



HUNGER
FREE COLORADO

2020
ANNUAL
IMPACT REPORT

FISCAL YEAR: JULY 1, 2019 – JUNE 30, 2020

LETTER FROM THE CHIEF EXECUTIVE OFFICER

Dear Friends,

This past fiscal year, Hunger Free Colorado stepped up to respond to a hunger crisis unlike anything our state has seen before. In a matter of weeks, hundreds of thousands of Coloradans, disproportionately people of color, lost their jobs and saw their incomes slashed. Schools moved to remote learning, cutting access to school meals for children across the state. And supply chains were put under pressure, leading to a large spike in food prices.

Hunger Free Colorado created a COVID-19 food resource page (now COFoodFinder.org) to provide up-to-date information on child nutrition programs, where families can find food pantries, and how those newly unemployed can apply for SNAP. We also hired additional navigators to our Food Resource Hotline to handle a huge increase in calls and we trained and supported our partners across the state to provide SNAP application assistance over the phone. On policy, we quickly mobilized our action network to call on Congress to pass COVID-19 relief that addresses the growing rates of hunger. And we organized massive virtual town halls with elected officials to educate them about the crises their constituents face.

In addition to this work, Hunger Free Colorado rolled out several initiatives to drive forward each of our core, hunger-solving strategies in the 2019-2020 fiscal year.

Leverage, protect and strengthen government nutrition programs:

- We grew our SNAP PEAS (Partners Engaging in Application Services) network to 40 organizations serving 52 counties.
- We launched a Metro Denver WIC Coalition to bring state and local agencies, youth-serving community organizations and WIC-eligible parents together to address barriers to WIC participation.

Bolster community capacity to promote equitable access to nutritious food:

- We established a network of regional food coordinators that connect food pantries with local farmers and ranchers.
- We started a Community Council, consisting of real-life experts leading change in their community and helping shape our work statewide.

Build broad-based support for the anti-hunger cause:

- We created a travelling exhibit featuring a virtual reality experience, videos and photos to showcase the stories of hunger in Colorado.
- We joined forces with more than 20 other organizations to hold a joint Hunger Action Day at the state capitol that brought together 300 advocates and community leaders from across the state to meet with legislators and the governor.

Central to our approach is an expanded focus on racial equity – both in how we operate internally and in how to prioritize efforts to tackle disparities. Shortly after COVID-19 hit, we organized a virtual summit, “Strengthening Immigrant Food Security”, in recognition of the disproportionate impact the pandemic has on immigrant communities and the extra barriers that immigrants face in accessing nutritious food resources.

We still have much work to do. To respond to the hunger crisis Colorado faces and address the racial injustices that exacerbate it, we need your help. Join our action network (HungerFreeColorado.org/Advocate) to make sure your voice is heard by our elected officials. Or consider joining our Full Plate Society (HungerFreeColorado.org/FullPlate) and providing a monthly, sustaining donation. In whatever way you can, please join us in this movement to ensure that all Coloradans have equitable access to the nutritious food needed to thrive!



Sincerely,

A handwritten signature in black ink that reads "Marc Jacobson". The signature is fluid and cursive.

Marc Jacobson
CEO



OUR NEW STRATEGIC PLAN

In July 2019, Hunger Free Colorado staff and board began a strategic planning process to guide our future work. As part of this process, multiple stakeholder groups were surveyed including partners, donors, real-life experts, staff and board to look at our role in the food access ecosystem and guide the development of our strategic goals. Thanks to the input of diverse stakeholder groups, it emerged that our policy work, partnerships, and services to increase access to food resources are our most valuable services and opportunities for the greatest impact.

From these key findings, three core strategies will guide the work of Hunger Free Colorado.

MISSION

Hunger Free Colorado connects people to food resources to meet existing needs and drives policy, systems and social change to end hunger.

VISION

Every Coloradan has equitable access to the nutritious food needed to thrive and reach their full potential.

CORE VALUES

INNOVATION - Envisioning and leading change for improved solutions

COLLABORATION - Working together to leverage expertise, resources & perspectives

RESPECT - Treating all with dignity and empathy

IMPACT - Strategically focusing energy and resources to create positive, sustainable results

EQUITY - Just and fair inclusion in a community in which all can participate, prosper and reach their full potential

AGENCY - Cultivating an environment for advocacy and self-determination



STRATEGY 1

Leverage, protect and strengthen government nutrition programs to significantly reduce the number of Coloradans who are food insecure.

STRATEGY 2

Bolster the individual and collective capacity of Hunger Free Colorado, multi-sector organizations, and real-life experts to promote equitable access to nutritious food in communities across the state.

STRATEGY 3

Build broad-based support, political and financial, for Hunger Free Colorado and the anti-hunger cause by putting a spotlight on the realities of hunger.



COVID-19 RESPONSE

Since the beginning of 2020, hunger in Colorado has skyrocketed. In June of 2020, one in three Colorado households were struggling to get food on the table – three times the pre-pandemic rate.

In March, to combat the rapidly rising rates of hunger, we pivoted almost all our work to pandemic response.

Here's a snapshot of what we accomplished in the first few months.

INCREASED PROGRAM ACCESS

- **Created a COVID-19 Food Resource page** (COFoodFinder.org) to help Coloradans connect with pandemic information and food resources.
- **Expanded our network of SNAP PEAS** (Partners Engaging in Application Services) and assistance to families in rural Colorado through our partnerships with local community organizations.
- **Hired additional food resource navigators** to meet the unprecedented call volume that increased by 500% within the first two weeks of statewide closures.
- **Emailed every school food authority in Colorado** and searched social media to have early and accurate information about how school meals were operating during closures and conducted an outreach campaign that featured kids utilizing and explaining the program in English and Spanish.

POLICY AND ADVOCACY

- **Held an online town hall** for more than 300 people to discuss Congressional policy and food resources responses, and to update on next steps for the Colorado legislature. Staff from U.S. Senator Bennet's office and Majority Leader Alec Garnett and Joint Budget Committee Co-Chair Senator Dominick Moreno spoke to the federal and state responses and impacts of COVID-19.
- **Started statewide quarterly food insecurity surveys** to gauge the impact of COVID-19 and the effectiveness of state and federal hunger relief programs and efforts.

PARTNER & COMMUNITY SUPPORT

- **Started an online community** to keep our Colorado Food Pantry Network members informed and better connected.
- **With partners, we co-founded the Colorado Farm and Food Systems Response Team** which is coordinating resources and information for small- and medium-sized farms and those run by women, LGBTQ+ farmers, and people of color and indigenous farmers.
- **Multiple staff supported emergency response funding efforts** by participating in grant review committees for the Colorado Blueprint to End Hunger and the Colorado Farm and Food Systems Response Team.

Our team continues to work hard to ensure that hundreds of thousands of Coloradans have access to the nutritious food they need to stay healthy during this pandemic.



FUELING LIVES

SNAP PEAS

PARTNERS ENGAGING IN APPLICATION SERVICES

More than

20,000 COLORADO Households Served

via our statewide **Food Resource Hotline** and **mobile outreach services**.



Almost **10,000 SNAP APPLICATIONS** completed for Coloradans, including more than **4,600** through trained partner organizations, resulting in an estimated **\$12.7 MILLION** in Food Assistance benefits.

GROWTH OF SNAP PEAS

The SNAP PEAS (Partners Engaging in Application Services) program is a critical piece of our outreach platform. The SNAP PEAS team provides technical assistance, training, and in some cases, funding resources. Our work helps our statewide partner organizations to directly support their clients with application assistance.

The SNAP PEAS program was created in late 2018 with a handful of statewide partners. The program now supports more than 40 organizations in 52 counties. In the last fiscal year, they submitted 4,600 SNAP applications throughout Colorado. Our SNAP PEAS partner organizations include family resources centers, public health departments, healthcare providers, food banks and food pantries, legal aid providers, departments of human services, and colleges and universities.



"BEING A SNAP PEAS PARTNER HAS ALLOWED US TO CONNECT WITH NEW PEOPLE.

We've partnered with Fort Lewis College to meet with students on campus and present in classes. Many students don't know they're eligible...It's been great to have help with tricky case questions or technical questions."

- Marissa Hunt, Program Services Manager, Manna

DRIVING CHANGE

COLLECTIVE ACTION FOR LOCAL FOOD ACCESS

Hunger Free Colorado hosted a first-ever **joint legislative Hunger Action Day** at the capitol. Working with more than two dozen partner organizations, over 300 attendees met with legislators and staff to discuss the importance of addressing food security in Colorado. Thanks to their advocacy, the **Colorado Food Pantry Assistance Grant Program** was renewed for **\$500,000**. These funds help food pantries purchase agricultural products, such as meat, dairy and fresh produce, from Colorado farmers, ranchers, and growers. More than 120 food pantries and food banks received funding through this program in 2020.

To support food pantries in purchasing from Colorado agricultural producers, Hunger Free Colorado hired and supported the work of five **regional food coordinators** throughout the state to promote relationships between local agricultural communities and their community's emergency food access organizations. These regional food coordinators are **based in Durango, Grand Junction, Steamboat Springs, Lakewood, and Bennet**. They have helped facilitate more than \$150,000 in transactions, prior to Food Pantry Assistance Grant funding, and other key activities. These activities include building a database of local farms, creating programming for health care workers to receive healthy food, securing funds for local procurement in their regions, and setting up distribution networks. For a look at the impact of this work, view the story map from Trish Abalo, one of our Emerson Hunger Fellows at bit.ly/FPAGstorymap.

VOTER POLL

Our **2019 Voter Poll** took place Dec. 1-12 and showed **strong support for addressing hunger** across political parties. Voters across the state want strong, consistent funding for **programs that address hunger and increase access to healthy food**. Recognizing programs such as SNAP, formerly known as food stamps, as an investment in our health, education and economy, this poll shows voters are willing to invest in expanded outreach and support for our neighbors in need, as well as vote for candidates with those same priorities.

SUPPORTING IMMIGRANT COMMUNITIES

Our team is working to reduce the chilling effect caused by harmful immigration policies. These policies have negatively impacted access to SNAP, WIC, child nutrition programs, and food pantries in Colorado. In May 2020, we hosted a **virtual gathering focused on strengthening food access in immigrant communities**. In attendance were 35 stakeholders and community members from across the state. We learned that effective communication to promote participation provides clear and concise program descriptions through trusted messengers, and includes culturally, contextually and linguistically appropriate messages.

With this in mind, we worked with state agencies to develop program messaging for **Pandemic EBT (P-EBT)** that focused on public charge and data confidentiality. We also developed and disseminated urgent, tailored communications for the immigrant community focused on accessing P-EBT, including a bilingual English/Spanish outreach toolkit and flyers and fact sheets in nine languages. We continue to work closely with immigrant advocates, providers and community members to understand barriers to accessing nutrition programs and educate communities about their eligibility to strengthen immigrant access to food programs.



Angela Mills, director of Lift Up in Rifle holds up several pounds of carrots from Wild Mountain Seed in Carbondale, CO



ENGAGING COMMUNITY VOICES & LEADERSHIP

COMMUNITY COUNCIL LAUNCH

Hunger Free Colorado launched the **Community Council** in December 2019. The council exists to help advance the work of Hunger Free Colorado in a participant-centered way. Our ultimate goal being community-led policy and programs. The Community Council is made up of 11 community leaders with lived experience of hunger that share a passion for food justice. They will work together as a cohort for two years. Members live across the state in Dolores, Adams, Arapahoe, Denver, Larimer, Weld, Garfield, Eagle and Prowers counties. The council meets bi-monthly over Zoom. Together, they learn about advocacy, storytelling, resources, and help share what is happening across the state to inform our policy priorities and initiatives.

Since the launch of the Community Council, members have:

- Participated in a series of trainings covering Hunger Free Colorado's work, advocacy and storytelling, racial equity and food access
- Engaged in discussions and strategies to address hunger
- Shared their expertise through interviews with media outlets
- Had one in-person get together and lobbied on a statewide food access legislative agenda led by Hunger Free Colorado, Nourish Colorado and the Blueprint to End Hunger

The council members' second year will focus on professional development and project planning and implementation.



WIC LISTENING SESSIONS

Hunger Free Colorado established a **Denver Metro WIC Coalition** to collaboratively develop policies and strategies to improve access and participation in Colorado's Special Supplemental Nutrition Assistance Program for Women, Infants and Children (WIC) program. The coalition consists of state and local WIC agencies, community organizations that serve families with children (age zero to five), early childhood education providers, pediatric medical providers, and community members.

To engage community in this project and gather feedback from those with living experience, Hunger Free Colorado worked with partners to host a series of virtual listening sessions between April and July 2020. These sessions, hosted in English and Spanish, gathered feedback from families eligible for, but not enrolled in, WIC. Hunger Free Colorado compiled the learnings and recommendations from the listening sessions into a bilingual report. We also continue to convene the WIC coalition, which has grown with the addition of community members. The coalition prioritizes the recommendations they want to focus on in the following year, guides the efforts of state and local WIC agencies to improve program access and participation, and informs our advocacy for WIC program changes at the state and federal levels.



ENGAGING COMMUNITY VOICES & LEADERSHIP

VIRTUAL REALITY EXHIBIT

We expanded our **Hunger Through My Lens (HTML) exhibit** to include an interactive **virtual reality (VR) film**. The film follows the grocery shopping experience from the perspective of someone using SNAP benefits. The exhibit also includes **Conversations of Hunger** videos and interactive hunger facts. The expanded exhibit debuted in September 2019 at RedLine Contemporary Art Center. It traveled (in part or in whole) to six other venues before COVID-19 hit, including the McNichols Building, the National Western Stock Show, and the Colorado Department of Public Health and Environment, garnering 2,750 in-person visitors and 4,000 unique online impressions.



KATHY UNDERHILL SCHOLARSHIP AWARD

Hunger Free Colorado's board of directors created the **Kathy Underhill Scholarship Award** on behalf of its founding CEO, Kathy Underhill, to honor her legacy and to recognize a hunger leader in Colorado who is changing hearts and minds in advocacy, policy, or community engagement through the lens of health equity. In this inaugural year, the selection committee voted to offer this award to Fatuma Emmad. Fatuma is the co-founder and co-director of FrontLine Farming, an affiliate professor at Regis University and lecturer in the Master's for Environmental Studies Program at CU Boulder.



"WE KNOW THAT OUR FOOD SYSTEM IS BROKEN. We don't need statistics to know racism is alive and well and centers itself in our most powerful weapons. Food is a weapon... We have created systems in which those who are the most abused by it are not allowed into the room where policies are made... I am proud to stand here with you all, my colleagues, because as we know that food is a weapon, it is also a shield."

- Fatuma Emmad



FINANCIAL SNAPSHOT


FISCAL YEAR 2020

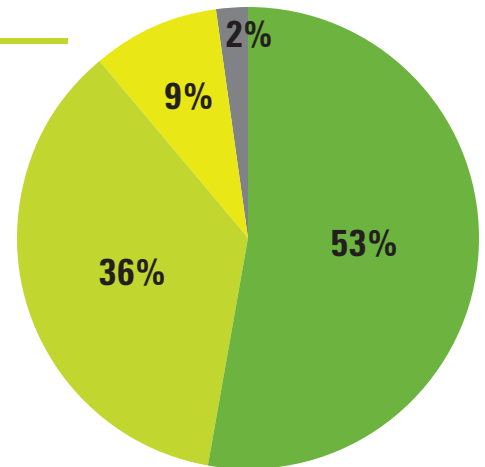
July 1, 2019, through June 30, 2020

FINANCIAL ACTIVITY




Total Revenue*	\$3,012,078
Total Expenses	\$3,081,697

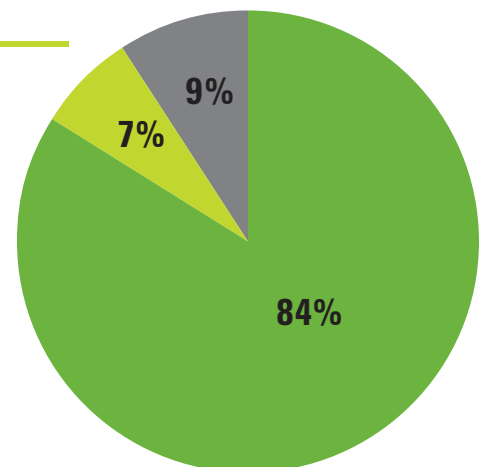
REVENUE BY SOURCE

 Government Grants	\$1,609,516
 Foundations, Corporations & Businesses	\$1,092,508
 Individuals	\$255,154
 In-kind & Other	\$54,900



EXPENSE BY TYPE

 Programs	\$2,591,000
 Administrative	\$218,338
 Fundraising	\$272,359



*Hunger Free Colorado received \$483,333 in cash resources during FY20 as part of multi-year grants that were accounted for in prior fiscal years, consistent with nonprofit GAAP standards. Total unrestricted revenue after satisfaction of time and program restrictions for FY20 is \$3,375,856.

FINANCIAL SUPPORT

Hunger Free Colorado is grateful for the support of corporations, foundations and individual donors, who are deeply committed to helping us eradicate hunger in Colorado. Thank you to the following supporters for making a financial contribution to Hunger Free Colorado between July 1, 2019, and June 30, 2020:

Founding Partners

The Denver Foundation
Kaiser Permanente

\$400,000 or More

The Colorado Health Foundation

\$100,000 - \$399,999

Anonymous
Ball Aerospace
Sands Family Foundation Generation Three Philanthropy Project

\$50,000 - \$99,999

Caring for Colorado
Food Research & Action Center and the Walmart Foundation
Kaiser Permanente
Telligen Community Initiative
Whole Foods Market

\$25,000 - \$49,999

Centura Health
The Denver Foundation
Governor's Relief Fund
Luff Family Fund
PB & K Family Foundation
Rose Community Foundation
The Trailhead Institute and the Colorado Blueprint to End Hunger

\$5,000 - \$24,999

Anne and Paul Zeckser
Anonymous
Center for Law and Social Policy: Protecting Immigrant Families, Advancing our Future
Congdon Family Fund
Connie Burwell White and William W White Foundation
The Denver Post Season to Share presented by Denver Active 20-30 Children's Foundation
Elizabeth Hampton
ezCater
Food Research & Action Center and Anonymous Foundation
Food Research & Action Center and the Albertsons Companies Foundations, Nourishing Neighbors
Gail and Steve Reinemund
James A.C. & Maureen A. Kennedy Charitable Giving Fund

\$5,000 - \$24,999 (Continued)

Jenny and Greg Baldwin Charitable Fund
Kim Patmore and Thomas Haller
King Soopers
Kroger Company Zero Hunger Zero Waste Foundation
Lederer Foundation
Mabel Y Hughes Charitable Trust
MAZON: A Jewish Response to Hunger
Sarah VanScoy
Suzanne Woodward and Patty Lufkin
Target
Timothy G. Pfeiffer
Virginia W Hill Foundation
Walmart
Whole Cities Foundation

LEADERSHIP Through June 30, 2020

2020 Board of Directors

Gwénaél Hagan (Board Chair)
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Gretchen Gaede
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Carmen Martin
Khanh Nguyen
Mike Ostojic
Jonathan Reinemund
Susie Roh
Cameron Tune

Executive Staff

Marc Jacobson, CEO
Lori Casillas, COO

If you'd like to support our work, consider joining the Full Plate Society, our monthly giving program. Full Plate Society members provide the reliable and consistent support needed to drive our work forward. Learn more at [HungerFreeColorado.org/Donate](https://www.hungerfreecolorado.org/Donate).

For other ways to support our work, email us at info@HungerFreeColorado.org.

EVERY COLORADAN DESERVES EQUITABLE ACCESS TO NUTRITIOUS FOOD

Hunger Free Colorado, a statewide nonprofit organization, connects people to food resources to meet existing needs and drives policy, systems and social change to end hunger.


HUNGER FREE COLORADO
FOOD RESOURCE
HOTLINE
STATEWIDE, TOLL-FREE
855-855-4626

**CONNECTING COLORADANS
TO FOOD RESOURCES**

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HUNGER
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HungerFreeColorado.org
1355 S. Colorado Blvd., Suite 201, Denver, CO 80222

 720-328-1284

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