



THINK ORANGE Impact Report

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Winston-Salem's Campaign to Combat Hunger



- 1 of 6 cities selected for the National League of Cities CHAMPS grant.
- Launched the THINK ORANGE campaign in August 2018.
- City-wide campaign to awareness about hunger and improve access to federally-funded nutrition programs.

9 Initiatives



1. Hold a childhood hunger “summit” to discuss a coordinated city- and county-wide effort to address the issue of childhood hunger in our community.
2. Raise community awareness of hunger and food insecurity.
3. Create a food resources website.
4. Expand participation in summer feeding programs (in partnership with the Winston-Salem/Forsyth County Schools and Ezekiel AME Zion Church).
5. Provide fresh food to H.O.P.E. recipients (in partnership with H.O.P.E.).

9 Initiatives



6. Add a mid-week farmers market and promote use of SNAP cards at farmers market (in partnership with Cobblestone Farmers Market).
7. Expand participation in SNAP (in partnership with Winston-Salem Urban League).
8. Organize a Mayor's "lunch & learn" roundtable with Winston-Salem corporate leadership.
9. Explore starting a hot meals after-school program for children (in partnership with the Second Harvest Food Bank of Northwest N.C.).

Childhood Hunger Summit



Key Take-aways

- ▶ **Meet community** where they are with opportunities that resonate and provide **autonomy**.
- ▶ Lack of **awareness** and **stigmatization** of programs.
- ▶ **Transportation** is a major barrier to participation in programs.
- ▶ The public wants our **elected officials** and **local commerce** to be engaged around this issue, especially in East Winston-Salem.



Summer Feeding



Number of Meals Served

	2018	2019	2020 (projection)
Winston-Salem/Forsyth County Schools	106,173	117,348	160,000
Second Harvest Food Bank	66,637	86,784	106,000
Ezekiel A.M.E. Zion Church	85,882	77,142	86,000
TOTAL	258,692	281,274	352,000

Farmers Market Initiatives



- ▶ 1st & 4th Saturdays, May through October 2019



- ▶ Wrapped Fairgrounds Farmers Market building



- ▶ SNAP match: 33% increase usage of their benefits



SNAP



- ▶ Through our marketing efforts and partnership, WSUL assisted over 300 individuals this year in attaining benefits. They also made contact with over 500 individuals who were able to update their benefit information, ask questions SNAP and determine eligibility.
- ▶ Commended for being number 1 out of 6 cities in our CHAMPS cohort
- ▶ Methods:
 - SNAP Fair
 - Mailer and Hotline
 - WSUL Street Team Pilot



Mayor's Roundtable



- ▶ Invited Forsyth County's 100 businesses by employment.
 - More than 30 business, foundations, and organizations were represented between the two Roundtables.
- ▶ Established THINK ORANGE Corporate Investment Fund to sustain campaign.
 - \$26,585+ in cash & pledges to date
 - \$90,000 donated to Second Harvest Food Bank
 - \$5,000 over 5 years from Truliant Federal Credit Union



Community Awareness Orange Sock Campaign



- ▶ 265+ pair sold to date.
 - Estimated \$5,000 in in-kind support from Hanesbrands
 - Estimated \$1,000 in in-kind support from Lowe's Foods
- ▶ Partnership with WS/FCS Athletics
 - Varsity football & volleyball
 - Booth announcements



Community Awareness

Youth Advisory Council PSAs

- ▶ Three separate PSAs created targeting elementary, middle and high school students



Afterschool Meals



- ▶ In North Carolina:
 - 38% increase from Oct. 2017 in # of children served
- ▶ In our recreation centers:
 - 5,500 meals served in our sites alone
 - Adding more sites
 - Projected to serve more than 53,000 afterschool meals this school year

Site	Participants	Days/Week	
Miller Park	30	5	Began service 9/3/19
Polo Park	35	5	Began service 9/3/19
Sedge Garden	35	5	Began service 9/3/19
Hanes Hosier	35	5	Began service 9/3/19
Old Town	17	5	Began service 9/3/19
Sprague Street	11	5	Began service 9/3/19
Carl H. Russell	30	5	Service pending.
Fourteenth Street	30	5	Service pending.
Little Creek	30	5	Service pending.
Martin Luther King	15	5	Service pending.
Georgia Taylor	12	5	Service pending.
William C. Sims	15	5	Service pending.
Brown & Douglas	12	5	Service pending.

FORSYTH BACKPACK + EZEKIEL A.M.E. ZION CHURCH



- ▶ Relationship established at Mayor's Roundtable
- ▶ 280 children in Winston-Salem receiving food for the weekends.
 - 5 City Recreation Centers
 - 3 other additional city sites
 - Receive 4 shelf stable meals on Friday afternoon
 - 2 for Saturday
 - 2 for Sunday
- ▶ 1,736 backpacks distributed over the course of the summer



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Hunger in
Winston-Salem

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