



ROOTED  
+ RISING

A photograph of a community garden scene. In the foreground, a woman wearing a colorful patterned shawl and a black top is holding a cardboard box. Next to her, another woman in a red and white patterned dress and a blue cardigan is using orange-handled scissors to cut a plant. To the right, a young boy in a striped shirt is also using scissors to cut a plant. They are standing in front of a blue container with large, colorful abstract murals. In the background, a large white dome structure is visible. A blue wheelbarrow with the word "TRUPER" on it is in the lower right. The scene is set in a sunny outdoor garden with various plants and flowers.

# Resilient Communities that **Never Go Hungry**

Read further to support our vision.



# Nourishing our shared future

## AS A MOTHER

of two young kids, I often imagine the world they'll grow up in. Will their communities be thriving? Will their neighbors have

access to nourishing food and the support they need to flourish? At Oregon Food Bank, we believe the answer can — and must be — yes. Thanks to you, we're making that vision a reality.

I'm Andrea Williams, Oregon Food Bank's new president. I firmly believe that, as we continue building the movement to end hunger, we create stronger, more resilient communities for future generations.

In the current climate, campaigns like Rooted + Rising are more necessary than ever. In 2024, we saw 2.5 million visits to food assistance sites across Oregon and Southwest Washington — a 31% increase from the year before. Meanwhile, the federal administration is cutting food assistance and funding — and continues to advance proposals that harm our communities. These challenges make our work all the more important. We remain hopeful, but the stakes are high.

I've seen firsthand that the lines at food pantries are long. They will continue to grow unless we address the root causes of hunger — like skyrocketing housing costs and unaffordable health care. This campaign isn't just about providing food today — it's about creating systems where no one goes hungry, now or in the future.

Through Rooted + Rising, we amplify community power, strengthen local solutions, reimagine food systems and modernize infrastructure. None of this work would be possible without folks like you committed to change.

Thank you for joining us — the future is bright because of your support.


With determination,

**Andrea Williams** (she/her)  
President, Oregon Food Bank

**Our mission:** To eliminate hunger and its root causes... *because no one should be hungry.*

Read on to learn more about our vision, why it matters and how you can fuel this community-led transformation. →





"It is just amazing — just to be able to plant, to eat healthy... to be able to grow your own food, it reminds you of your ancestors."

— NER MOO  
OFB Food Systems Ambassador

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# Oregon Food Bank's 10-Year Vision

**We believe food is a basic human right. Together, we can build communities that never go hungry. And we know this future is possible.**

That's why for more than 30 years, we've focused on ending hunger. Oregon Food Bank is proud of our expansive community-led network of local partners — from the coast to the high desert — that focuses on providing food assistance, advancing food security and changing unfair systems that trap people in poverty.

That's because hunger is a community-wide symptom of not having enough. Not enough food, enough income, enough representation, enough power. And most often those of us left behind are Black, Indigenous and all People of Color (BIPOC); immigrants and refugees; transgender and

gender nonconforming folks; and, single mothers and caregivers — Oregon Food Bank's equity constituencies.\* Hunger stems from generations of unfairness, generations of systems that have intentionally blocked us from accessing land, housing, education and employment.

Hunger is the result of the failure of systems that should protect us. That's why ending hunger requires us to come together with our communities to demand new systems.

**Ending hunger means transforming the systems that exclude people. With your support, we can build a more equitable society — one where everyone has what they need to thrive.**

Learn more at [OregonFoodBank.org/Vision](https://OregonFoodBank.org/Vision)

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\*Black, Indigenous and all People of Color (BIPOC); immigrants and refugees; transgender and gender nonconforming communities; and, single mothers and caregivers are identified throughout as "Oregon Food Bank's equity constituencies" — Oregonians who disproportionately experience hunger, poverty and systemic oppression. [OregonFoodBank.org/Equity](https://OregonFoodBank.org/Equity)



# Community-led Transformation

Those best-equipped to end hunger in our communities are the communities themselves. In this unique social and political moment, we have the potential to radically transform the world we live in. At Oregon Food Bank, we are rising with our community to meet this moment and realize a more prosperous future for us all.

Oregon Food Bank is at the nexus of a network of 21 regional food banks and 1,200+ food assistance sites across Oregon and Southwest Washington, supported by 33,000 volunteers and more than

35,000 annual donors. We have access to key decision-makers in Salem and Washington, D.C. And all of this makes Oregon Food Bank well positioned to manifest transformational change led by those experiencing hunger.

We work alongside people experiencing hunger and partner with organizations on the frontlines of change. By connecting our broad reach with their lived expertise, we help amplify community voices to the policymakers who can shift the systems causing hunger.

Our community-led network spans the entire food system — from farm workers and farmers to wholesalers and grocers, from food manufacturers to elected officials and voters.

Our 360° approach meets immediate needs for food distribution in our communities as we also shape sustainable, longer-term solutions.

**The message is clear: We must radically transform our systems to be more equitable for us all — and we must do it now.**



**THAT'S BECAUSE ENDING HUNGER** is an ongoing community practice. Just as every person needs to eat every day, resilient communities that never go hungry must continuously and vigilantly commit to building prosperity for everyone.

**WE SEE POWERFUL POTENTIAL** in this moment. There is growing awareness that our well-being is linked to the experience of those around us. Neighbors turn to neighbors to extend care and support amidst wildfires and public health crisis. Inflation, trade wars and the growing wealth gap has exposed the fragility of our economy and the imminent threat of hunger. Protests against anti-Black violence have elevated our awareness of centuries of racial injustice — a root cause of hunger. Oregonians take to the streets in unprecedented numbers. And OFB supporters volunteer, donate and vote for our collective prosperity at the ballot box.



“As the richest country in the history of civilization, it should be unacceptable for more than 47 million human beings not to have access to the food they need to thrive.”

— **Claire Babineaux-Fontenot**  
Feeding America CEO, Chicago, IL

## Landscape of Hunger

The past five years are a powerful reminder of the systemic drivers of hunger and just how fragile our protections are:

### 2.5 million

**Food Insecurity:** Last year, we saw 2.5 million visits to food assistance sites through the Oregon Food Bank Network — a 31% increase from the previous year.

### 40%

**Economic Disparity:** Almost 40% of Americans don't have the money on hand to cover a \$400 emergency expense.

### 25%

**Inflation:** The cost of groceries has increased more than 25% since 2020, while lower-income households already spend more than one-third of our budgets on food.

### 2x-3x

**Racial Inequity:** Food insecurity among Black and Indigenous households is 2X the rate of White households in Oregon, and Latiné families are 3X as likely to face hunger.

Despite this, we built remarkable momentum toward our vision and our passionate commitment drives us onward still. Partners in our region have a new sense of the impact of hunger and what role they can play in building resilient communities that never go hungry.



# Together we can end hunger. **We are Rooted + Rising.**

In 2020, Oregon Food Bank launched Rooted + Rising — an \$80 million campaign throughout our region to change the conditions that sustain hunger and strengthen the systems that prevent hunger.

By developing a more just food system, modernizing our infrastructure, building community power to drive systems-change and strengthening the Oregon Food Bank Network — we have dramatically shifted how our communities think about and more effectively address hunger. With strong private and government partnership, we have

channelled transformational resources into programs, staffing, capital projects, sustainable agriculture, technology and more.

Our four priorities are scaled to various levels of financial investment from our community as we bring to life our bold vision by 2030.

## PRIORITY 1

Reimagining  
Food Systems

## PRIORITY 2

Modernizing  
Infrastructure

## PRIORITY 3

Amplifying  
Community Power

## PRIORITY 4

Strengthening  
Local Solutions

We are rooted in equity, food, justice and community – **and we are rising for all.**





## PRIORITY 1:

# Reimagining Food Systems

We are cultivating justice in our food systems. Honoring fair labor and environmental practices, our communities are growing, harvesting and accessing foods that meet diverse cultural and health needs.

### COMMUNITY GROWER SUPPORT

To start reversing the effects of our country's long history of **colonization**, land appropriation and racism, we must reimagine our entire food system from the ground up.

Oregon Food Bank's Community Producer Support program is doing just that. Since 2021, this program has channeled nearly \$5 million to 155 small-scale agricultural producers — 95% of whom are BIPOC — across 19 Oregon counties.

The program is helping community leaders like Michelle Week establish farms rooted in tradition. As the founder of ʔast s̓q̓it, **Good Rain Farm**, in Oregon's North Willamette Valley, Michelle is reviving First Foods and traditional growing methods to nourish her community.

### OREGON FOOD BANK: ONTARIO COMMUNITY FOOD CENTER

Through the Western Treasure Valley Food Systems Partnership, Oregon Food Bank will establish a community food center to improve access to free and affordable food for area families. Serving Malheur and Harney counties, the new facilities will increase capacity to process and distribute fresh, locally-harvested foods — along with a community kitchen, value food market and gathering space for year-round civic engagement to end hunger at its roots. The community food center will co-locate with River Bend Place affordable housing and the new Valley Family Health Care clinic, offering a single destination where community members can access essential resources and services. Learn more at [OregonFoodBank.org/OntarioCFC](https://OregonFoodBank.org/OntarioCFC).





“Creating prosperity and bridging the wealth gap can’t happen without land access. If you can get on that land and work the soil, grow food and create jobs, you can create a path toward community sovereignty.”

— SHANTAE JOHNSON  
Co-Founder, Mudbone Grown  
OFB Board of Directors

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Read more about [Feed’Em Freedom Foundation here](#).

### **MUDBONE GROWN AND FEED’EM FREEDOM FOUNDATION: BLACK COMMUNITY FOOD CENTER AND AGRICULTURAL HUB**

A community food pantry, commercial kitchen and greenhouse. A space where people can participate in gardening, cooking and breastfeeding education classes, workshops and interest groups. A place of innovation, the Black Community Food Center will cultivate new wealth by connecting small producers

to institutional markets, build cooperative growing efforts and create generational pipelines toward food sovereignty for young, BIPOC food systems leaders. Facilities will also include a central gathering hub, cold and dry food storage areas, a hydroponic freight farm and an anaerobic digester — altogether supporting a green workforce development training program for justice-impacted youth to gain job experience.

## PRIORITY 2:

# Modernizing Infrastructure

Facilities, transportation and technology investments are improving product flow, flexibility, safety and sustainability – connecting equity constituencies\* to abundant local bounties, reducing Oregon Food Bank’s environmental impact and increasing our efficacy.

### OREGON FOOD BANK: STATEWIDE WAREHOUSE

The operational hub for our network of 21 Regional Food Banks and 1,200+ food assistance partners – we move 40-60 million pounds of food annually through this facility to reach over 1 million of our neighbors facing food insecurity. This 25-year-old facility was designed to handle large quantities of shelf stable goods such as dry and canned products. In 2024, we upgraded the cold storage to further prioritize nutritious, fresh food and reduce energy waste.

“Produce is abundant here in the Northwest,” said Danny Faccinetti, Oregon Food Bank Vice President. “Before we modernized the warehouse, the amount of produce being donated far exceeded the space we had dedicated to it.” Now we can distribute even more fresh foods – like dairy, proteins and produce – across Oregon and Southwest Washington.



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\*See bottom of pg. 3 for more on our equity constituencies.





“I hope you will join me in reaching deep down into your soul and giving more than you think you can give. Because for everyone we help, that is like putting money in the bank for our humanity.”

— **Anne Naito-Campbell**  
Columbia Gorge Facility Donor

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## **OREGON FOOD BANK: COLUMBIA GORGE FOOD BANK**

This regional food bank serves Wasco, Hood River and Sherman counties with significant representation of migrant, Latine and Indigenous communities disproportionately impacted by hunger. For many years, insufficient facilities exacerbated challenges to meeting the high rate of need in the region and created barriers to procuring food donations from the fresh produce grown and harvested in significant volume by the surrounding agricultural industry. In May 2023, the new, permanent home for Columbia Gorge Food Bank opened its doors in The Dalles, OR. This modernized hub sources fresh, nutritious food for communities facing hunger. Its community food center includes gathering spaces for organizing, an onsite learning kitchen, and a home for partners – including Windy River Gleaners Food Pantry and The Dalles Community Backpack Program.

## **TRANSPORTATION AND DRIVER EDUCATION**

Because climate change causes poverty and hunger, facilities upgrades and improvements to our fleet of food distribution vehicles are replacing fossil fuel consumption with renewable energy, reducing our carbon emissions. With a shore power upgrade at OFB’s Statewide Warehouse complete, we’ve converted refrigeration systems in all freight trailers used to deliver food statewide. We can now charge them with electric power for overnight-staging of the fleet prior to early-morning food distributions. Utilizing shore power also makes our operations more resilient to hotter summer temperatures.

Oregon Food Bank’s innovative driver education program will provide a debt-free option for acquiring marketable skills to job-seekers. Trainees will be paid for their training hours and gain behind-the-wheel experience while completing their Class B or Class A certification tests. Successful graduates will also be offered employment at Oregon Food Bank as drivers.



## PRIORITY 3:

# Amplifying Community Power

**The leadership and voices of those most impacted by hunger are advancing a movement for food justice which centers racial, gender and economic justice.**

Oregon Food Bank is extending education and training throughout our networks and organizational partnerships to cultivate a stronger movement for food justice. Grounded in research, we are telling the true story of hunger and shifting common understandings of food insecurity among the general public. Community organizing and year-round civic engagement promote action to change inequitable systems. These changes are being led by our equity constituencies\*. Equipped, amplified and organized – our networks and community rallying with new force to end hunger's root causes, once and for all.

## RACIAL JUSTICE FOR FOOD JUSTICE

Oregon Food Bank's Racial Justice Education Team builds capacity for community leaders to advance equity and racial justice efforts. Through workshops and intensive trainings that reach people all over the U.S., our team is preparing a new generation to operationalize equity. This includes food assistance sites, food banks and movement-building organizations. Within our networks, equity will be understood not as an abstract concept but a practical tool for just food assistance and systemic change.

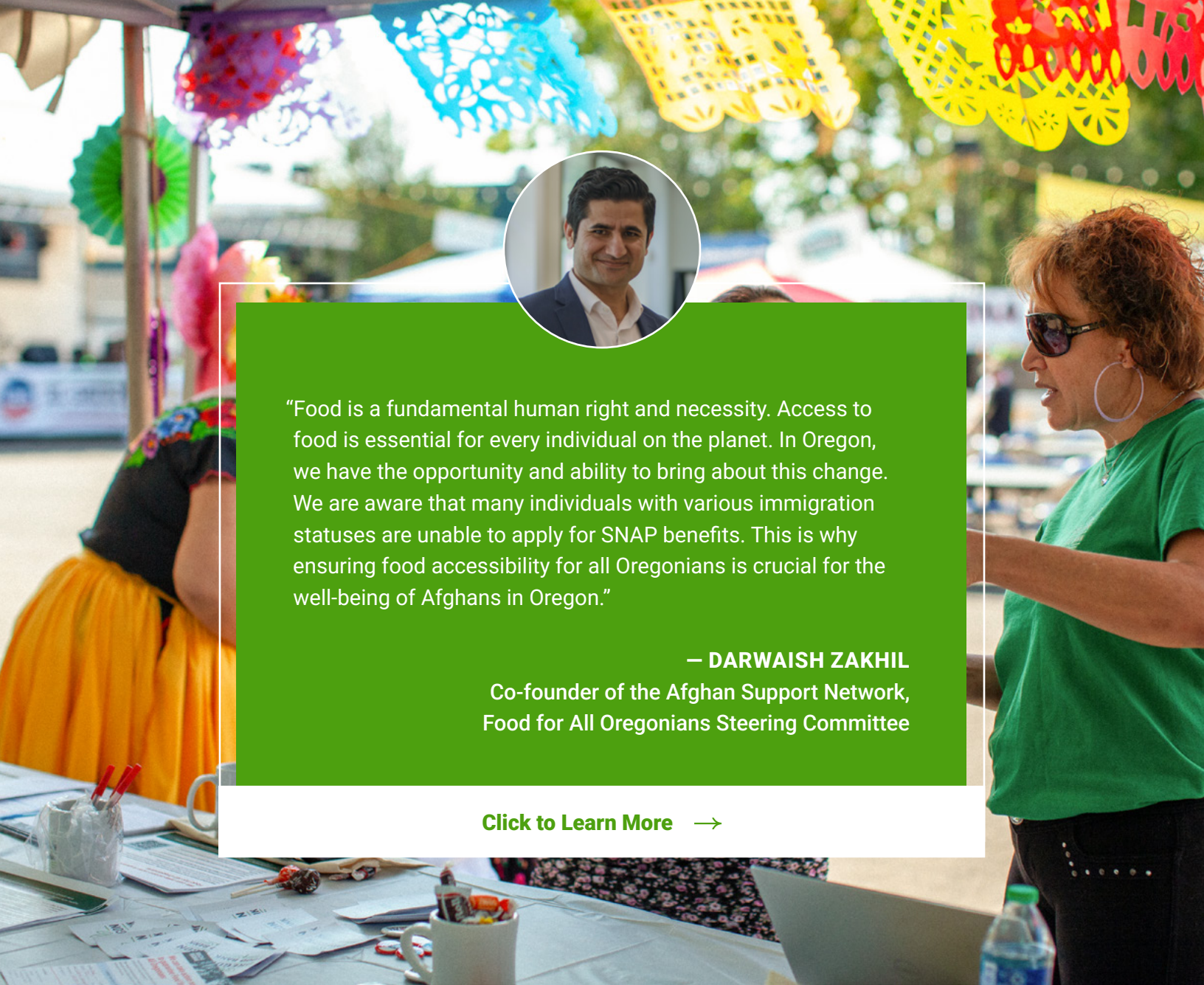
## NARRATIVE CHANGE

The spread of a new, true story of hunger is vital to the systemic, transformative change we seek. In our region, we are working toward a fundamental shift in common understanding of food insecurity, its root causes and the actions needed to end hunger for good. Through a series of public education

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\*See bottom of pg. 3 for more on our equity constituencies.





"Food is a fundamental human right and necessity. Access to food is essential for every individual on the planet. In Oregon, we have the opportunity and ability to bring about this change. We are aware that many individuals with various immigration statuses are unable to apply for SNAP benefits. This is why ensuring food accessibility for all Oregonians is crucial for the well-being of Afghans in Oregon."

— DARWAISH ZAKHIL

Co-founder of the Afghan Support Network,  
Food for All Oregonians Steering Committee

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campaigns — informed by public opinion research — we are working to shift public perception, shape opinion and mobilize communities to act.

## STATEWIDE FIELD ORGANIZING

Community organizing and civic engagement are addressing the root causes of hunger in every corner of the state. Food for All Oregonians will ensure food assistance is available to all young kids, regardless of immigration status. Rooted + Rising has made Food for All Oregonians' reach and scale possible with crucial investment in Oregon Food Bank programs that advance public education, messaging research and statewide organizing. Learn more at [OregonFoodBank.org/StatewideOrganizing](https://OregonFoodBank.org/StatewideOrganizing).

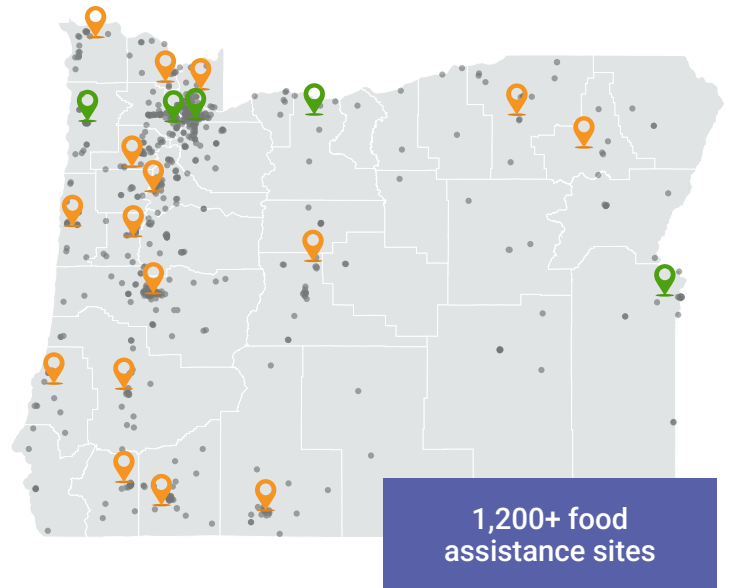
## PRIORITY 4:

# Strengthening Local Solutions

By supporting the wisdom of local leadership, we're building thriving communities that never know hunger.

Every community in Oregon feels the weight of hunger. Yet the challenges and solutions look very different from Astoria to Bend to Ontario. That's why Oregon Food Bank relies on the expertise of our **regional network** — including 21 regional food banks and 1,200+ food assistance sites — to identify solutions tailored to the needs of their communities.

Rooted + Rising is funding projects designed by leaders who know their communities best. Investments range from facilities and transportation upgrades to expanded capacity for fresh foods; from emergency response resources to increased staffing, and more. By channeling resources where they're needed most, we're building a more effective system to end hunger in local communities and across the state.



[Learn more about the OFB Network](#) →

## Thanks to Rooted + Rising

FOOD For Lane County secured 25 acres of farmland in July 2024, giving its Youth Farm a permanent home. Today, the program teaches young people to farm and provides fresh produce to the community.

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# Your Leadership

Ending hunger will take all of us. This campaign is your opportunity to be a part of something transformational: creating a stronger, healthier, more equitable and prosperous future. **Won't you join us?**

## Rooted + Rising Leadership

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To see OFB's full Leadership Team, visit [OregonFoodBank.org/LT](https://OregonFoodBank.org/LT)  
To see OFB's Board of Directors, visit [OregonFoodBank.org/Board](https://OregonFoodBank.org/Board)

## OUR CALL TO ACTION

Join us as we rise with our community to meet this moment  
and realize a more prosperous future for us all.





We are rooted in community and  
**rising for all.**



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