret M. Schmidt and Mr. Kenneth Danila
Lindeke Wolff Family Foundation	Ms. Michele J. Ryan
Manzione Charitable Fund	Peter and Ann Lambertus Family Foundation Inc.
Miles and Linda Hapgood	Rose M Ciccolo RVOC Declaration of Trust
Mr. Derrick Ang	Stephen D. Senturia Charitable Fund
Mr. Kenneth S. and Ms. Tamar Frieze	Terrapin Station Foundation
Mr. Patrick H. Byrne and Ms. Joan Denapoli-Byrne	The Jeffrey G. Naylor and Shawn E. Baker Charitable Fund
Mr. Robert S. Wolff and Ms. Caroline S. Lindeke	The McKay Family Charity Fund
Mr. Spencer P. Glendon and Ms. Lisa Y. Tung	Theodore W. & Evelyn G. Berenson Charitable Foundation

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THANK YOU

Within this unique moment in time, there is great tragedy, but also opportunity — the chance to emerge with more equitable systems. In the year ahead, join us in our bold effort to maintain and advance solutions that can permanently break the cycle of hunger.