WELCOME TO THE FOOD BANK NEWS

ADVOCACY HONOR ROLL

There are many ways for food banks to be active in advocacy. A food bank may staff a SNAP hotline, or regularly lobby its state legislature, or give voice to people with lived experience via a speaker’s bureau. This analysis from Food Bank News examines only those advocacy activities that are apparent to the outside world via a food bank’s website.

For people seeking food assistance, the most relevant expression of advocacy on a food bank website is information and links related to SNAP. For volunteers looking to help, having an advocacy page on the website – explaining the goals of advocacy and offering simple calls to action – is important. Highly engaged volunteers, super donors and government agencies may appreciate having more detailed information about a food bank’s specific legislative priorities. These are the four elements that Food Bank News considered when examining the websites of the top 100 food banks.

Our analysis concluded that a majority of food banks (82%) among the 101 largest (by revenue) have at least some mention of SNAP on their website, making it the most common form of food bank advocacy. Less than two-thirds (60%) also support an advocacy page on their site and most of those (57%) include calls to action on the page. Food banks were least likely (39%) to have specific legislative priorities outlined on their website.

Food Bank News found that 33 food banks among the top 101 are excelling in advocacy by having all four advocacy activities on their site. Another 25 fulfilled three of the four best practices for website advocacy. Please read on for a full listing of both groups.

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Congratulations to the 33 food banks among the top 101 that are active in all four best-practice areas of website advocacy.

These include:
SNAP outreach ★ an advocacy page on the website ★ legislative priorities on the website ★ and calls to action

Alameda County Community Food Bank Inc
Blue Ridge Area Food Bank Inc
Central California Food Bank
Central Pennsylvania Food Bank
Central Texas Food Bank
Community Food Bank of Eastern Oklahoma Inc
Connecticut Foodshare
Feeding America Eastern Wisconsin
Food Bank Contra Costa and Solano
Food Bank for New York City
Food Bank of Central & Eastern North Carolina Inc
Foodlink
Greater Boston Food Bank
Greater Chicago Food Depository
Greater Cleveland Food Bank Inc
Greater Pittsburgh Community Food Bank
Houston Food Bank
Maryland Food Bank
Mid-Ohio Food Bank
Northern Illinois Food Bank
North Texas Food Bank
Northwest Harvest
Operation Food Search (MO)
Oregon Food Bank
Regional Food Bank of Oklahoma
San Antonio Food Bank
San Francisco Food Bank
Second Harvest Food Bank of Northwest North Carolina Inc
Second Harvest Heartland (MN)
Second Harvest of Silicon Valley
St. Louis Area Food Bank Inc
Tarrant Area Food Bank
Vermont Food Bank
These 25 food banks excelled in three of the four best practices for website advocacy. These include:

- SNAP outreach ★ an advocacy page on the website ★ legislative priorities on the website ★ and calls to action

Akron-Canton Regional Foodbank, OH
Atlanta Community Food Bank
Capital Area Food Bank, D.C.
Care and Share, CO
City Harvest, Inc
Community Food Bank Inc (Southern Arizona)
East Texas Food Bank
El Pasoans Fighting Hunger
Feeding America Tampa Bay Inc
Feeding South Florida Inc
Feeding The Gulf Coast
Food Bank of the Rio Grande Valley Inc
Food Lifeline, WA
Gleaners Food Bank of Indiana Inc
God’s Pantry Food Bank Inc
Harvesters - The Community Food Network
Jacobs and Cushman San Diego Food Bank
Lowcountry Food Bank Inc
Ozarks Food Harvest Inc
River Bend Food Bank
Roadrunner Food Bank Inc
Second Harvest Food Bank of Central Florida Inc
Second Harvest Food Bank of Orange County Inc
South Texas Food Bank
Three Square Food Bank