



MEFAP

Advocacy Toolkit

Together, we need your help to end hunger by advocating for the Massachusetts Emergency Food Assistance Program (MEFAP)

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- Talking Points
- Getting to a Full Plate
- Advocate Half-Pager
- Social Media

For more information and to sign-up for
Advocacy Email Action Alerts:

GBFB.org/advocate

If you have any questions on MEFAP or want to plan an advocacy event with your legislators, please contact Catherine Drennan, Director of Communications and Public Affairs, at cdrennan@gbfb.org or 617-598-5067.



MERRIMACK VALLEY FOOD BANK
Lowell, MA
www.mvfb.org



**THE FOOD BANK OF
WESTERN MASSACHUSETTS**
Hatfield, MA
www.foodbankwma.org



THE GREATER BOSTON FOOD BANK
Boston, MA
www.gbfb.org



WORCESTER COUNTY FOOD BANK, INC.
Shrewsbury, MA
www.foodbank.org



WHY INCREASE MEFAP

Massachusetts Emergency Food Assistance Program (MEFAP) Line Item: DAR 2511–0105

REQUEST FOR FY20: Please increase MEFAP funding to \$20,000,000 (\$19,000,000 for Core Food and \$1,000,000 in administrative support) for the following urgent reasons:

- 1. The need remains acute.** 1 in 10 people in Massachusetts (about 700,000) is food insecure—meaning they don't know where their next meal will come from. 1 in 8 children and 1 in 14 seniors in Massachusetts struggle with the same problem.
- 2. Hunger impacts health.** MEFAP enables the state's food banks to consistently distribute the basics of a healthy, balanced diet. Research shows food-insecure people are at higher risk of diseases such as diabetes, hypertension and depression. The health-related costs of hunger amount to \$2.4 billion annually in Massachusetts alone.
- 3. 2 million additional healthy meals.** The food banks currently provide 83.7 million healthy meals annually, and 22.7 million of those meals were provided by \$18 million in FY19 MEFAP funding. \$20 million would provide an additional 2 million healthy meals to those in need (see reverse chart). MEFAP funding is used to purchase nutritious, high-demand product like fresh produce, dairy and protein.
- 4. Helps the working poor.** About a third of food-insecure people in Massachusetts are ineligible for SNAP (food stamps) and other federal nutrition programs, such as free and reduced-price school meals.* These families rely on the emergency hunger-relief system.
- 5. Rising food costs.** The weekly food budget shortfall for the food insecure in Massachusetts is over \$19 per person— nearly 13 percent higher than the national average.* A family of four is short \$76 worth of groceries a week.
- 6. Supports Massachusetts businesses.** More than 30 local farmers and more than half of the MEFAP food vendors are Massachusetts-based. These local farmers and food vendors supply more than 29 percent of MEFAP-purchased food. This direct investment in local farms and businesses strengthens the Massachusetts economy.

* Gundersen, C., A. Dewey, A. Crumbaugh, M. Kato & E. Engelhard. *Map the Meal Gap 2018: Food Insecurity and Child Food Insecurity Estimates at the County Level*. Feeding America, 2018.



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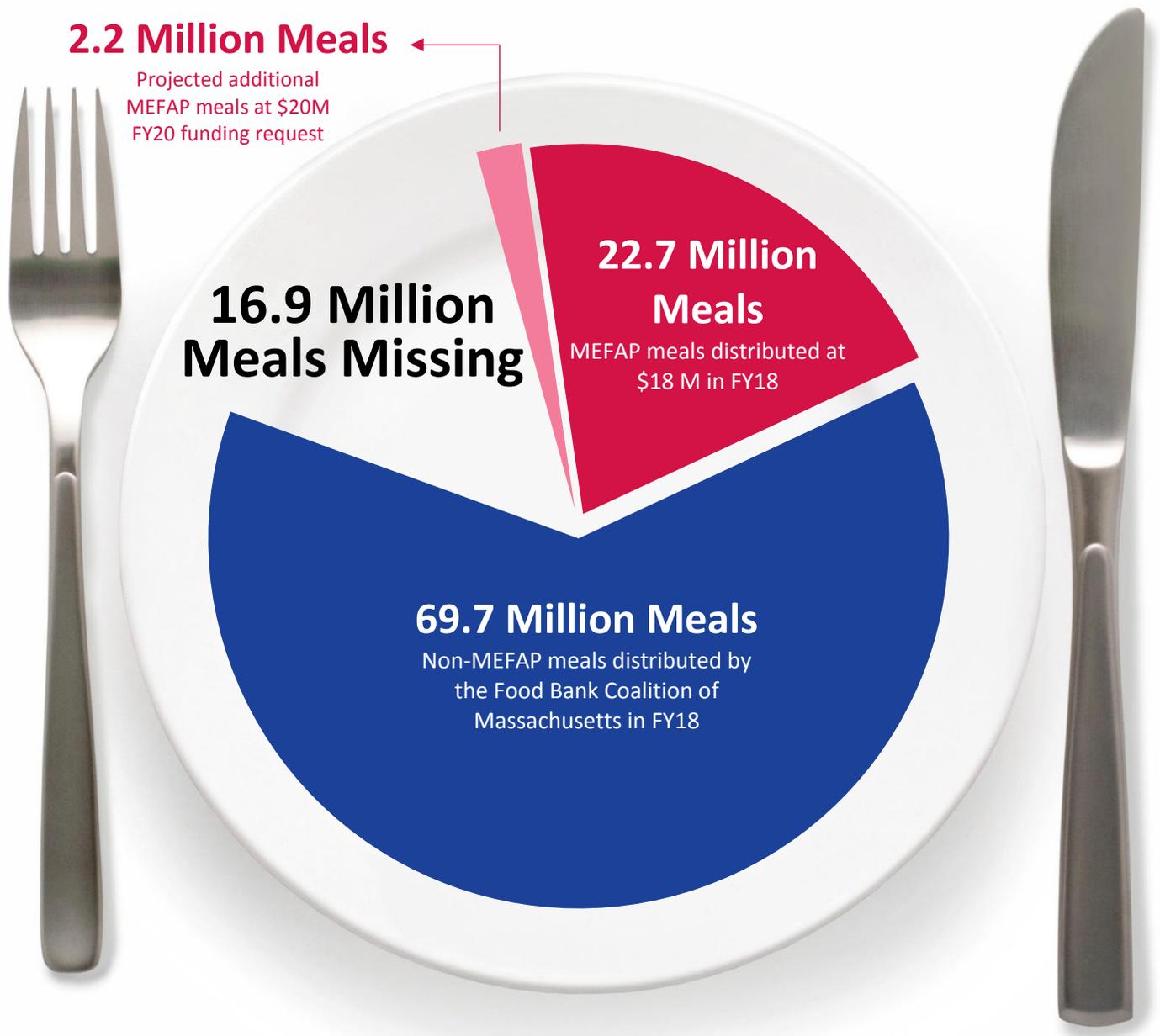


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GETTING TO A FULL PLATE

1 in 10 people in Massachusetts struggles with hunger. To ensure no one goes hungry in the Commonwealth would require 111.5 million meals.* Right now, the four food banks of Massachusetts, with MEFAP funding, meet over half the need. **We need your help filling the plate.**

111.5 Million Meals Needed*



MEFAP Meals Get Us Closer

Data Sources:

*Based on three meals a day, according to: Gundersen, C., A. Satoh, A. Dewey, M. Kato & E. Engelhard. *Map the Meal Gap 2018: Food Insecurity and Child Food Insecurity Estimates at the County Level*. Feeding America, 2018. Feeding America Map the Meal Gap Research: <http://www.feedingamerica.org/hunger-in-america/our-research/map-the-meal-gap/overall-executive-summary.html>



Advocate for the Massachusetts Emergency Food Assistance Program (MEFAP)

**Support an FY20
increase in MEFAP
funding to \$20M**

Budget Line Item:
DAR 2511 – 0105



Add your voice to
the Food Bank Coalition of
Massachusetts. Support
hunger-relief efforts across
the Commonwealth.

SHARE WHY MEFAP IS IMPORTANT TO YOU

#MEFAPMatters

@FoodBankWMA

@gr8bosfoodbank

@MVFoodBank

@WorcCtyFoodBank

QUICK MEFAP FACTS

- 1 in 10 people in Massachusetts is food insecure; 1 in 8 is a child; 1 in 14 is a senior.
- MEFAP provides high-quality food to people struggling with hunger across the state through a network of 800 food pantries, meal programs and shelters.
- More than 30 MA farmers supply produce purchased through MEFAP.
- \$20M in MEFAP funding will provide almost 25M healthy meals in FY20.

LEARN MORE AT

GBFB.org/advocate



SHARE WHY #MEFAPMATTERS TO YOUR COMMUNITIES

Find and Tag The Greater Boston Food Bank (GBFB) at:

- Facebook: Facebook.com/gr8bosfoodbank
- Twitter: @Gr8BosFoodBank
- Instagram: @Gr8BosFoodBank
- Use Hashtag: #MEFAPMatters
- Consider adding a photo for a visual image of why #MEFAPMatters

Find and Tag Your State Legislator, and tell them why to support MEFAP!

- Use Hashtag: #MEFAPMatters
- Find your legislator at malegislature.gov/Search/FindMyLegislator

Suggested social media posts:

- #MEFAPMatters because 1 in 10 in MA is food insecure. gbfb.org/mefap
- Over 30 farmers across MA benefit from MEFAP funding. gbfb.org/mefap #MEFAPMatters
- Increase funding to \$20M to provide 25M healthy meals across MA @Gr8BosFoodBank @MassGovernor #MEFAPMatters
- Over 800 food programs across MA rely on MEFAP funded high-quality food. #MEFAPMatters @Gr8BosFoodBank

#MEFAPMatters example posts:



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