

BUILDING HOPE



**THE CAMPAIGN FOR A
BRIGHTER FUTURE**

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.



MISSION

To Mobilize Resources To Fight Hunger In Our Community.

- Source and acquire food and other products and distribute to needy people through charitable agencies or directly through programs;
- Energize the community to get involved and support hunger relief;
- Conduct hunger education and awareness campaigns and advocate for public policies that alleviate hunger.

VISION STATEMENT

No one goes hungry in Los Angeles County.

HUNGER IN OUR COMMUNITY

Pre-COVID-19, **2 million** people faced food insecurity in LA County, including more than **570,000** children.

Dear Friend,

The fight against food insecurity is one of Los Angeles County's most urgent battles. Before the pandemic, one in five of our neighbors did not know where their next meal was coming from, and LA County is home to more food-insecure children than any other county in the United States. The economic fallout caused by the COVID-19 pandemic has made matters even worse for the already vulnerable individuals and families who call LA County home.

Food is foundational – it is critical – and it has been our core work for almost 50 years. The nutritious food provided by the Los Angeles Regional Food Bank and our 700 Partner Agencies helps children learn, provides security to older adults and gives hope to individuals and families in our community. Even after increasing the number of people we help each month to 900,000, we are still, unfortunately, not reaching everyone in LA County who needs us. We need your help.

The LA Regional Food Bank launched Building Hope: The Campaign for a Brighter Future to raise \$165 million by 2022. Contributions to the Campaign will provide the support necessary to increase the volume of food provided in LA County, further reduce food waste, and increase the number of people that are reached each month, ideally until our vision that no one goes hungry in LA County is achieved. Your financial pledge will help us reach our goal of building hope and creating a brighter future.

To meet the ever-increasing demand for our services, the Food Bank acquired a 256,000 sq.ft. building in the City of Industry. The acquisition, made in August 2020, was essential, and allows us to expand programs and increase operational efficiency and storage capacity. This expansion was necessary even before the COVID-19 pandemic, and is all the more important now.

As we transition into the public phase of the Campaign, I'm thrilled to inform you that we have raised 70% of the goal to date. This would not have been possible without the leadership of our dedicated Board of Directors and generosity of our donors. While we have made tremendous progress, there is still more to be done. You are an essential part of our work to provide more food to those in need than ever before.

Please join us as we build hope and create a brighter future.

Sincerely,

Michael Flood
President and Chief Executive Officer



Los Angeles County's State-of-the-Art Food Bank

The Food Bank will provide help to more people than ever before. **This new facility will allow the Food Bank to continue to expand essential programs that combat food insecurity and hunger.**

Initial renovations include structural upgrades to the facility's foundation in order to build a first-rate Food Bank featuring:



VOLUNTEER CENTER

More than 15,000 volunteers participate each year at the Food Bank to help neighbors in need.



NUTRITION CENTER

Nutrition education is at the forefront of building awareness of the impact of a healthy diet.



REFRIGERATED LOADING DOCK

Essential for providing access to and storing fresh, perishable and frozen food.



NEW FLEET OF DELIVERY TRUCKS

Ensures food is transported throughout LA County to serve those facing food insecurity.



PARTNER AGENCY NETWORK

Increased warehouse space for the redistribution of rescued food to our network of partners.

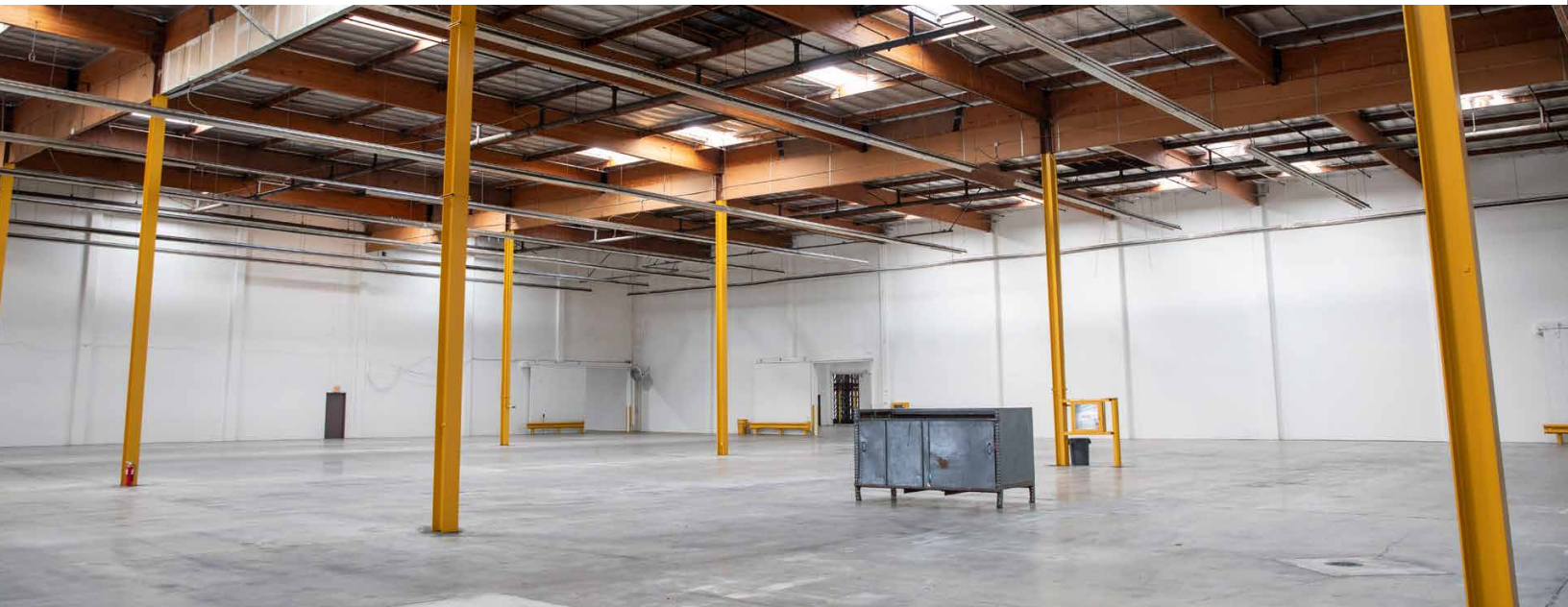
Facility Renovation

The facility renovations will substantially increase storage capacity, decrease food waste, optimize energy efficiency and increase operational productivity.

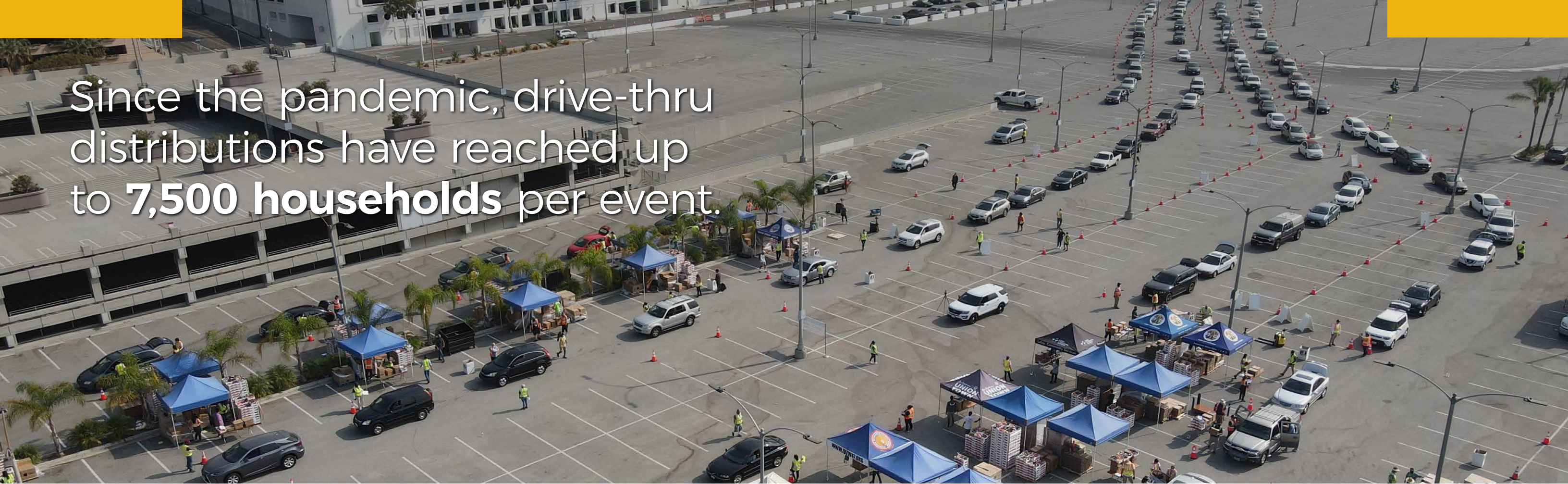
The plan highlights:

- Construction of 40,000 sq. ft. of cooler and freezer space.
- Construction of loading dock, featuring twenty dock positions for trucks.
- Construction of pallet racking and production areas.
- Installation of solar panels.
- Installation of LED lighting.

This facility is key to the Food Bank's long-term master plan, which will accommodate planned growth projections through 2035. Renovations are underway and are expected to be complete by February 2022.



Since the pandemic, drive-thru distributions have reached up to **7,500 households** per event.



Partner Agency Network

INCREASED CAPACITY

The new facility will dramatically improve the Food Bank's operations and increase our capacity through agency partnerships and direct distributions. Eighty percent of the food distributed is channeled through our network of more than 700 partner agencies, such as food pantries, churches, shelters, senior centers and schools.



COVID-19 RESPONSE

In response to the COVID-19 pandemic, the Food Bank provided millions of meals via hundreds of emergency relief drive-thru distributions. In 2020, the Food Bank distributed 174 million pounds of food—the equivalent of 143 million meals. Long-term financial impact of the pandemic weighs heavily on low-income communities. As economic fallout persists, the Food Bank will continue to serve LA County's most vulnerable by mobilizing resources to fight hunger and food insecurity.



LA County's Most Vulnerable

Each month, the Food Bank reaches **900,000** individuals facing food insecurity, compared to **300,000** before the pandemic.



DISPROPORTIONATE IMPACT

There has been an incredible increase in demand for emergency food assistance since the pandemic. Many individuals and families—who have never sought

help for food assistance before—are now requiring Food Bank services. The increased need is a direct correlation to the high unemployment rate. The lack of jobs is devastating economically

disadvantaged communities—leaving many disproportionately impacted by this ongoing crisis. In partnership with 700 agencies, the Food Bank continues to remove barriers to individual and community wellness by providing access to healthy food for all.



ENVIRONMENTAL FOCUS

The Food Bank is committed to sustainable solutions to protect the environment we all share and our low-income communities that are disproportionately impacted by

climate change. The new facility, located in the City of Industry, will adhere to sound practices that will enhance our ability to mobilize resources to fight hunger. Recycling, organic composting and waste management will be at the forefront of day-to-day operations. To further enhance sustainability measures at the new facility and to achieve a high standard of energy efficiency, solar panels and light emitting diode (LED) lighting will be installed.





Be the
Difference
Between
Hunger and
Hope

HUNGER AFFECTS OLD AND YOUNG ALIKE

While fixed-income seniors, people with disabilities and low-income families are the most visible examples of people who struggle, hunger does not stop there. **Hunger affects all groups of people regardless of education level, employment status or ethnicity.** Due to high costs of living, transportation and especially housing in Los Angeles County, many people who work—even families with two incomes—often cannot make ends meet or put enough good food on the table.

You're invited to take part in

Building Hope:

The Campaign for a Brighter Future

Your participation will provide the support needed to construct a State-of-the-Art Food Distribution Center and expand education programs that inspire nutritious diets and healthier life choices.

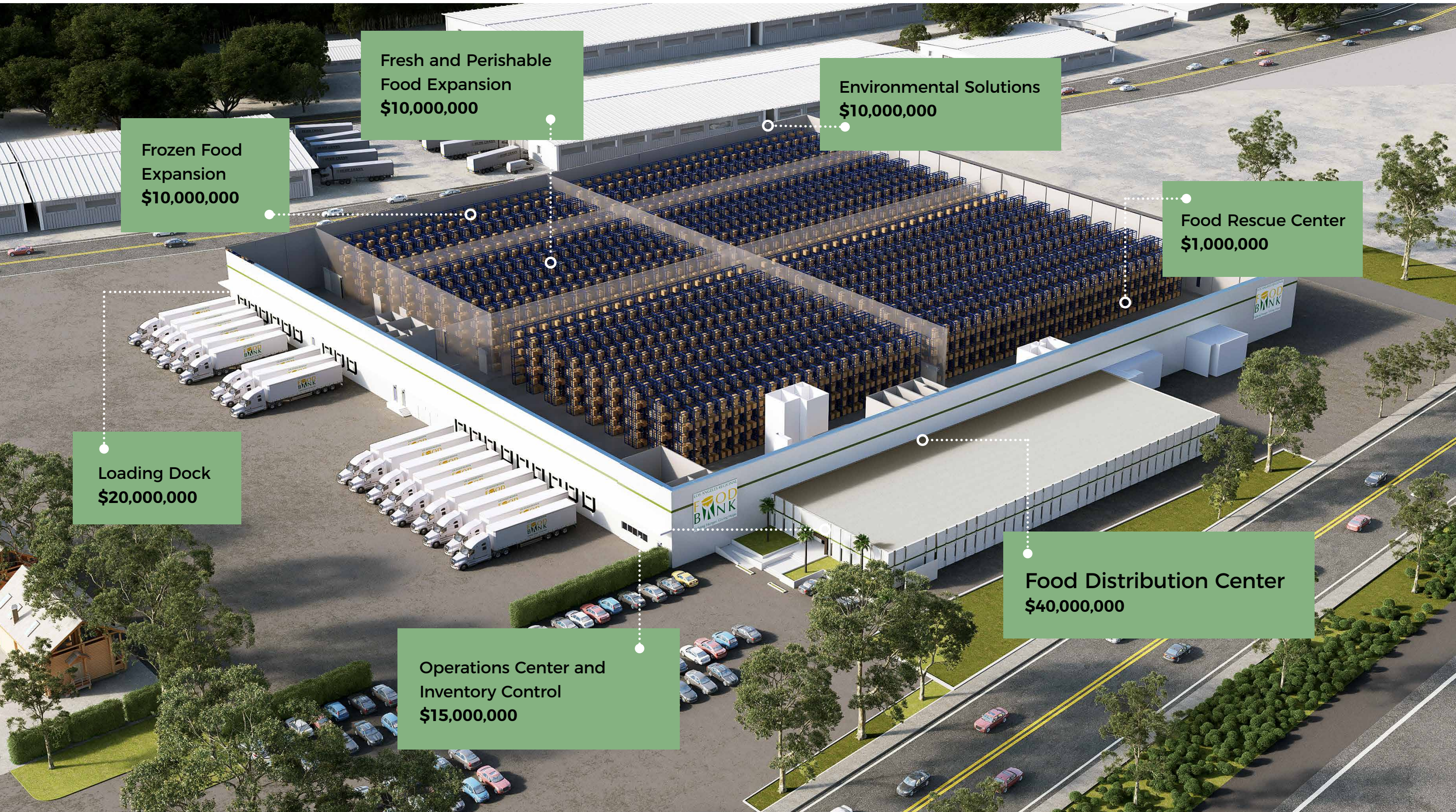
Each naming opportunity offers you and your family a chance to make a lasting difference and a positive impact in the lives of people facing food insecurity and hunger.

Campaign Goal

\$165 MILLION



THE LOS ANGELES REGIONAL FOOD BANK'S NEW
STATE-OF-THE-ART FOOD DISTRIBUTION CENTER



Fresh and Perishable
Food Expansion
\$10,000,000

Environmental Solutions
\$10,000,000

Frozen Food
Expansion
\$10,000,000

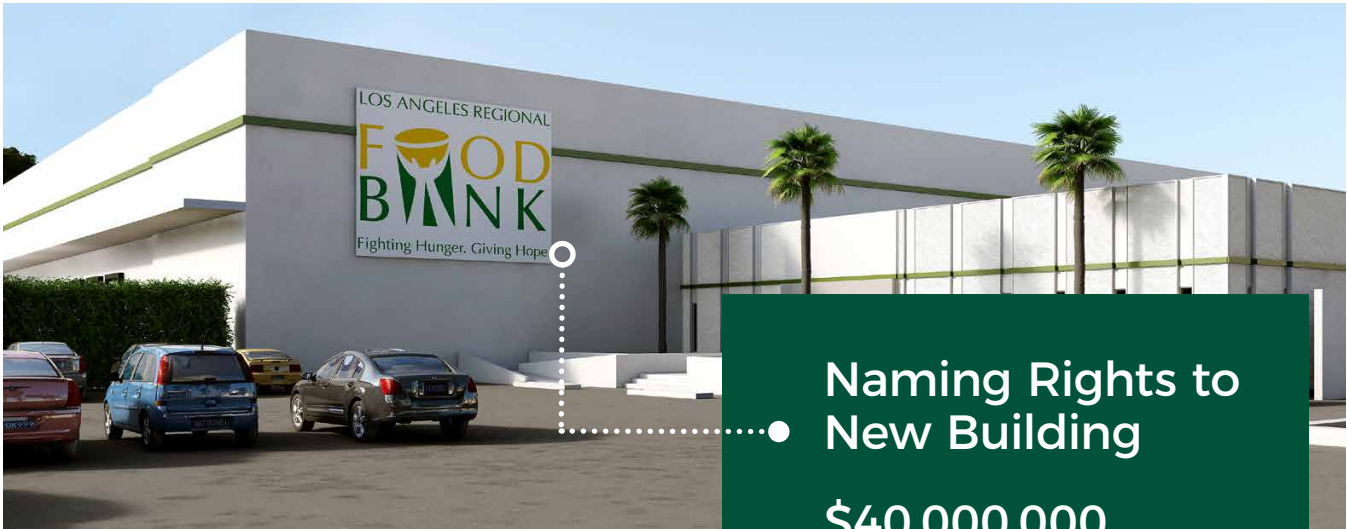
Food Rescue Center
\$1,000,000

Loading Dock
\$20,000,000

Food Distribution Center
\$40,000,000

Operations Center and
Inventory Control
\$15,000,000

Giving Opportunities



BENEFACTOR LEVELS

Make a lasting tribute by becoming a Benefactor of BUILDING HOPE: The Campaign for a Brighter Future. **As a Benefactor, you will make a positive impact by fighting food insecurity and hunger.** Your name will be prominently displayed on the donor wall in the lobby of the new Food Bank.

Visionary	\$1,000,000
Champion	\$500,000
Advocate	\$250,000
Guardian	\$100,000
Supporter	\$50,000
Collaborator	\$25,000
Friend	\$10,000

CAPITAL NAMING RIGHTS

Naming Rights to New Building Exterior Recognition The most impactful and visible gift of the campaign - a true legacy gift. The building will be named as designated by the donor.	\$40,000,000
Loading Dock and Food Receiving Area Exterior Recognition The Loading Dock, located on the north side of the building, is the access point for all in-bound food and for outbound food deliveries. The Loading Dock and Food Receiving Area will feature twenty loading docks – a significant expansion for the Food Bank.	\$20,000,000
Operations Center and Inventory Control Exterior Recognition The Hub, also known as the Operations Center and Inventory Control, will track up to \$250M worth of food and product annually, including food donated by retailers, manufacturers, food service companies and farmers, USDA commodities and food purchased by the Food Bank.	\$15,000,000
Fresh and Perishable Foods Expansion A refrigerated box is being constructed to increase the Food Bank’s capacity to handle the essentials of a healthy diet – fresh produce, dairy and other perishable foods.	\$10,000,000
Frozen Foods Expansion A freezer is being constructed to increase capacity to efficiently store frozen foods and meals.	\$10,000,000
Environmental and Sustainability Solutions A Sustainability Station will be built at the new facility - an area for recycling, organic composting and waste management. Solar panels and light-emitting diode (LED) lighting will be installed to achieve a high standard of energy efficiency.	\$10,000,000
Transportation Center The Transportation Center is key to managing and navigating the Food Bank’s fleet of trucks to keep food pick-ups and distributions running efficiently.	\$5,000,000
Refrigerated Loading Area The refrigerated loading area is a new feature and upgrade for the Food Bank and will create more efficiency in the transfer of large volumes of frozen and fresh foods.	\$5,000,000

Volunteer Center

\$1,000,000

COMMITTED: Goodman Family Foundation

More than 15,000 volunteers – made up of compassionate individuals, families and children, corporate teams and affinity groups – participate in volunteer opportunities to help our neighbors each year.

Food Rescue Center

\$1,000,000

Area for volunteers to glean and sort donated food, preventing perfectly good nutritious food from becoming food waste.

Food Kit Production Area

\$1,000,000

COMMITTED: Anonymous Donor

Three production lines for food kitting for our senior nutrition program and for our emergency food kit production.

Welcome Lobby

\$1,000,000

The Food Bank’s lobby will be the point of entry to the state-of-the-art facility for partners, donors, employees, volunteers and other constituents.

Conference Center

\$1,000,000

The Food Bank will have a conference center that consists of several conference and media rooms for nutrition education training, policy meetings, agency training and convening other constituent groups to help in the fight against hunger in our community.

Agency Resource Center

\$1,000,000

The Agency Resource Center will be used for providing support to our 700+ agency partners who are on the front line in the fight against hunger.

Truck Fleet

\$500,000 each

The Food Bank’s fleet of refrigerated trucks ensures food is transported from food donors and to agencies and program distribution sites. A \$500,000 naming opportunity includes 5 years of operating support and donor recognition on one new truck.

Loading Docks

\$250,000 each

This opportunity provides the donor to name one loading dock. Loading docks are essential access points for all inbound food and for outbound food deliveries.

PROGRAM NAMING RIGHTS

Children’s Nutrition Program

\$10,000,000

To ensure that food-insecure children in Los Angeles County have the nutritious food they need to grow, learn and thrive, the Food Bank operates several Children’s Nutrition Programs. A \$10M gift will support these programs for 5 years.

Senior Nutrition Program

\$5,000,000

COMMITTED: Anonymous Donor

Older adults are a vulnerable population in need of food assistance, and the Food Bank operates programs that provide critical food assistance to seniors. A \$5M gift will support these programs for 5 years.

Endowment

\$5,000,000

The Food Bank’s Endowment ensures that the Food Bank has the funding to maintain our facilities. A \$5M gift will result in a named endowment for the donor.

Partner Agency Network

\$5,000,000

Increased warehouse space and resources are needed to redistribute rescued food to our network of partners, particularly in these Service Planning Areas: Antelope Valley, San Fernando Valley, San Gabriel Valley, Metro Los Angeles, Westside, South Los Angeles, East Los Angeles and South Bay. A gift of \$5M will support food distribution to one Service Planning Area for 5 years.

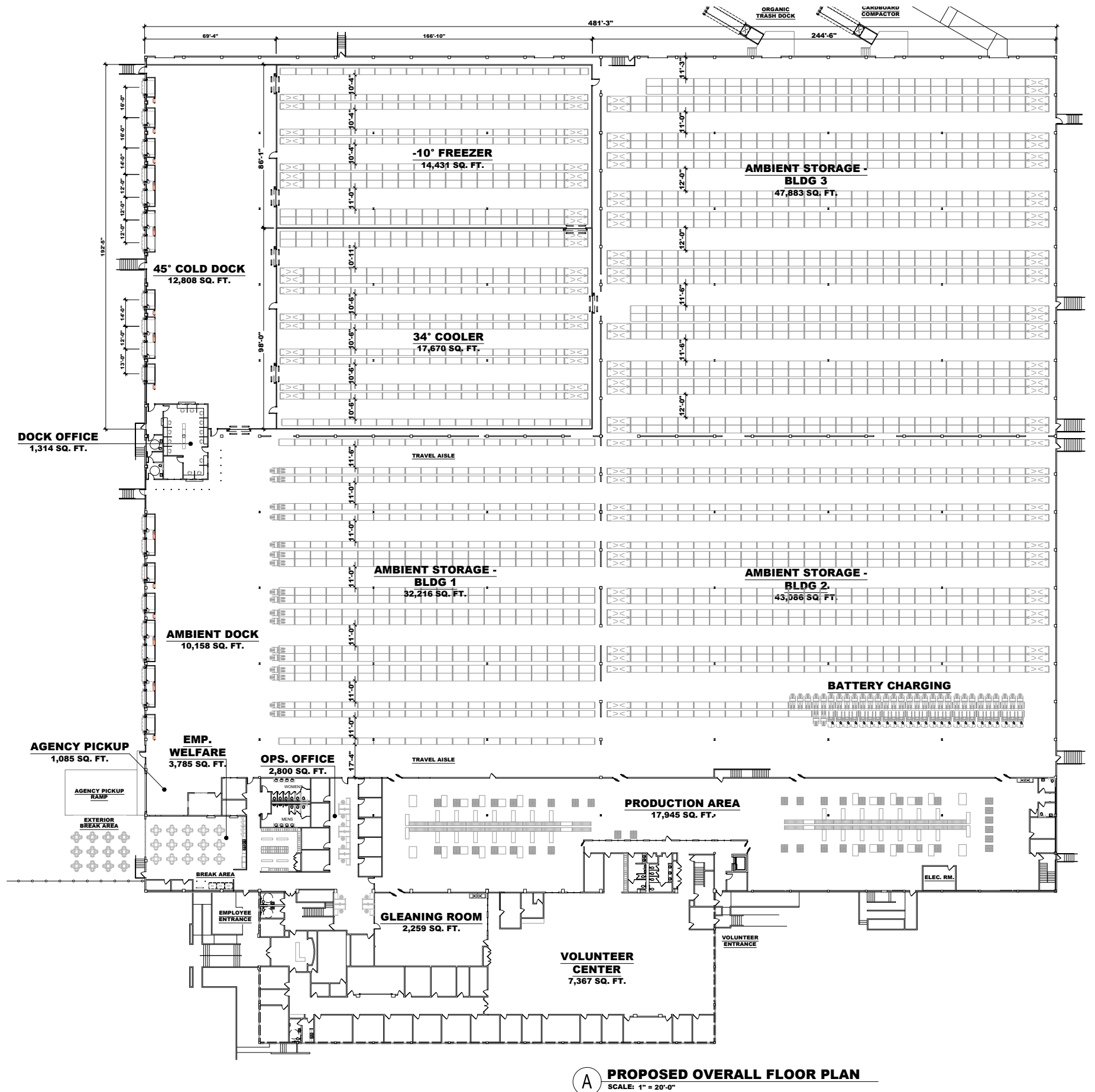
Thank you for your consideration. Pledges up to five years are accepted.



Building Hope: The Campaign for a Brighter Future

The Los Angeles Regional Food Bank's New State-of-the-Art Food Distribution Center Floor Plan

LAFoodBank.org/building-hope



Floor Plan as of April 23, 2021

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

LAFoodBank.org/building-hope

Roger Castle
Chief Development Officer

323.234.3030 x147

rcastle@lafoodbank.org

1734 East 41st Street
Los Angeles, California 90058

#WeFeedLA