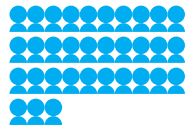


FAMILY FOOD GIVEAWAY

YEAR

Every Thursday
April - Sept.
2020

ATTENDANCE



300-350 families per
week

ORGANIZING PARTNERS

SF Produce Market, Bayview Opera House

PARTICIPATING PARTNERS

Museum of Craft and Design, BMAGIC, Sandhill Property Co, UC Berkeley, Help me Grow SF, APRI, Seven Stills

SUMMARY

Following the cities shelter-in-place orders in mid-March, food insecurity quickly became a rising concern within the Bayview-Hunters Point community, which already was experiencing a lack of fresh food options and availability. The Family Food Giveaway was initiated as an emergency response

to this crisis, partnering with a variety of community organizations to provide a weekly giveaway of fresh produce, kids activity bags, PPE and physical resource handouts. Partnerships with the SF Produce Market, and continuing emergency assistance grants from the SF Soda Tax and the USDA,

have enabled the program to continue through the shelter-in-place orders and grow to meet the need. The program has become a core community service, bringing a touch of joy and hope during unprecedented times.



“You guys really bring it. Other food banks have old, bruised or expired food. Your produce is some of the most beautiful we have ever seen!”

—Bayview-Hunters Point Community Member

“We have been having a really hard time.
This is really what is getting us through”

— Bayview-Hunters Point Community Member



SEPTEMBER 1, 2020

DATA

Engagement Impact

Food Insecurity

When shelter-in-place was instituted, food insecurity was one of the largest concerns shared by our community partners

**5,560 bags/
boxes**

of fresh fruits and vegetables distributed, totaling

86,238 lbs

of fresh produce and

\$24,780

donated through the SF Soda Tax

Engagement Impact

Kids Activities

Families have been a huge part of the NOW Hunters Point community since its inception. During this time, with kids learning from home, childcare and typical outdoor activities being inaccessible, we've distributed

2,535+

bags with art materials, activity cards, books and family resources for a variety of ages

Engagement impact

PPE + Health Resources

In response to the lack of access to PPE and digital resources, translation services and printed resource guides were available on-site, providing current information on additional food access, state and local COVID-19 resources as well as health care, mental health, and domestic violence support.

400+

Surgical masks

200+

Bottles of hand sanitizer

3 languages

Printed resource guides were available in the neighborhoods primary languages, Chinese, Spanish and English, with on-site translation services available

Engagement Impact

Community Staffing

With unemployment at an all-time high, it was important to be able to support the community by helping provide fair wages to people currently experiencing unemployment.

480+ hours

paid work to local residents staffing the events