



Our Story

FEEDING THE COMMUNITY

FOOD MATTERS MEAL DELIVERY SERVICE PROGRAM

Food insecurity is a major issue across the United States that has become even more prevalent in recent years. According to data provided by the Greater Boston Food Bank (2021), Massachusetts residents experienced a 55% increase in food insecurity between 2019 and 2020 - an indirect side effect of the COVID-19 pandemic.

Responsible for nearly 15,000 residents living in 24 developments located throughout the City of Worcester, the Worcester Housing Authority (WHA) witnessed firsthand the devastating impact that food insecurity had on its residents. Requests to the onsite food pantry increased, residents began rationing food, and elders were taking medications on an empty stomach. The uncertainty of not knowing if you'll have enough food for yourself and your family impacts not only a person's physical health, but their mental health as well.

The WHA's residents represent some of our community's most vulnerable people, including the elderly, persons with disabilities, and low-income families with an average annual income of just \$16,645 per year. These residents were hit particularly hard by the pandemic and many struggled greatly to keep food on the table as business closures, layoffs, grocery shortages, fear of the virus, and increased costs rippled through our community.

Witnessing this growing problem, the WHA decided to take action.

Acknowledging the direct link between access to nutritious food and overall well-being, the WHA has partnered with Renaissance Medical Group (RMG) to create the Food Matters Meal Delivery Service (Food Matters). Food Matters has three main goals:

1. to close the gap on food insecurity;
2. to provide residents with healthy, culturally-diverse meal options;
3. to improve overall mental and physical health.

Launching in fall 2022, Food Matters will provide participating WHA residents with shelf-stable, nutritious, culturally diverse meals that can be heated and eaten as needed, delivered directly to their doors. The pilot program will focus on six of the WHA's elder/disabled developments and will eventually expand to more sites. Residents will receive 12 meals per month and will be asked to respond to periodic surveys providing their feedback on the program. As the program expands to add new meal choices, residents will be able to customize their orders, based on their personal taste, cultural preferences, and dietary restrictions.

The program is funded through grants and donations from community members concerned about food insecurity and the overall health and well-being of our most in-need neighbors.

We need your help!



Community SPONSOR OPPORTUNITIES



\$100,000 (Diamond)

What your donation provides: over 16,000 meals to 1,000 WHA residents.

How we'll thank you:

- Company logo and hyperlink featured on the Food Matters web page for one year.
- Monthly social media mentions on the WHA's official accounts for one year.
- Monthly marketing materials distribution in resident deliveries for one year.
- Company logo featured on all banners and program marketing materials for one year.
- Speaking opportunity at two public events related to the program.



\$50,000 (Platinum)

What your donation provides: over 8,000 meals to nearly 700 WHA residents.

How we'll thank you:

- Company logo and hyperlink featured on the Food Matters web page for one year.
- Social media mentions every other month on the WHA's official accounts for one year.
- Quarterly marketing materials distribution in resident deliveries for one year.
- Company logo featured on program marketing materials for six months.
- Speaking opportunity at one public event related to the program.



\$25,000 (Gold)

What your donation provides: over 4,000 meals to almost 350 WHA residents.

How we'll thank you:

- Company logo and hyperlink featured on the Food Matters web page for one year.
- Quarterly social media mentions on the WHA's official accounts for one year.
- Marketing materials distribution in one resident delivery during the year.
- Company logo featured on program marketing materials for three months.



\$10,000 (Silver)

What your donation provides: over 1,000 meals to 150 WHA residents.

How we'll thank you:

- Company logo featured on the Food Matters web page for one year.
- Two social media mentions on the WHA's official accounts.
- Company logo featured on some program marketing materials.



\$5,000 (Bronze)

What your donation provides: over 800 meals to nearly 70 WHA residents.

How we'll thank you:

- Company name featured on the Food Matters web page for one year.
- One social media mention on the WHA's official accounts.
- Company name featured on some program marketing materials.



TO BECOME A SPONSOR, CONTACT FOOD MATTERS:

✉ FoodMatters@worchesterha.org ☎ (508) 635-3172



Marketing materials distributed to residents as part of sponsor benefits must be submitted to and approved by the WHA before distribution.