



Headquarters:  
P.O. Box 937 | Verona, VA 24482



Your mid-year gratitude report is enclosed!

# You're Invited

TO A CEO FORUM TO SHARE OUR COLLECTIVE IMPACT

**In our Neighbors' Words:  
Understanding the Rising Need  
for Food Assistance  
While Inspiring Action**

**APRIL 30, 2025 - 11:00-11:45 A.M.**

Across the Blue Ridge region, more individuals and families than ever are turning to food assistance programs. What's driving this unexpected surge in demand, and how can we respond with both urgency and compassion?



◀◀◀ **SCAN NOW TO REGISTER**

Join us to learn from our guests' stories, to explore the key factors behind the growing need, and to discuss innovative solutions to ensure everyone has enough to eat.

Our **CORE BELIEFS** are that hunger is unacceptable, that everyone deserves access to enough food, that food sustains life and nourishes health, and that we are called to serve without judgment.



Blue Ridge  
— AREA —

**FOOD  
BANK**

PARTNER  
FOOD BANK OF  
**FEEDING  
AMERICA**

**Western Region Branch  
and Headquarters**

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March 15, 2025

<Account Name>  
<Primary Contact>  
<Primary Contact Title>  
<Billing Street>

Dear <informal greeting>,

Addressing hunger isn't just about distributing food, it's about showing up for one another and building a stronger, more compassionate community.

Thanks to your unwavering support, we're doing just that, and more.

Your generosity has empowered us to meet an unprecedented demand for food assistance with confidence and care.

Within this report, you'll find stories of resilience and hope—like Pamela's and Anthony's. These are just two of the many thousands of neighbors who were able to access groceries when they needed to, proof that your support has meaning. Because of you, the Food Bank, and our nearly 400 community partners, they received nourishing food as well as moments of relief and renewed strength.

By working together, we believe we can realize our vision of ensuring nourishing food and good health for everyone, every day. With your help, we are building partnerships, innovating food distribution models, and working toward eliminating disparities in access to nutritious foods. The data in this report validates the strength of this organization and your role in achieving so much for so many.

As we've shared previously, I will be retiring from my role as CEO at the end of June after 15 years at the Food Bank. This work has been the pinnacle of my career. I have been and remain inspired every day by the commitment of our donors, volunteers, staff, and partners who help make this work possible. Thank you for believing in our mission and for helping us build a future where everyone has a place at the table.

With deep gratitude,

Michael McKee  
Chief Executive Officer

P.S. I invite you to join me at our next CEO Forum on April 30 at 11:00 a.m., a free online event held via Zoom. Advance registration is required: [www.brafb.org/ceo-forums](http://www.brafb.org/ceo-forums). I hope to see you there!

# Together, we deliver **more** than food.

Food is about so much more than calories. For many families struggling to make ends meet, security begins with access to food. With your help, we are providing nutrition for today and hope for tomorrow.

Meet **Pamela**, a guest whose life has changed for the better, thanks to you.



Now retired after a successful career as a voice-over artist, writer, poet, and model, Pamela's life changed dramatically after she was diagnosed with Parkinson's disease and lupus. Medical expenses depleted her savings, leaving her and her husband (who is also disabled) struggling financially.

Pamela receives \$23 in monthly SNAP benefits, which doesn't begin to cover her entire grocery bill, so she relies on Central United Methodist Church in Staunton, a Food Bank partner pantry, to get nutritious food that supports her health. "We would not be able to make it without this place," she said.



*"It's really inspiring; to see [the Food Bank] coming into communities like these where we're a little lower income, and it's kind of hard to get all the groceries that you need."*

—Anthony, Neighborhood Produce Market Guest

Pamela's story is not unlike others we hear. Growing numbers of seniors, parents, children, and individuals across the Blue Ridge area find themselves unable to put food on the table—many for the first time. But there's hope. Your support means we can adapt to emerging and shifting community needs and be bold and creative in the ways we reach underserved populations.

Together, we bring healthy food and helpful resources to our neighbors, strategically. Here are a few ways we do just that:

### Addressing disparities in access to nutritious food

Our **Neighborhood Produce Market** programs deliver fresh fruits and vegetables to areas with a high food insecurity rate

where access to produce is limited. We host about 26 Markets each month in neighborhoods, community centers, events, and adult literacy classes across the Blue Ridge region.

### Improving the health of the guests we serve

We partner with nine healthcare providers to offer a total of 26 in-clinic food pantries, called the **Food Pharmacy**. While they are getting medical care, patients with chronic health conditions who are food insecure receive foods to meet their nutritional needs and improve their health outcomes.

### Supporting household financial stability

We are training our partners to help guests apply for available public benefits, like the **Supplemental Nutrition Assistance Program (SNAP)**. Since July 2024, we have trained a total of 33 partners. We're supporting household financial stability by connecting neighbors with resources that support their food security and health.

## By the Numbers

Every day, countless actions across our network combine to sustain neighbors and transform lives and communities. Your support has an incredible impact. Here's how you're helping:

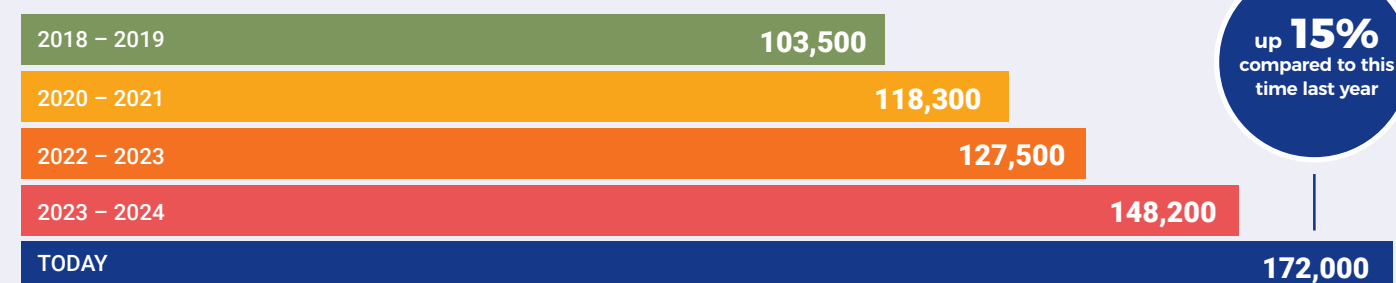
### JULY - DECEMBER 2024



\*monthly averages

## Kindness in action: See how you've helped us serve more people through the years.

Guest visits each month, on average



\*\*The Food Bank fiscal years run from July 1–June 30. The current data represents the period from July 1 through December 31, 2024.

*Thank you for helping to keep our organization strong and sustainable so we can meet the evolving needs of the people we serve.*

**QUESTIONS?** If you want to schedule a tour of the Food Bank location near you or have a conversation about our work, we welcome your inquiry. Reach out to Karen Ratzlaff, Chief Philanthropy Officer at (540) 213-8404 or [kratzlaff@brafb.org](mailto:kratzlaff@brafb.org).