

# 4 years ARKANSAS FOOD BANK

Media Kit | 2024



**ARKANSAS FOODBANK**  
4301 W 65th Street  
Little Rock, AR 72209  
501-565-8121

## MISSION

The Arkansas Foodbank is the foundation in the fight against hunger. We find pathways to connect people, resources, and food to reach those in need, providing dignity, hope and a brighter future for all Arkansans.

## VISION

A stronger community where hunger needs are met with sufficient access to nutritious food.

## CORE VALUES

COLLABORATION- We are stronger when we work together.

RESPECT- We value the dignity and diversity of those we serve, our partners, volunteers, and coworkers.

INNOVATION & CREATIVITY- We seek, identify, and implement the best solutions to fight hunger, meeting people where they are.

SERVICE- We are united in a belief to serve those in need.

INTEGRITY- We achieve our goals by maintaining the highest degree of ethical standards and by putting our values into action.

## ABOUT US

The Arkansas Foodbank was created on January 17, 1984 as a 501(c)(3) nonprofit organization to serve several central south Arkansas counties by providing an affordable and credible food source for local agencies serving hungry people in the state. By 1986 the Arkansas Foodbank had its first year of distributing 1 million pounds of food. In 1989 the Foodbank became a member of the Feeding America national network and gained more assistance for acquiring and distributing food. Since that time the organization has distributed over half a billion pounds of food.

In its 40th year, Arkansas Foodbank stands as the largest hunger relief organization in the state, serving 33 counties across the state's central, eastern, and southern regions. As a proud member of Feeding America and the Arkansas Hunger Relief Alliance, the Foodbank has been at the forefront of combating hunger with innovative programs that provide healthy and nutritious food to those in need. Its cornerstone initiatives, including Food For Kids, Food For Families, and Food For Seniors, enable the distribution of essential resources through a network of more than 400 food pantries, schools, colleges, shelters, senior centers, and other agencies across Arkansas. Today the Foodbank is located at 4301 W 65th Street in Little Rock at the Donald W. Reynolds Distribution Center that was built for the organization 2011. From this distribution center the Arkansas Foodbank operates a fleet of trucks to deliver and pick up food daily, Summer/After School programs and back packs for children, local agency food pick up, training and capacity building as well as volunteer and fundraising activities.



## Quick Facts

### Arkansas Foodbank Facts

- ❖ The Foodbank is headquartered in Little Rock, in an award-winning 99,000 square foot warehouse.
- ❖ We also have a branch in Warren and Lexa to ensure that we're distributing food as efficiently as possible to our partner agencies.
- ❖ The Foodbank is a member of Feeding America, Arkansas Hunger Relief Alliance, and is certified by the Better Business Bureau.
- ❖ Our service area covers 33 different counties in Arkansas.
- ❖ Our partner agencies include pantries, schools, soup kitchens, homeless shelters, senior centers, and other agencies that provide aid to hungry Arkansans. 77% of our partners are faith-based.
- ❖ We currently work with over 400 local partners to distribute food.
- ❖ The Arkansas Foodbank relies on support from individual donors, corporate partners like Kroger, Walmart and Riceland, and many others as well as media partners and public food drives to help hungry Arkansans.

### Our Impact Facts

- ❖ For every \$1, the Arkansas Foodbank can provide 5 meals to those of our communities in need.
- ❖ Each year the Arkansas Foodbank provides roughly 15,000 seniors with nutritious foods, including fruits, vegetables, meat, poultry, fish, cheese, and milk through the Commodity Supplemental Food Program (CSFP), a nutrition program specifically for seniors through the USDA. More progress is needed to reach the estimated 73,000 seniors facing food insecurity in our 33-county service area.
- ❖ Of the 280,000 clients we serve, 33% are children under age 18 and 11% are seniors over age 60.
- ❖ In 2023 we distributed a total of 40 million pounds to those in need.

### Arkansas Hunger Facts

- ❖ Arkansas is first in the nation for food insecurity.
- ❖ 15.5% of Arkansans are facing hunger.
- ❖ 1 in 6 Arkansans do not know where their next meal may come from.
- ❖ 1 in 5 children in Arkansas are at risk for going hungry.
- ❖ 1 in 13 seniors in our service area are facing hunger.

# 2023 IMPACT & RESPONSE REPORT

**40 million**  
total pounds distributed  
through our 407 partners and pantries.



**33.3 million**  
meals provided  
to more than 207,000 Arkansans  
across our 33 county service area.

**9.6 million**  
pounds of fresh produce distributed  
to ensure equitable access to  
nutritious food.

**108,660**  
backpack kits  
sent home with thousands of children  
in over 80 schools.

**37,424**  
volunteer hours served  
saving the Foodbank nearly a million  
dollars in staffing cost.

**13,408**  
volunteers  
donated their time and effort to  
help families facing hunger.



## How we talk about Hunger

**Food insecurity vs. Hunger:** Food insecurity is limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways. Often times, we simply refer to this as “not knowing where your next meal is coming from.” Hunger is involuntary hunger that results from not being able to afford enough food. People are not counted as “hungry” for these statistics if they were hungry only because they were dieting to lose weight, fasting for religious reasons, or were just too busy to eat.

When using food insecurity statistics, do not use “hungry” in substitution for “food insecurity” or “food-insecure.” If you are working on a piece that is casual in nature, use the words “hunger” or “hungry” in general terms. For instance, “struggling with hunger,” “facing hunger,” or “at risk of hunger.”

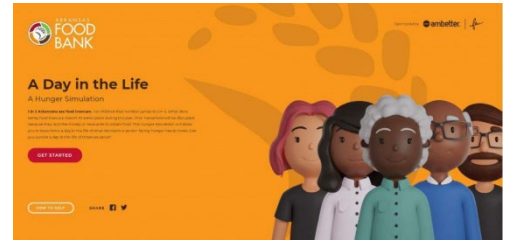
**Counties vs. Communities:** Hunger exists in every community across Arkansas. When referencing hunger in general, feel free to reference specific communities like Little Rock, Beebe, Cabot or Pine Bluff. The most specific data we have from Feeding America’s Map the Meal Gap only gives us food insecurity statistics for the entire county. That’s why we often give data for Pulaski County in reference to hunger in Little Rock metro area.

**Poor/Needy:** The word “poor” or “needy” should never be used to describe the people served by our partner agencies. Instead, you should use “low-income” or “people in need” or “Arkansans in need.” The only exception to this rule is the term “working poor.” Use this phrase sparingly.

## Tools to Share

**Arkansas Foodbank's Case for Support:** Each year, the Foodbank develops a case for support that includes updated story elements and ways people can interact with and support the Foodbank.

**Arkansas Foodbank's Hunger Simulation:** In 2020, Arkansas Foodbank, in partnership with Ambetter Health and Few, launched an online hunger simulation that invites Arkansans to experience the realities of food-insecurity. This simulation can be accessed at [hunger.arkansasfoodbank.org](https://hunger.arkansasfoodbank.org).



## Hunger Data

**Feeding America Map the Meal Gap** – this is the report we use for food insecurity data in Arkansas. It is broken down by statewide, service area, and counties for overall and child hunger. This study comes out every year and uses data from the U.S. Census Bureau.

**The Impact of Coronavirus on Food Insecurity** - This brief includes updated 2020 projections and new 2021 projections at the national level for the overall population and for children. In addition, for the first time, Feeding America included projections by race, by geography, and for “very low food security.” (Updated projections at the local level are forthcoming.)

**National Foundation to End Senior Hunger (NFESH)** is the data we use when talking about senior hunger.

**USDA Food Insecurity Report** – This is the report that measures hunger nationally and statewide. We use this study for our state ranking on severe hunger or “very-low food insecurity.”

## Our Programs

Arkansas Foodbank consists of four core programs: Food For Families, Food For Kids, Food For Seniors, and Disaster Relief. When referring to any of these programs make note that each word should be capitalized. Program abbreviations should be used sparingly as follows: FFF, FFK, & FFS.

**Food For Families** connects our more than 400 pantry partners with food and funds to strengthen their local feeding programs. By supporting our local partners, we can increase access to healthy and nutritious foods for families in need across central and southern Arkansas.

**Food For Kids** distributes food to children facing hunger through our network of school pantries, backpack programs and summer feeding initiatives. This approach allows us to make sure kids have the nutritious food they need to grow and thrive.

**Food For Seniors** works to improve access to food for older Arkansans through monthly food boxes, home deliveries, SNAP outreach, and extra financial support to partner agencies. Our FFS program takes into account specific dietary restrictions or health considerations, transportation needs, and physical limitations.

**Disaster Relief** is Arkansas Foodbank's way of responding to emergency situations or when entire communities are facing a critical need. Through our mobile distribution model, the Foodbank works to get food to people as quickly and efficiently as possible. We also partner with other disaster response agencies to ensure communities receive the support needed to recover.

**As these programs provide the primary framework for who the Foodbank serves, we also fight hunger in other ways:**

- Advocate on behalf of our neighbors facing hunger through education and government relations
- Provide direct assistance to Arkansans applying for the Supplemental Nutrition Assistance Program (SNAP)
- Identify new ways we can support niche groups of food-insecure people, like active and veteran military service members and college students

# Brian Burton

## Chief Executive Officer

Brian Burton, a native Arkansan, became the chief executive officer effective October 10, 2022, succeeding Rhonda Sanders. Burton brings over 25 years of nonprofit leadership experience to the role.

During his recent 11-year tenure at Three Square Food Bank in Las Vegas, NV, Burton nearly tripled the amount of food provided to the community. His professional expertise includes rapid organizational growth and development, program sustainability, community engagement, public policy work, and diversified fundraising.

Brian has a history of working in the philanthropic sector and building high-impact nonprofit organizations. He is a subject-matter-expert, advocating for social and economic conditions that improve the lives of people who struggle with poverty and hunger.



## Logo and Color Use



Arkansas Foodbank

Do not use just the plate and write in the name.

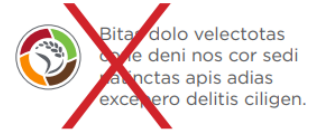


ARKANSAS FOOD BANK

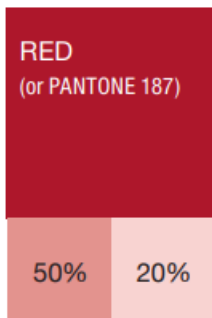
Do not restructure or reorganize the layout of the logo.



Do not skew or distort the logo.



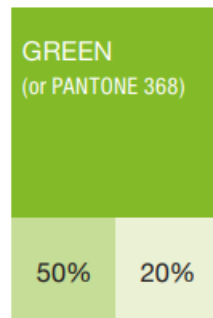
Do not use the plate as a symbol.



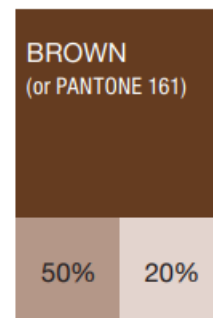
RED  
(or PANTONE 187)  
C:0 M:100 Y:79 K:20  
R:196 G:18 B:48  
HTML: C41230



ORANGE  
(or PANTONE 144)  
C:0 M:48 Y:100 K:0  
R:248 G:152 B:29  
HTML: F8981D



GREEN  
(or PANTONE 368)  
C:57 M:0 Y:100 K:0  
R:123 G:193 B:67  
HTML: 7BC143



BROWN  
(or PANTONE 161)  
C:0 M:52 Y:100 K:64  
R:118 G:66 B:0  
HTML: 64200



## Social Media



@Arkansas Foodbank



@ARFoodbank



@ARFoodbank



@Arkansas Foodbank



@ARFoodbank

### Hashtags

#arkansasfoodbank #arfoodbank #endhunger #fighthunger #feedingamerica  
#arkansas #unitedtofighthunger #endfoodinsecurity

### Our Tag Lines

- ❖ \$1 provides enough food for 5 meals.
- ❖ United to fight hunger
- ❖ The Arkansas Foodbank, fighting hunger since 1984
- ❖ The Arkansas Foodbank is the foundation in the fight against hunger. We find pathways to connect people, resources, and food to reach those in need, providing dignity, hope and a brighter future for all Arkansans.

## How to Help

With the Arkansas Foodbank, there are many ways you can support our mission.

- ❖ Make a monetary donation
- ❖ Donate food to our locations
- ❖ Host a Fund or Food Drive
- ❖ Donate your time volunteering at our Volunteer Operations Center, Mobile Distributions, or special events.
- ❖ Become a Corporate Partner

For more information, please visit our website at [arkansasfoodbank.org](https://arkansasfoodbank.org)

## IMPORTANT CONTACTS

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## IMPORTANT MEDIA

Disclaimer: Please contact those above before use of any Arkansas Foodbank media for permission.

[Arkansas Foodbank Logos](#)

[Arkansas Foodbank Photos](#)

[Arkansas Foodbank B-Roll](#)

For more information, please visit our website at [arkansasfoodbank.org](http://arkansasfoodbank.org)

