

ARKANSAS FOOD BANK

Media Kit | 2025



ARKANSAS FOODBANK
4301 W 65th Street
Little Rock, AR 72209
[501-565-8121](tel: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.

With more than 40 years in action, 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.



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.
- We are rated a 4-star charity by Charity Navigator.
- Our partner agencies include pantries, schools, meal programs, homeless shelters, senior centers, and other agencies that provide aid to hungry Arkansans. 77% of our partners are faith-based.
- We currently work with more than 400 local partners to distribute food.
- We work with 68 active TANF and Backpack School Partners
- 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

- Arkansas is first in the nation for food insecurity.
- 18.6% of Arkansans are facing hunger.
- 1 in 5 Arkansans do not know where their next meal may come from.
- 1 in 4 children in Arkansas are at risk for going hungry.
- 1 in 8 seniors in our service area are facing hunger.
- For every \$1, the Arkansas Foodbank can provide 5 meals to those of our communities in need.
- Each year the Arkansas Foodbank provides roughly 2,088 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 83,400 seniors facing food insecurity in our 33-county service area.
- Of the 280,000 clients we serve, 29.7% are children under age 18 and 14.7% are seniors over age 60.
- In 2024 we distributed a total of 41.7 million pounds to those in need.



HOW WE TALK ABOUT HUNGER

Food insecurity vs. Hunger: Improving food security is our ultimate outcome. While hunger and food insecurity are closely related, they are technically distinct concepts. “Hunger” refers to a personal, physical sensation of discomfort and is a condition that can come from food insecurity. “Food insecurity is a well-established, validated measure created by the USDA and used across industries, which defines it as “having inadequate resources to acquire enough food for a healthy, active life.” Food insecurity is measured over a specified timeframe (typically 12 months). (Source: Feeding America Brand Book - January 2024)

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.

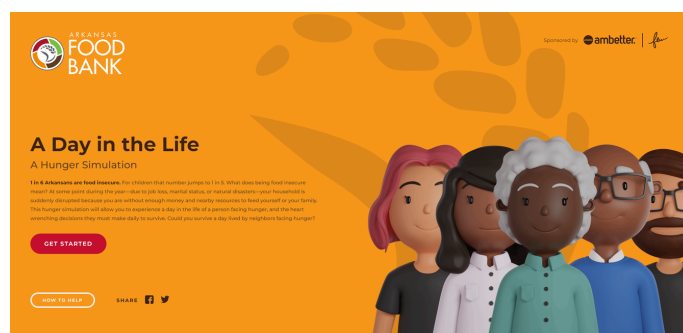
Poor/Needy: The word “poor” or “needy” should never be used to describe the people served by our partner agencies. Instead, you should use “low-income” or “people in need” or “Arkansans in need.”

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. This document can be found in the Important Media section.

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.



Arkansas Foodbank SNAP Assistance:

[Apply for SNAP](#) with our SNAP Team or visit arkansasfoodbank.org/snap/

If you or someone you know needs food, visit our [Find Food page](#) to find Pantries near you



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.

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.”

LOGO AND COLOR USE



Arkansas Foodbank

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



ARKANSAS
FOODBANK

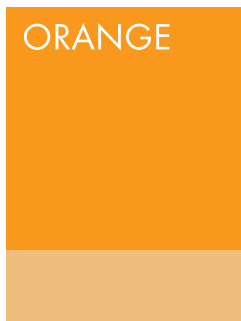
Do not restructure or reorganize the layout of the logo.



Do not skew or distort the logo.



Do not use the plate as a symbol.



Pantone 144
HEX: 7ac042



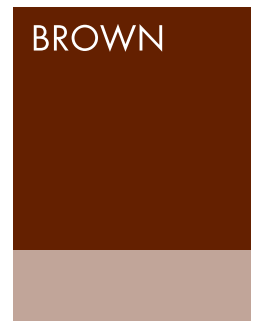
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Brian Burton

CHIEF EXECUTIVE OFFICER

Brian Burton, a native Arkansan, became the chief executive officer of Arkansas Foodbank on October 22, 2022, succeeding Rhonda Sanders. Burton brings more than 25 years of nonprofit leadership experience to the role.

During his previous 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.



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 agency 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



OUR EVENTS

The Arkansas Foodbank has four signature fundraising events that raise vital funds for the Food for Kids, Food for Families, and Food for Seniors programs.

Empty Bowls is the Arkansas Foodbank's only fundraising gala. We will celebrate the 23rd anniversary of Empty Bowls on Saturday, April 26, 2025, from 5 to 8 p.m. at the Venue at Westwind in North Little Rock. Empty Bowls will honor long-time Foodbank supporters Diane and Randy Zook.

THV11 Summer Cereal Drive In 2000, THV11's Tom Brannon saw a problem: when schools were on summer break, there was a large percentage of children were left without access to nutritious breakfast and lunch. To combat the increased levels of food insecurity over the summer, Tom approached the Arkansas Foodbank and set up a cereal drive. The Summer Cereal Drive was expected to last two or three years – 25 years later, it is one of Arkansas's most recognizable fundraisers. Over our history, the Summer Cereal Drive has provided over 4 million breakfast items to the children and their families in our 33-county service area.

Central Arkansas Restaurant Weeks The Arkansas Foodbank introduced Central Arkansas Restaurant Weeks in 2024. This 12-day event provides Central Arkansas restaurants with the opportunity to showcase their venues and menus – all while supporting our neighbors facing food insecurity in Central Arkansas. At each participating restaurant, there is a special prix fixe menu or promotion item that is offered at a special price for the event. A portion of the proceeds of every meal or item will go to Arkansas Foodbank.

Food for the Holidays Telethon The Food for the Holidays Telethon is an annual telethon with KARK 4 and FOX 16. From 6:00am to 10:30pm, volunteers and staff are man the phone banks, and viewers are encouraged to call in to donate. Throughout the day, KARK 4 and FOX 16 will feature heartwarming stories, guest appearances, and check presentations.

THIRD PARTY AND CAUSE MARKETING

Arkansas Foodbank defines a Third-Party Event as being implemented by outside organizations for the benefit of the Arkansas Foodbank. **Chili Fights in the Heights** put on by the Hat Club is a great example. Cause Marketing Campaign as a joint funding and promotional strategy in which a company's sales are lined (and a percentage of the sales revenue is donated) to the Arkansas Foodbank. **Chick-Fil-A's** Friendsgiving Campaign were a percentage of chicken nugget sales are donated to the Foodbank around Thanksgiving.



SOCIAL MEDIA



@ARKANSASFOODBANK @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.

Direct people to visit our website at arkansasfoodbank.org for more resources and to learn about our mission

HOW TO HELP

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

- Make a monetary donation
- Donate food at one of our branches or agency partners
- Host a Fund or Food Drive
- Donate your time volunteering at our Volunteer Operations Center, Food Distributions, Partner Agency, or special events.
- Become a member of our Giving Garden
- Advocate for programs fighting Food Insecurity in your community
- Become a Corporate Partner
- Share our posts to help our message go further
- Share our website and resources with those around you

For more information, please visit our website at arkansasfoodbank.org



IMPORTANT CONTACTS

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

IMPORTANT MARKETING RESOURCES

[Arkansas Foodbank Logos and QR Codes](#)

[Arkansas Foodbank Photos](#)

[Arkansas Foodbank B-Roll](#)

[Case for Support](#)

[Language Guide](#)

For more information, please visit our website at arkansasfoodbank.org

