



Episcopal Charities

“It’s Not Just About Food: Taking Your Feeding Program to the Next Level”

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GOOD MORNING



WEST SIDE
CAMPAIGN AGAINST HUNGER

OVERVIEW

- **Introductions**
- **Overview of West Side Campaign Against Hunger**
- **Foster a Culture of Respect and Dignity**
- **Increase Resources to Serve More Customers**
- **Connect Customers with the Benefits They're Entitled to**
- **Questions & Answers**



INTRODUCTIONS



HAYLEY DAVIS

- Hayley Davis, MPH Candidate
- Development and Communications Coordinator at West Side Campaign Against Hunger



ALYSON ROSENTHAL

- Alyson Rosenthal, MS, RD
- Senior Director of Programs at West Side Campaign Against Hunger



AMY MOHEDANO

- Amy Mohedano
- Director of Social Services
at West Side Campaign
Against Hunger





QUICK ICEBREAKER



QUICK ICEBREAKER

- Name
- Organization
- Role
- What are you hoping to get out of this workshop?



ABOUT WSCAH



MISSION

West Side Campaign Against Hunger is at the forefront of alleviating hunger by ensuring the New York City communities have access, with dignity, to a choice of healthy food and supportive services.







FOSTER A CULTURE OF DIGNITY AND RESPECT

DIGNITY AND RESPECT

What does a culture of dignity and respect mean in the context of emergency food provision?



DIGNITY AND RESPECT

Challenges



DIGNITY AND RESPECT

Solutions (breakout into groups)



CHOICE & FOOD QUALITY



CUSTOMER SERVICE



Plentiful



https://www.youtube.com/watch?time_continue=66&v=A5PsZWYLOy8

OTHER THINGS TO CONSIDER

- Customer Engagement
- Customer Volunteers
- Board of Directors
- Environment





QUICK BREAK

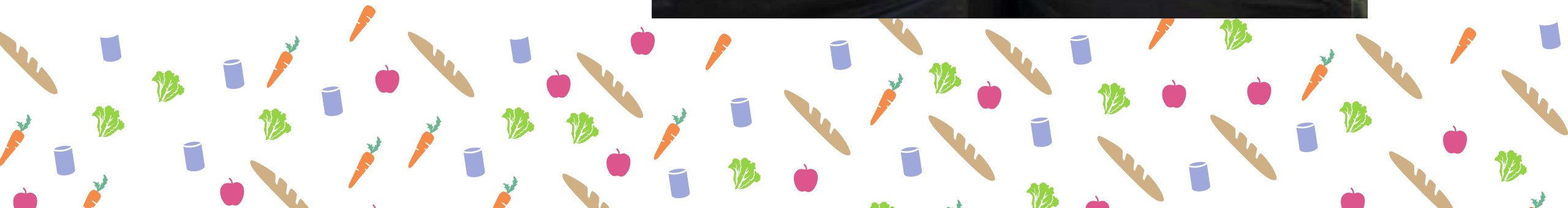




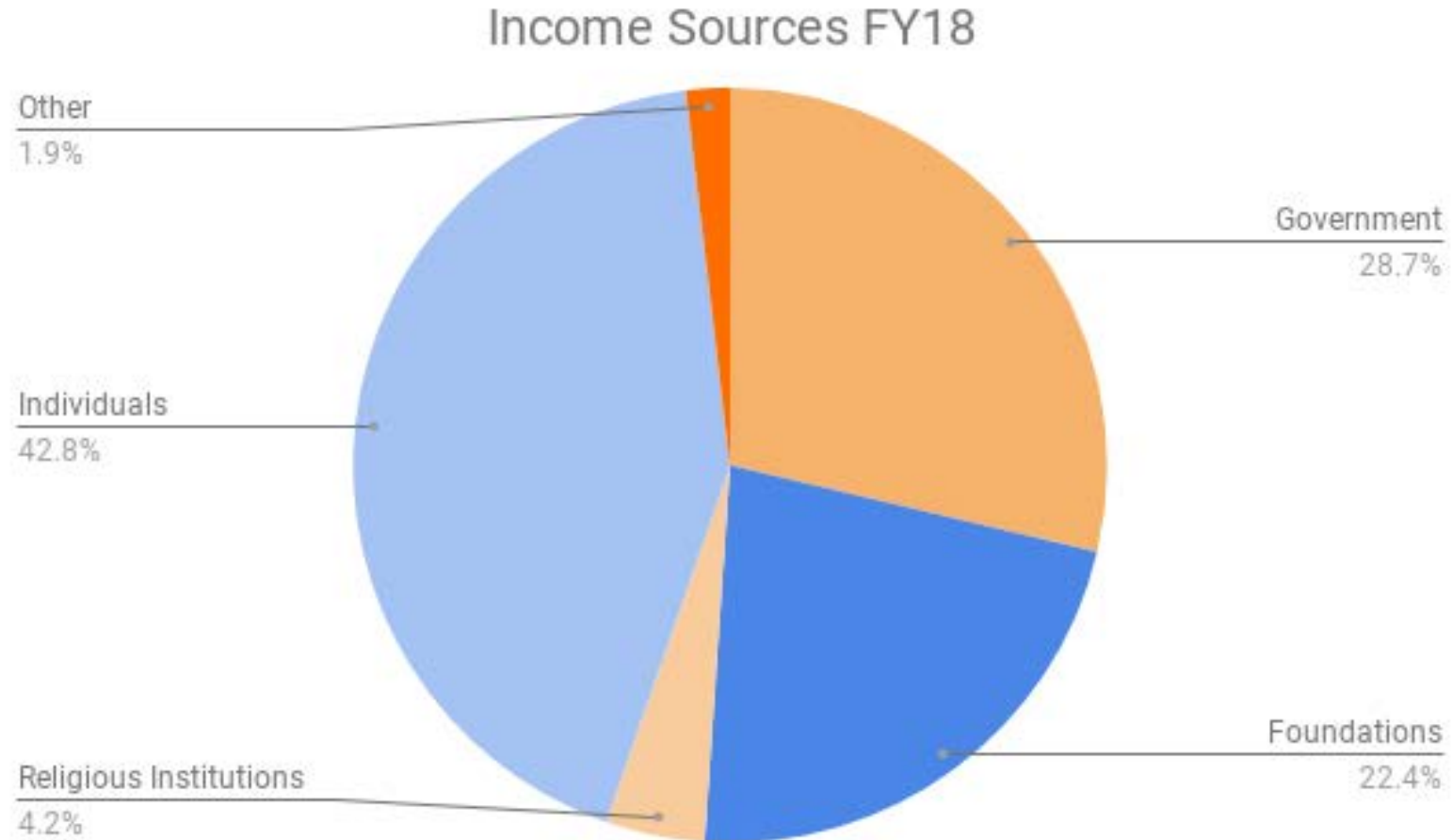
INCREASE RESOURCES TO SERVE MORE CUSTOMERS

TYPES OF SUPPORT

- Cash
- In-Kind



SOURCES OF SUPPORT



FUNDRAISING VEHICLES

- Grants
- Events
- Direct Mail
- Online Giving

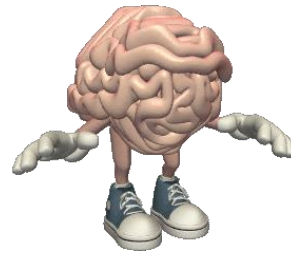


RESOURCES

- **Board of Directors**
- **Community Groups**



BRAINSTORM



- **Think turkeys...**





CONNECT CUSTOMERS
WITH THE BENEFITS
THEY'RE ENTITLED TO

QUESTION

What are the needs of your customers?



QUESTION

What benefits or other resources does your organization offer?



CASE STUDY

Activity...



COMPREHENSIVE SCREENING

- **A holistic approach**
- **Assessments**
 - **First-time clients**
 - **Annual re-certifications**
- **Goal: stabilization and self-sufficiency**



WSCAH SOCIAL SERVICES

- SNAP (new and re-certifications)
- Health insurance enrollment
- Child care applications
- Job training & job search
- Reduced fare MetroCard applications (seniors & disabled)
- SCRIE/DRIE applications



PARTNERSHIPS



BUILDING AGENCY CAPACITY THROUGH SUCCESSFUL PARTNERSHIPS

- **Identify customer needs**
- **Bring in partners that can provide the needed services and be willing to share their data**
 - **Partner with larger pantries that offer more/different services**
- **Use shared data to leverage funding opportunities**



CLIENT RESOURCES

- **New York State Benefit Screening Tool**
- **www.auntbertha.com**
- **www.mybenefits.ny.gov/selfservice/**
- **<https://211nys.org/>**
 - **United Way of NYS phone number: 211**





ACTION STEPS



Questions?



THANK YOU



DIGNITY.
COMMUNITY.
CHOICE.

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