

food lifeline

<https://foodlifeline.org/>

Who We Are:

Mission: Food Lifeline's mission is to feed people experiencing hunger today while working to end hunger for tomorrow.

Beliefs:

We believe access to nutritious, culturally relevant foods is a basic human right. – food is a human right.

We are called to address the immediate food needs of our neighbors experiencing hunger today and to address hunger's root causes to solve it in the future. – long term and short term solutions

Poverty is the primary root cause of hunger, and we recognize systemic racism, wealth inequity, and social injustice as leading drivers of poverty and food insecurity. – systemic issues lead to poverty, which leads to food insecurity

People facing hunger are best positioned to identify its solutions. – nothing about us without us

Driving change via public policy and advocacy is required to disrupt norms and dismantle the political systems and structures that cause and perpetuate hunger – change must be enacted through advocacy and policy change

Approach: Investing in Community-Led Hunger Solutions, Building the Movement to End Hunger

Strategic initiatives:

Reduce Barriers, Increase Access To Nutritious Food

Expand Capacity of the Hunger Relief Safety Net

Elevate Voices of People Facing Hunger

Target The Root Causes of Food Insecurity

Advance a Broad Social Movement to End Hunger

notes: strategic initiatives align with beliefs about food and hunger

3 main ways to join movement: volunteer, advocate, donate

website includes land acknowledgement to acknowledge the native land that they are trespassing

stakeholders:

partner agencies: places where food is distributed – food pantries, shelters

– benefits to being a partner agency

– information about logistics

– call to action to reach out with questions

retail and foodservice partnerships (RAFPs): retail businesses that donate food

- there is a link labeled "Donate Food", which leads to a page that explains the benefits of donating food. This is unintuitive and can be made more effective.

mobile food program (MFP) partners: not clear on what it is, and on how it is different from partner agencies

volunteers:

- lots of opportunities to serve: individually, with a family, with a corporation, for community service hours, etc.
- lots of resources: FAQs, guidelines, calendar, etc.
- volunteer spotlight!

Advocacy + PP:

- specific laws to vote on
- petitioning for bills
- information on candidates' stances on hunger related topics
- lots of information on how the organization has been advocating, and information on how users can advocate.

Information for community engagement

Food Justice + Food Sovereignty: definitions of terms, food lifeline's stances on them

Community Food Sovereignty fund: showcases efforts that donations are going to

Building a Movement: lots of repeated information on how to get involved

Get Help:

maps to find food banks and farmers markets

Nutrition Assistance: links to programs for getting food

portal for partners – could probably be located in a better places

How to Help:

two sections, one for individuals, one for organizations

Individuals: Give Now, Ways to Give, host a fundraiser, attend an event, advocate, volunteer

Corporations: donate food, volunteer, corporate partnerships, join a food frenzy, sponsor an event

General Notes:

three large buttons for find food, donate, volunteer

section for "get help" is significantly shorter

lots of information for volunteering, advocating, other ways

individuals can help – probably makes the most sense as those are the people who most often visit websites like these