

Your Local Food Bank


FEEDING[®]
AMERICA

RIVERSIDE | SAN BERNARDINO

MEDIA KIT

Administration:
4035 Trail Creek Road, Riverside, CA 92505

Warehouse:
2950-B Jefferson Street, Riverside, CA 92504

951.359.4757 | [FeedingE.org](https://www.FeedingE.org)



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ORGANIZATIONAL OVERVIEW

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. Today, FARSB is the primary food source for over 250 local nonprofit organizations, distributing over three million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more.

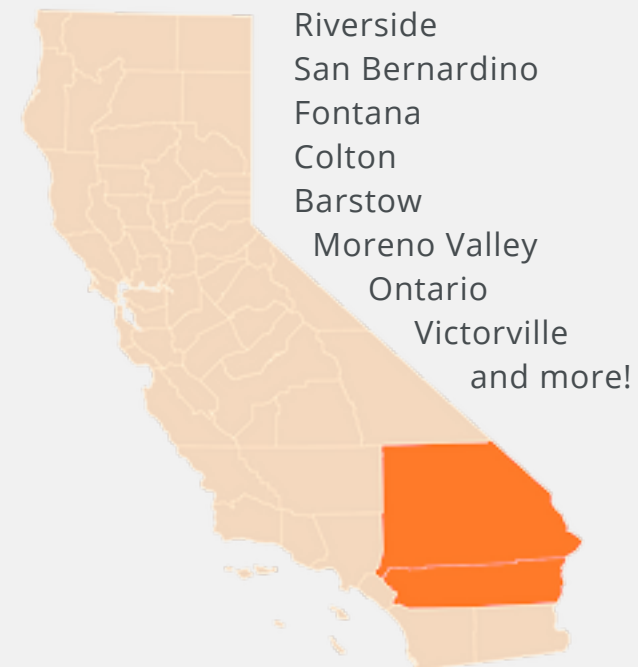
With the help of these community partners, FARSB makes up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over 1.2 million people every year.

MISSION STATEMENT

Our mission is to alleviate hunger in the Inland Empire. We envision a community where everyone has access to an adequate and nutritious food supply.

THE INLAND EMPIRE

We feed Riverside and San Bernardino Counties, an area best known as "the Inland Empire" or "I.E." The I.E. is located east of Los Angeles and is home to major cities including:



FISCAL YEAR 2023-2024

FACTS & FIGURES

5

MEALS SERVED PER \$1
DONATED

98%

OF EACH DONATION
DIRECTLY FED FAMILIES

100%

OF DONATIONS STAYED
IN THE INLAND EMPIRE

37.2M

POUNDS OF FOOD
WERE DISTRIBUTED

3.5M

INDIVIDUALS WERE
SERVED

9.2K

HOME DELIVERIES WERE
CONDUCTED

1.0K

CALFRESH APPLICATIONS
WERE SUBMITTED

16.8M

POUNDS WERE RESCUED
FROM LANDFILL

257

COMMUNITY PARTNERS
AIDED OUR EFFORTS

2.0K

UNIQUE VOLUNTEERS
DONATED THEIR TIME

28.6K

VOLUNTEER HOURS
WERE SERVED

816K

DOLLARS WERE SAVED BY
VOLUNTEERS

IMPACT STATEMENTS

Just \$1 can help provide up to 5 meals to kids, families, and individuals facing hunger or food insecurity in the Inland Empire community.

FARSB works to rescue food from grocery stores, manufacturers, and food producers to ensure access for people who need it.

98% of all donations go directly to vital food distribution programs serving Riverside and San Bernardino Counties.

Guidestar awarded FARSB the Platinum Seal of Transparency in recognition of their contribution to key financial and programmatic information. Based on Guidestar's findings, FARSB has transparently adhered to good governance and achieved its mission through strong fiscal responsibility.



CEO CAROLYN FAJARDO



From left to right: Dr. Tad Hove, Board Vice Chair; Danielle Oehlman, Board Chair; Carolyn Fajardo, CEO; Robin Alcantara, Board Member; Chris Brown, Board Treasurer

MEET CAROLYN

Carolyn Fajardo, a current Riverside resident, has served on the FARSB team since 2017 and is only the second female CEO to hold this title in the food bank's 45-year history. Her primary focus includes assessing operational, programmatic, and financial performance in addition to developing strategic and impactful regional partnerships.

At the forefront of relationship management, Fajardo leads the way in FARSB's mission to alleviate food security in the Inland Empire. She has taken FARSB to new heights with the acquisition of the new Hunger Resource Center (pictured), which includes the Fresh Start Pantry by Goodman and Learning Center.

Fajardo has been featured in podcasts, radio, and television interviews, and has served as a keynote speaker, sharing her insights on sustainable food systems and nonprofit leadership.

Fajardo graduated with a BA in Communications from California State University, San Bernardino, and later obtained an MBA from California Baptist University.

She currently serves on the Arlington Business Council for the Riverside Chambers of Commerce and on the Emergency Food and Shelter Program (EFSP) Local Board.



BRANDING GUIDELINES

Acceptable Names

- Feeding America Riverside | San Bernardino
- Feeding America Riverside and San Bernardino Counties
- Nickname/Acronym: FARSB; pronounced "Farz-bee"
- **NOT "FEEDING AMERICA"**

Logo Usage Agreements

Prior to logo usage, requests **MUST** be submitted with a completed logo usage form and turned in to the FARSB Development team to ensure requests align and will be properly used.

Fonts

Ariel, Ariel Bold, Ariel Black (for Microsoft and Adobe programs) Open Sans, and the Open Sans variations (for Canva programs)

 **CORRECT**

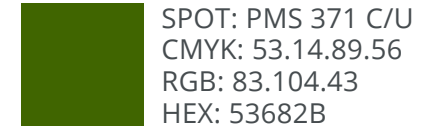
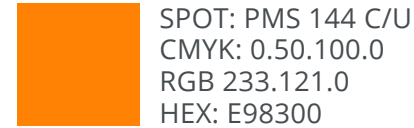


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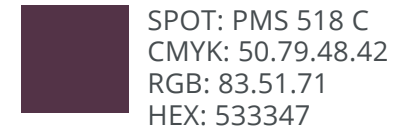
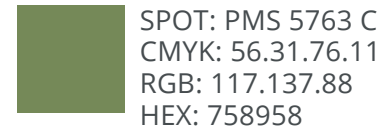
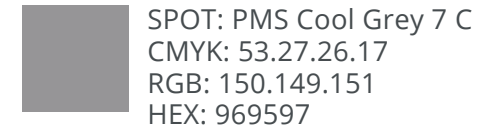
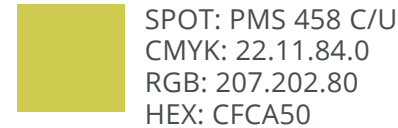
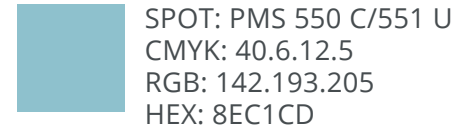


ALWAYS use the logo that has the "Your Local Food Bank" flag across the top and the "RIVERSIDE | SAN BERNARDINO" at the bottom.

Primary Color Palette



Secondary Color Palette



DOWNLOADABLE MEDIA ASSETS

VIDEOS



→ DOWNLOAD VIDEOS

LOGOS



→ DOWNLOAD LOGOS

PHOTOS



→ DOWNLOAD PHOTOS

BOILER PLATE

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. FARSB opened in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. Today, FARSB is the primary food source for over 250 local nonprofit organizations, distributing over 3.1 million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more. With the help of these community partners, they make up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over one million households every year. Feeding America Riverside | San Bernardino proudly holds the 2024 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit www.FeedingIE.org.

SOCIAL MEDIA GUIDELINES

HANDLES

Instagram: @feedingie
Facebook: @feedingamericaie
LinkedIn: @feedingamericaie
X: @feedingie
YouTube: Feeding America Riverside | San Bernardino

MESSAGE

Our social media platforms advocate for those facing food insecurity and highlight the efforts of our mission to fight against hunger in the Inland Empire. Our content is developed with informative posts to inspire and spread awareness of fighting against hunger. Our foodbank encourages all to do the same when posting or sharing FARSB content.

HASHTAGS

#WeFeedTheIE
#HungerFreeIE
#FeedingTheIE
#FeedingIE
#FARSB

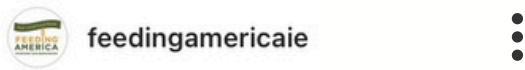


SOCIAL MEDIA SAMPLES



feedingamericaie

Celebrate our amazing Community Partner's 10th anniversary! Watch the FARSB team celebrate by picking up a specialty cake and decorating our break room. Thanks to all our partners for helping us celebrate this milestone! Link in Bio. [🔗](#)
#WeFeedTheIE



feedingamericaie

Come with FARSB to deliver Opal apples to our partners all over the IE! Thank you to our wonderful donors who make this large donation possible. We couldn't do what we do without your help! [🔗](#) in Bio. #HungerFreeIE



feedingamericaie

Shout out to our volunteers @Starbucks who come by and assist with all the tasks FARSB has for them. Our beloved volunteers help keep this place running, and we want to give a huge thank you to everyone who came out to sort product! [🔗](#) in Bio. #FeedingTheIE

CONTACT INFORMATION

MARKETING/ BRANDING INQUIRIES

Lauren Van Hassel | Marketing Coordinator
Lvanhassel@feedingamericaie.org
951.359.4757 ext. 110

PRESS INQUIRIES

Rachel Bonilla | Communications Coordinator
rbonilla@feedingamericaie.org
951.359.4757 ext. 117

ALL OTHER INQUIRIES

Angela Jugon | Development Director
ajugon@feedingamericaie.org
951.359.4757 ext. 121

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