



ROOTED
+ RISING



Resilient Communities that **Never Go Hungry**

Read further to support our vision.

Invitation from our President, Susannah Morgan

Together we can end hunger.



I have spent 50% of my precious time here on earth – more than 26 years – as an anti-hunger advocate. I have worked in food banks and food assistance sites in four states, on both coasts, in large and small organizations. I have shared pilot bread with Alaska Native elders, learned how

to make soup from ripe bananas from a Samoan-American veteran and experienced joy as a ten year old girl took her very first bite of a strawberry.

Over the years, I have also cheered as the Affordable Care Act was implemented – and hunger decreased as fewer people had to choose between food and medicine. I have been awestruck at the strength of local leadership that kept our region’s 1,400 food assistance sites open and safe throughout the worst of the pandemic. I have testified in favor of a higher minimum wage in Oregon and overtime for Farmworkers, because the single biggest cause of hunger is not having enough income.

I know firsthand what we can do together. And **I believe, with every cell in my body, that a future**

where hunger doesn’t happen is possible. Because, while hunger is big, our collective power for change is bigger.

This is why Oregon Food Bank launched Rooted + Rising – an \$80 million campaign to realize that future free from hunger. Together, we will strengthen community connections to fresh and nutritious food while unapologetically dismantling systems of oppression to end hunger for good.

This is a bold goal, a courageous goal. We need your help to achieve it. We are counting on you to be a part of Rooted + Rising... to be part of the change you want to see in our community.

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

A handwritten signature in black ink that reads "Susannah". The signature is fluid and cursive, with a long horizontal stroke at the end.

Susannah Morgan

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. We envision resilient communities that never go hungry. And we know this future is possible.

That's why for more than 30 years, we've focused on dismantling a paramount barrier to our collective prosperity and health: hunger. Oregon Food Bank (OFB) 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 enacting systems change.

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

and gender nonconforming folks; and, single mothers and caregivers — OFB's equity constituencies*. Hunger stems from systemic inequities that create barriers to housing, employment, education and healthcare. Hunger is the result of the failure of systems meant to protect us.

With a plentiful local bounty, we must provide nutritious food to those among us facing hunger. With a powerful local community, when systems meant to serve the people exclude our people and beget hunger for generations — we must change those systems.

Through these essential evolutions to ending hunger, with your support, we will transform the very fabric of our society into a more equitable place where everyone can take part and thrive.

Learn more at OregonFoodBank.org/Vision

*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



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.

We partner with those experiencing hunger and we collaborate with organizations on the frontlines of

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

this work — leveraging our reach to amplify their voices to the policymakers who can transform lived experience and expertise into systemic change. Our community-led network engages every facet of the food industry — from farm workers and farmers to wholesalers and grocers, from manufacturers and community organizers to elected officials and voters.

At the nexus of a network of 21 regional food banks and 1,400+ food assistance sites across Oregon and Southwest Washington, supported by 40,000 volunteers and more than 63,000 annual donors, and with access to key decision-makers in Salem and Washington, D.C. — Oregon Food Bank is well-positioned to manifest transformational change led by those most impacted.

Our 360° approach delivers on the immediate need for food distribution in our communities as we also shape sustainable, longer-term solutions.

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. In the midst of COVID-19, more people understand how our well being is inextricably linked to one another's. Neighbors turned to neighbors to extend care and support amidst wildfires and the pandemic. Economic devastation from these disasters 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 took to the streets in unprecedented numbers, volunteered, donated and voiced a commitment to our collective prosperity at the ballot box.



“Even before COVID, 35 million people were identified as food insecure by the USDA in 2019. As a result of this pandemic, that number will soar to over 50 million.”

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

Landscape of Hunger

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

1.9 million

Food Insecurity: Last year, we saw 1.9 million visits to food assistance sites through the Oregon Food Bank Network — a 14% increase from the previous year.

40%

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

15%

Inflation: The cost of groceries in our communities has increased nearly 15%, 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 Latine 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 propagate 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 OFB Network — we will dramatically shift how our communities think about and more effectively address hunger. With strong private and government partnership, we will channel transformational

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

Our four priorities will be scaled to various levels of financial investment from our community as we bring to life our bold vision in the next 5-10 years.

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.**



**ROOTED
+RISING**



PRIORITY 1:

Reimagining Food Systems

\$22.5 MILLION

We will cultivate justice in our food systems. Honoring fair labor and the environment, our communities will grow, harvest and access foods that meet diverse cultural and health needs.

COMMUNITY GROWER SUPPORT

Small agriculture can yield statewide economic strength and solve hunger. Yet farmers and small food processors from OFB's equity constituencies* – especially Black, Indigenous and all People of Color (BIPOC) – face barriers to launching farm businesses, compounded by Oregon's history of racist, exclusive land use laws. Together we will rise through land acquisition partnerships and expanded contracts with community growers and producers. Purchased food will be distributed through pantries, free food markets and new, locally-led community food centers. And emerging farm enterprises will increase local food access and prosperity while moving us all toward broader food justice.

OFB: ONTARIO COMMUNITY FOOD CENTER

Through the Western Treasure Valley Food Systems Partnership, OFB 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.

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



“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 home for community members to access a food pantry, commercial kitchen and greenhouse — offering gardening, cooking and breastfeeding education classes; workshops; and interest groups. A place of innovation, the 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

\$19 MILLION

Facilities, transportation and technology investments will improve product flow, flexibility, safety and sustainability – connecting equity constituencies* to abundant local bounties, reducing OFB’s environmental impact and increasing our efficacy.

OFB: STATEWIDE WAREHOUSE

The operational hub for our network of 21 Regional Food Banks and 1,400+ 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 in rural areas, small towns and urban centers alike. This 20-year-old facility was designed to handle large quantities of shelf-stable goods such as dry and canned products. Yet we currently prioritize distribution of healthy, freshly-harvested food abundant in the Pacific Northwest. Renovations will double refrigerated storage space and maximize capacity to source and process our nutritious, local bounty of fruits and vegetables, dairy, protein and other pantry staples. Environmental improvements will increase renewable energy use and reduce energy waste.



*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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OFB: 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. Renovations are underway on a new, permanent home for Columbia Gorge Food Bank in The Dalles, OR to create a modern hub for sourcing this fresh, nutritious bounty for distribution to communities facing hunger throughout OFB’s statewide infrastructure.

At the same time, communities in the region will be better served, with access to a learning kitchen for classes, a grower and donation repack center and hybrid meeting spaces for community partners to host workshops, trainings and more.

TRANSPORTATION AND DRIVER EDUCATION

Oregon Food Bank is evolving our fleet with refrigerated sprinter vans to pick up nutrient-dense produce, dairy and meat donations for delivery to local partners – improving services to smaller agencies with flexible pop-up food distributions and making these types of foods available to communities with historically limited access to refrigerated transportation. With accompanying facilities improvements for sprinter van charging stations, these electric vehicles yield less dependency on fossil fuels, reducing our carbon emissions by an estimated 45,000 pounds of CO² in the first year and setting OFB on a path to zero carbon emissions by 2050.

Sprinter vans are a critical component of OFB’s innovative driver education program which will provide a debt-free option for acquiring marketable skills to job-seekers. OFB’s trainees will be paid for their training hours, will gain behind-the-wheel experience while completing their Class B or Class A certification tests and will be offered employment at OFB as drivers upon graduation.



PRIORITY 3:

Amplifying Community Power

\$22.5 MILLION

The leadership and voices of those most impacted by hunger will advance a movement centering racial, gender and economic justice for food justice.

Oregon Food Bank will extend education and training throughout our networks and organizational partnerships to cultivate a stronger movement for food justice. Grounded in research, we will tell the true story of hunger and shift common understanding of food insecurity among the general public. Community organizing and year-round civic engagement will galvanize action for systems change centering our equity constituencies*. Equipped, amplified and organized — our networks and community will rally with new force to end hunger's root causes, once and for all.

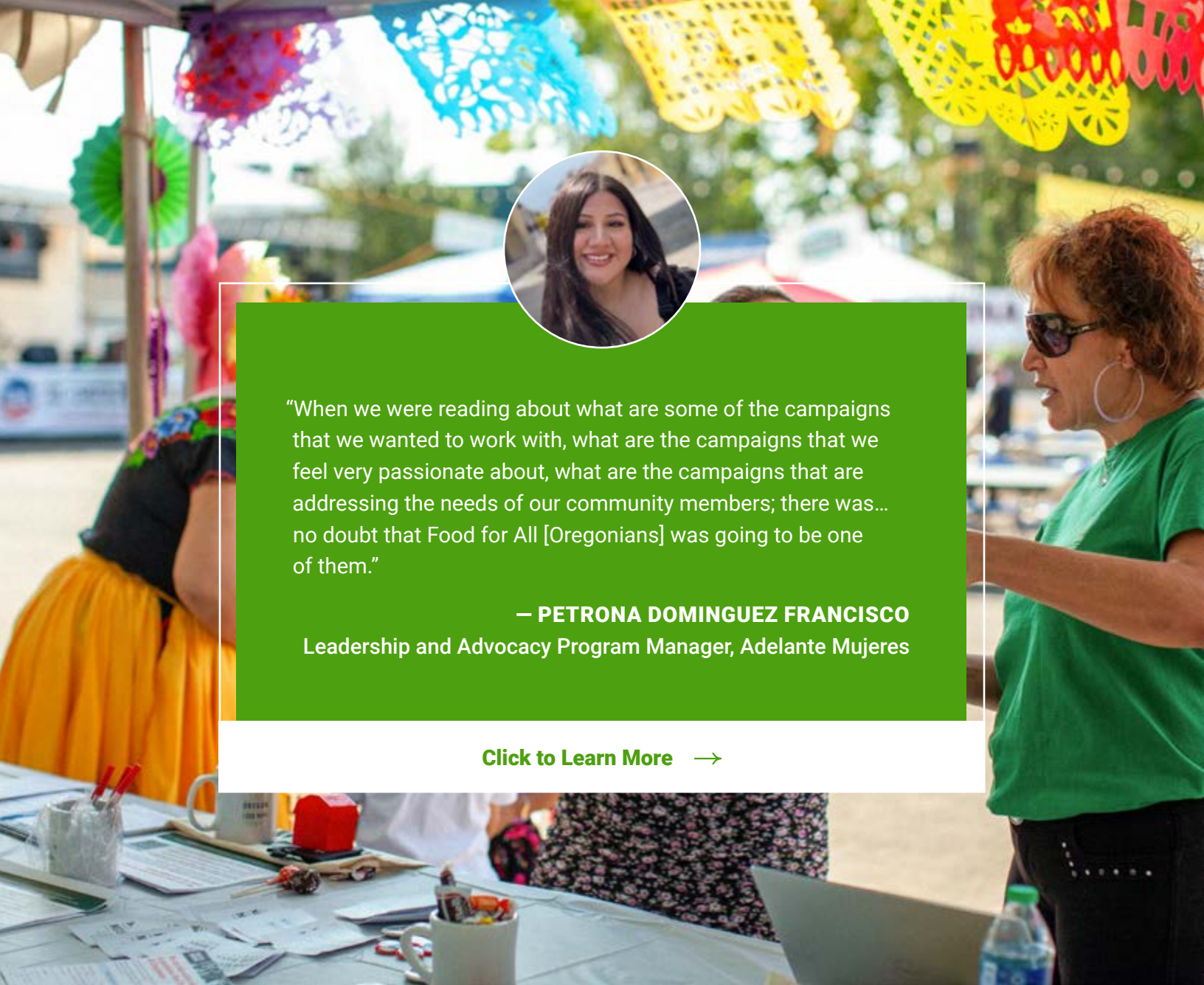
RACIAL JUSTICE FOR FOOD JUSTICE

OFB's Racial Justice Education Team will lead community capacity-building through curriculum development and training on equity and racial justice for food justice. Local, regional and national partners — meal and food assistance sites, food banks and movement-building organizations — will become better equipped to operationalize equity principles. 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 will achieve a fundamental shift in common understanding of food insecurity, its root causes and the actions needed to end hunger for good. Our sustained public education campaign — informed by public opinion

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



“When we were reading about what are some of the campaigns that we wanted to work with, what are the campaigns that we feel very passionate about, what are the campaigns that are addressing the needs of our community members; there was... no doubt that Food for All [Oregonians] was going to be one of them.”

— **PETRONA DOMINGUEZ FRANCISCO**
Leadership and Advocacy Program Manager, Adelante Mujeres

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research and message testing — will shift public perception, shape opinion and mobilize communities to act.

STATEWIDE FIELD ORGANIZING

Organizers in every corner of our region will develop and galvanize leadership of people experiencing hunger and poverty, working within and alongside the OFB Network’s robust food distribution infrastructure. Community organizing and civic engagement will drive policy shift and systems-change on statewide campaigns that emerge from and are led by localities and OFB’s equity constituencies*.

PRIORITY 4:

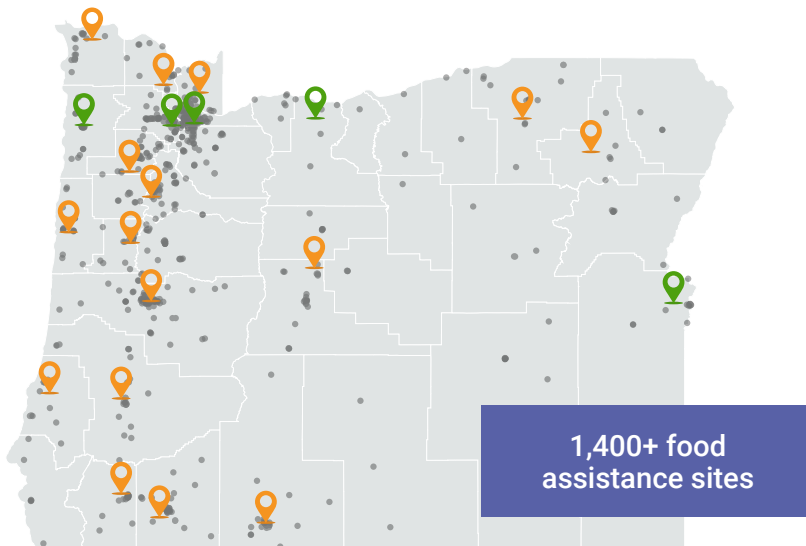
Strengthening Local Solutions



\$16 MILLION

The best ideas for community prosperity are developed by and with local leadership and flourish when rooted in regional, statewide and national networks.

Critical to ending hunger is a robust and thriving ecosystem of partners across our region. To do this we'll use the community power and local wisdom of the OFB Network of 21 regional food banks supporting 1,400+ food assistance sites accessed by more than 1 million people in Oregon and Southwest Washington. Specific projects and solutions to hunger funded by this priority have been designed and prioritized by each regional food bank. Investments range from facilities and transportation upgrades, to expanded capacity for fresh foods; from emergency response resources, to increased staffing and more. Together we will strengthen our network by strategically channeling support to where it is needed most, achieving optimal regional and statewide impact.



[Click here to learn more about the OFB Network](#) →



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? We'll love you for it.**

Rooted + Rising Leadership

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To see OFB's full Leadership Team, visit OregonFoodBank.org/LT
To see OFB's Board of Directors, visit 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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