

Your Local Food Bank



FEEDING[®] AMERICA

RIVERSIDE | SAN BERNARDINO

MEDIA KIT





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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 two 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 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 2021-2022

FACTS & FIGURES

5

SERVED PER \$1
DONATED

98%

OF EACH DONATION
DIRECTLY FED FAMILIES

100%

OF DONATIONS
STAYED IN THE
INLAND EMPIRE

27.4M

LBS. OF FOOD WERE
DISTRIBUTED

2.6M

INDIVIDUALS WERE
SERVED

5.6K

HOME DELIVERIES
WERE CONDUCTED

1.3K

CALFRESH
APPLICATIONS WERE
SUBMITTED

12.1M

LBS. WERE RESCUED
FROM LANDFILL

259

COMMUNITY
PARTNERS AIDED OUR
EFFORTS

3.1K

UNIQUE VOLUNTEERS
DONATED THEIR TIME

21.6K

VOLUNTEER HOURS
WERE SERVED

887K

DOLLARS WERE SAVED
BY VOLUNTEERS

IMPACT STATEMENTS

Just \$1 can help provide up to 5 meals to kids, families, and individuals facing hunger 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 food distribution programs serving Riverside and San Bernardino Counties.

Guidestar awarded FARSB the Platinum Seal of Transparency in recognition of FARSB's 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.



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 into 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**

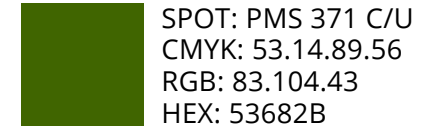
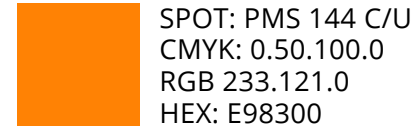


 **INCORRECT**

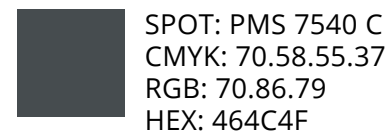
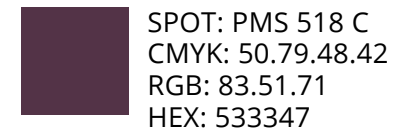
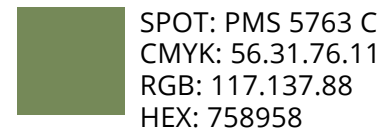
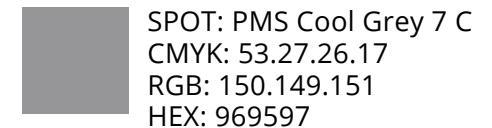
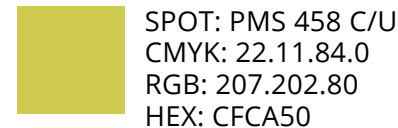
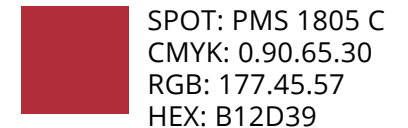
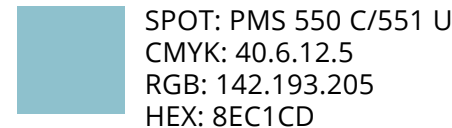


ALWAYS use the logo that has the "Your Local Food Bank" flag across the top and the "RIVERSIDE | SAN BERNARDINO" at the bottom.

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 two 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 2023 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
Twitter: @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

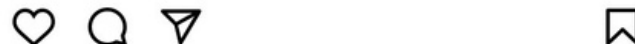
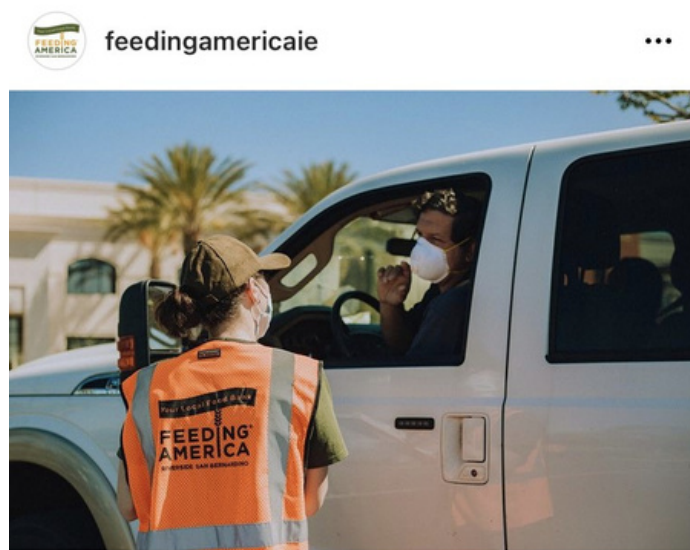


SOCIAL MEDIA SAMPLES



feedingamericaie

Want to help kids rest, recharge, and play this coming summer? Join us and give the gift of dependable meals to kids at risk of hunger. No gift is ever too big or small considering every dollar helps to provide up to 7 meals! [🔗](#) in bio.



feedingamericaie Even though much of the world is on pause, our mission never stops. Consider becoming a monthly donor to help us feed vulnerable children, seniors, and families during the COVID-19 pandemic. \$20 a month helps to provide up to 160 meals. To join, click the [🔗](#) in our bio or text MEALS4MANY to 41444!



feedingamericaie It was a pleasure to have @target volunteer with us throughout the month of July. They spent over 150 (individual) hours of their time at the food bank, providing quality control and putting together banana boxes for our community partners to distribute. Are you looking to have a group volunteer with us? Link in bio.

CONTACT INFORMATION

MARKETING/ BRANDING INQUIRIES

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