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When building trust and familiarity with the community you are serving, it is important to use your own branding and logos in conjunction with the Houston Food Bank. People within your community are more likely to know how your organization helps them rather than how the Houston Food Bank helps them. There is no single element more important to your brand standards than the consistent use of your logo and our partnership logo.

1. Please avoid altering or re-drawing logos
2. Its placement and sizing should remain consistent within each communication material.
3. Be mindful to not distort the aspect ratio (width to height ratio) of the logo. In Microsoft products, hold down shift and re-size from the corners.

**PRIMARY LOGOS**

**HORIZONTAL**

In partnership with Houston Food Bank

**VERTICAL**

In partnership with Houston Food Bank

Proudly serving the community together
PROMOTIONAL TIPS

PROMOTING EVENTS & CALL FOR VOLUNTEERS

Advertising to your clients, volunteers, and donors through social media about the events your organization is hosting is crucial to keeping your community informed on the impactful work your organization is committed to everyday.

Communicating to your community through social media when you are seeking the help of volunteers or supplies can be beneficial and may influence those who follow you to lend their time or resources.

Being inclusive and aware of those you serve, is also important when communicating to your audience. Having your messages in English, Spanish, or any other language prevalent in your community, will help you to broaden your reach within your community. If necessary, we recommend using Google translate to help with communicating to everyone in your community.

SOCIAL MEDIA TIPS

Things to keep in mind when creating posts for a social media platform are, what is your message, who is it for and how does it contribute to your mission.

It is beneficial to utilize as many platforms as you can and to use ones that you feel will best communicate to your clients, volunteers, and donors. These platforms can include but are not limited to, Instagram, Twitter, Facebook, & LinkedIn. Click here to learn more tips on each individual platform.

EXAMPLES OF POSTS

Volunteers Needed in Klein!
Houston Food Bank needs volunteers in the Klein area. Register today via the link in our bio!

Do you have masks?
Volunteers: Please bring a mask or face covering to your shift.
Donors: We are in need of donated face coverings for staff & partners!

DESIGN TIPS

A great resource to use when you are unsure how to format or design your content for different social media platforms is, www.canva.com.

Canva has free, easy to use, templates for all social media platforms. You can use the free templates to help share your message & mission.
The following templates are examples of how you can communicate to your clients or volunteers about your events. You can utilize the layout of these templates to help you inform your audience.

**TITLE OF EVENT/VENUE**

Insert Your Logo

Fill this text box with details about your event or site, such as the date, time, address, directions to the event, contact information, and a brief description of the event, etc.

**In partnership with houston foodbank**

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**TITLE OF EVENT/VENUE**

Insert Your Logo

Fill in this box with details about your event or site, such as the date, time, address, directions to the event, contact information, and a brief description of the event, etc.

**In partnership with houston foodbank**
Below are examples of how to communicate what your organization does, as well as the relationship between your organization and the Houston Food Bank.

Boilerplate Messaging

A boilerplate is a great way to help communicate the purpose and mission of your organization. Developing your own boilerplate helps to create clarity and consistency among your audience on what your organization does. For additional information on what a boilerplate is and how to create your own, view an informative article here.

As an example, below is the Houston Food Bank’s Boilerplate:

Houston Food Bank’s mission is to provide food for better lives. Last year we provided access to 104 million nutritious meals in 18 counties in southeast Texas through our 1,500 community partners which includes food pantries, soup kitchens, social service providers, and schools. We have a strong focus on healthy foods and fresh produce. In addition to distributing food, we provide services and connections to programs that address the root causes of hunger and are aimed at helping families achieve long-term stability, including nutrition education, job training, health management, and help with securing state-funded assistance. We are a resource for individuals and families in times of hardship. We are a solution to food waste, working with grocery stores and growers to rescue food before it reaches landfills. In collaboration with our community, we advocate for policy change and promote dialogue on ways to increase access to food and to improve the lives of those we serve. Houston Food Bank works alongside our partner food banks in Montgomery County, Galveston Country, and Brazos Valley. Houston Food Bank is a certified member of Feeding America, the nation’s food bank network, with a four-star rating from Charity Navigator.

An Overview – short version (also used as a Elevator Pitch)

Developing a shorter version of your overview is beneficial when communicating casually to your audience or if you need a more condensed version of what you do and how you do it.

As an example, below is the Houston Food Bank’s Overview – short version:

More than 1.1 million people in the 18 southeast Texas counties served by Houston Food Bank are considered food insecure, meaning they lack consistent access to enough nutritious food to fuel a healthy life. In order to address this issue, the Houston Food Bank distributes food and other essentials to those in need through a network of 1,500 community partners. In addition, we also provide programs and services aimed at helping families achieve long-term stability including nutrition education, job training, health management, and help in securing state funded assistance.
How Food Banks and their Partners Work Together

Suggestion of how and when to use: General messaging to briefly explain the relationship between food banks and their partners and how they help the community together.

Food comes into the Houston Food Bank from various sources and is inspected, sorted, and stored in our warehouse. Food is then distributed to our community partners. These partners include pantries, soup kitchens, schools, multi-service centers, and other community service providers. Our partners then give out the food directly to those who need it in the community.

FOOD QUALITY INFORMATION

The Houston Food Bank strives to distribute the best quality of food we can. The Food Bank receives food from various sources; including growers and producers, grocery stores, USDA, and the public. Just like a grocery store, the Food Bank has to sort, inspect and process all product. Some of our product may look a little different – produce may be in weird shapes, cans may have slight dents, exterior packaging may be taped, and dates may have passed.

According to the USDA Food Safety and Inspection Service, only infant formula requires expiration dating. All other foods are dated voluntarily by the manufacturer and the dates do not indicate if food is safe to eat or not, they simply indicate best quality of the item. There are three ways products are dated:

- “Sell by” tells the store how long to display the product for sale. You should buy the product before the date expires.
- “Best if used by (or before)” is a manufacturer’s recommendation for best flavor or quality. It is not a purchase or safety date.
- “Use by” is the last date recommended for use of the product while at peak quality. The manufacturer of the product has determined the date.

In general, most canned foods have a long shelf life, and when properly stored, can be eaten for several years. Cereal can be good for up to six months past “Best if Used By” date. Dry pasta and rice can be eaten for a year or two after their sell-by dates. Juice has a shelf-life of up to 12 months when stored unopened. According to the USDA, packaged and fresh meats can be safely eaten for up to a year after being frozen. The Houston Food Bank receives and freezes retail meat before expiration. It is then stored and transported to partners while maintaining proper temperature for safe consumption.

Please encourage your visitors that it is always best to use your best judgement as well. If something seems questionable, don’t consume it.
The Houston Food Bank serves 18 counties and has 1,500 partners. Our partners consist of food pantries, soup kitchens, meal sites, and shelters.
FACTUAL RESOURCES CONT’D

HFB and Partner 2019 Impact Overview:

• 104 million nutritious meals made possible
• 6.5 million meals provided to kids through our Backpack Buddy, Kids Cafe, and School Market programs
• 40.2 million pounds of fresh produce provided
• 1,262 nutrition education classes taught

Food Insecurity Statistics

• Nearly 1.1 million people in our 18-county service area were considered food insecure in 2018
• During the Covid-19 pandemic in 2020, nearly 2.75 million people in our service area were estimated to be struggling with food insecurity (according to Boston Consulting Group and Opex Analytics)
• 1 in 5 children in our service area are struggling with food insecurity

MORE HELPFUL RESOURCES

Visit our Partner Resources page on our website to view additional handbooks, flyer templates, and training documents.

Other Helpful Documents:

• Social Media Tips & Tricks
• HFB YouTube Channel for video resources you can utilize
• Media Training Document
• View Map the Meal Gap to learn more general information about food insecurity in our area.

To download logos and other assets you can use in your own materials, go here (houstonfoodbank.canto.com/v/HFBPartners).
How A Food Bank Works

Food comes in to Houston Food Bank from various sources and is inspected, sorted, and stored in our warehouse.

Food is then distributed to our community partners. These partners include pantries, soup kitchens, schools, multi-service centers, and other hunger relief agencies.

Our partners then give out the food directly to those who need it in the community.

$10 provides 30 meals

6.5 million meals provided to kids through our Backpack Buddy, Kids Cafe, and School Market programs

84,501 individual people volunteered
In addition to distributing food from our warehouse, we provide additional programs to better support and serve people in the community.

**Backpack Buddy**
Nutritious, kid-friendly food is provided for the weekend for at-risk children in schools grades K-12, as well as at summer meal program sites.

**Kids Cafe**
Healthy meals and snacks, cooked in our on-site Keegan Kitchen, are served year-round on weekdays, along with nutrition and health education, to kids in after-school and summer meal programs throughout our service area.

**School Market**
The School Market Program helps alleviate child hunger in our community by providing food to children and their families. School-based markets are located on the grounds of a school to provide an easily accessible source of food assistance.

**Teachers Aid**
Rather than dip into their own incomes, as is all too often the case, teachers from low income schools can get free school supplies through the Teachers Aid program.

**Nutrition Education**
Classes in nutrition, food safety, meal preparation, and budgeting are taught in collaboration with Houston Food Bank partner agencies.

**Senior Box Program**
Provides a monthly box of food to low income seniors 60 years of age or older.

**Client Assistance Program**
Assistance is provided to help community members apply for state-funded social and health services, including SNAP, Medicaid, Children’s Medicaid and others.

**Food For Change**
Food for Change Programs strategically distribute food as a catalyst to motivate clients to participate in partner social service programs with measurable outcomes, such as chronic disease management programs and certain educational courses.

*For more information or ways to donate please visit: www.houstonfoodbank.org*
Houston Food Bank

18 Condados atendidos por el Houston Food Bank
1.1 Millones de personas con inseguridad alimentaria en nuestra área de servicio
1,500 Socios como despensas de alimentos, comedores, sitios de comida y refugios
104 Millones de comidas nutrivas han sido posible

¿Cómo funciona un banco de alimentos?

Los alimentos llegan al Houston Food Bank desde varias fuentes y se inspeccionan, clasifican y almacenan en nuestro almacén.
Luego se distribuye comida a nuestros socios comunitarios. Estos socios incluyen despensas, comedores, escuelas, centros de servicios múltiples y otras agencias de alivio del hambre.
Luego, nuestros socios distribuyen la comida directamente a quienes la necesitan en la comunidad.

$10 = $ 10 proporciona 30 comidas

6.5 millones comidas proporcionadas a los niños a través de nuestro Backpack Buddy and Kids Cafe programas
84,501 personas individuales voluntarias
PROGRAMAS

Además de distribuir alimentos de nuestro almacén, ofrecemos programas adicionales para brindar un mejor apoyo y servicio a las personas de la comunidad.

**Backpack Buddy**
Se proporciona comida nutritiva y amigable para los niños durante el fin de semana para los niños en riesgo en las escuelas de los grados K-12, así como en los sitios de programas de comidas de verano.

**Kids Cafe (Cafe de Niños)**
Las comidas y bocadillos saludables, cocinados en nuestra cocina Keegan, se sirven durante todo el año, los días de semana, junto con educación sobre nutrición y salud, para niños en programas de comidas después del horario escolar y de verano en nuestra área de servicio.

**School Market (Mercado Escolar)**
El Programa de School Market ayuda a aliviar el hambre infantil en nuestra comunidad al proporcionar alimentos a los niños y sus familias. Los mercados escolares se ubican en los terrenos de una escuela para proporcionar una fuente de asistencia alimentaria de fácil acceso.

**Teachers Aid**
En lugar de recurrir a sus propios ingresos, como suele ocurrir, los maestros de escuelas de bajos ingresos pueden obtener útiles escolares gratuitos a través del programa Teachers Aid.

**Nutrition Education (Educación nutricional)**
Las clases de nutrición, seguridad alimentaria, preparación de comidas y presupuesto se imparten en colaboración con las agencias asociadas del Houston Food Bank.

**Senior Box Program (Caja para personas mayores)**
Proporciona una caja mensual de alimentos para personas mayores de 60 años de edad o mayores.

**Client Assistance Program (Programa de asistencia al cliente)**
Se proporciona asistencia para ayudar a los miembros de la comunidad a solicitar servicios sociales y de salud financiados por el estado, incluidos SNAP, Medicaid, Medicaid para niños y otros.

**Food For Change (Comida para el Cambio)**
Los Programas de Food for Change distribuyen estratégicamente los alimentos como un catalizador para motivar a los clientes a participar en programas de servicios sociales asociados con resultados medibles, como programas de manejo de enfermedades crónicas y ciertos cursos educativos.

Para obtener más información o formas de donar, visite: www.houstonfoodbank.org

Una donación de $10 provee 30 comidas a personas en la comunidad
535 Portwall • Houston, Texas • 77029 • 713 223 3700
In Houston Food Bank’s 18-county service area, there are 1.1 million food insecure individuals, meaning they cannot afford enough food to fuel a regularly healthy lifestyle. The impact of the Houston Food Bank extends beyond putting food on the table. We distribute millions of pounds of nutritious food to the community with the goal of not only providing nourishment but also reducing the hardship in making difficult financial choices such as deciding between paying for medicine or paying for groceries. Beyond providing nourishing food as a resource for families, Houston Food Bank also provides programs and services aimed at helping families achieve long-term stability including nutrition education, job training, health management, and help with securing state-funded assistance. In collaboration with the community, we advocate for policy change to increase access to food and further improve the lives of those we serve. With your help, we are providing food for better lives.

### Impact: Fiscal Year 2019

#### The Food Bank’s Contribution to the Community

- **104 million** nutritious **meals** made possible
- **1,500 community partners** worked with the food bank to provide food and services to people throughout our 18-county service area
- **6.5 million meals** provided to kids through our Backpack Buddy, Kids Cafe, and School Market programs
- **40.2 million pounds** of fresh **produce** provided
- **14.2 million SNAP meals** accessed
- **1,262 nutrition education classes** taught

### Because of You

- **623,000 hours** of volunteer time, equivalent to **300 full-time employees**
- **84,501 individual people volunteered**
- Volunteer work produced the equivalent of **1 meal each minute**

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$h10$ provides 30 meals
**Contribución del Houston Food Bank a la comunidad**

- **104 million** de comidas nutritivas han sido posible
- **1,500** partners socios comunitarios trabajaron con el banco de alimentos para proporcionar alimentos y servicios a las personas en nuestra área de servicio de 18 condados
- **6.5 millones** de comidas proporcionadas a los niños a través de nuestros programas Backpack Buddy, Kids Cafe, y School Market
- **40.2 millones libras** de productos frescos proporcionados
- **14.2 millones comidas de SNAP** han sido posible
- **1,262 clases de nutrición** enseñadas

**Gracias a ti**

- **623,000 horas** de tiempo voluntario, es equivalente a **300** empleados de tiempo completo
- **84,501 personas** individuales voluntarias
- Voluntarios produjeron **1 comida por minuto**