

★ 2023 ★
ADVOCACY

HONOR ROLL

**FOOD
BANK
NEWS**

WELCOME TO THE FOOD BANK NEWS ADVOCACY HONOR ROLL

Food Bank News examined four measures to determine a food bank's level of website-based advocacy activity:

- **SNAP outreach** – In addition to information about SNAP, we looked for links that help potential SNAP users take action, such as by filling out a SNAP intake application, reading up on eligibility requirements, or reaching out to SNAP team members.
- **Advocacy page** – We looked for a place on the website where people could gain a greater understanding of what advocacy in hunger relief looks like.
- **Calls to action** – We looked for ways people could get engaged in advocacy, such as by clicking links to read up on the issues, getting in touch with their legislators or signing up for an advocacy newsletter.
- **Outlined policy priorities** – We looked for at least some mention and/or explanation of specific hunger-relief-related policies and legislative goals that advance the food bank's advocacy agenda.

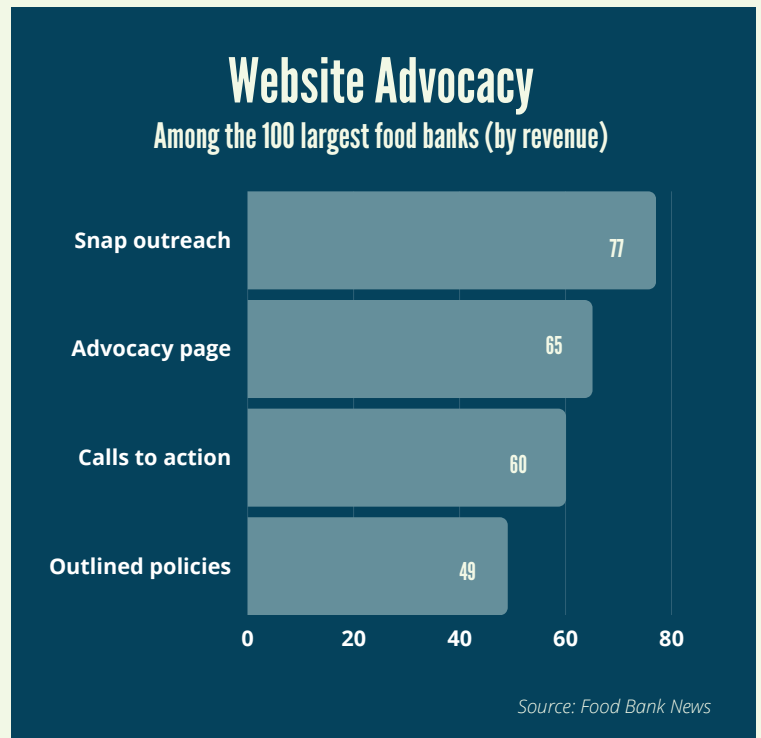
Of the four website advocacy activities, the largest 100 food banks (by revenue) were most likely to be engaging in SNAP outreach on their sites, with 77 out of 100 doing so. Having an advocacy page was less common, with just under two-thirds, or 65 of the top 100, having one. Most of those advocacy pages (60 of them) included some form of a call to action. Less than half of the top 100 food banks (49) had information about specific hunger-related policies on their advocacy pages, making outlined policy priorities the least common form of food bank advocacy.

Food Bank News found that 42 food banks among the top 100 are excelling at website advocacy by having all four advocacy activities on their site. Another 17 are engaging in three of the four activities. Please read on for a full listing of both groups.

READ ON:

The 42 “High Honor Roll” Food Banks..... Page 3

The 17 “Honor Roll” Food Banks..... Page 4



Acknowledgements: Thanks to Nicholas Magrino for data and research assistance, and Dani Geraci for graphic design.

HIGH HONOR ROLL

Congratulations to the 42 food banks among the top 100 that are active in all four best-practice areas of website advocacy.

These include:

SNAP outreach ★ having an advocacy page ★ calls to action
★ having policy priorities on the website

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| Alameda County Community Food Bank | Greater Chicago Food Depository |
| Arkansas Foodbank | Greater Cleveland Food Bank |
| Blue Ridge Area Food Bank | Greater Pittsburgh Community Food Bank |
| Central California Food Bank | Harvesters-The Community Food Network |
| Central Pennsylvania Food Bank | Houston Food Bank |
| Central Texas Food Bank | Manna Food Bank |
| Community Food Bank of Eastern Oklahoma | Maryland Food Bank |
| East Texas Food Bank | Mid-Ohio Foodbank |
| El Pasoans Fighting Hunger | North Texas Food Bank |
| Feeding America Eastern Wisconsin | Northern Illinois Food Bank |
| Feeding America Riverside and San Bernardino | Oregon Food Bank |
| Counties | Regional Food Bank of Oklahoma |
| Feeding America Tampa Bay | River Bend Food Reservoir |
| Feeding the Gulf Coast | San Antonio Food Bank |
| Food Bank Contra Costa And Solano | San Francisco Food Bank |
| Food Bank for New York City | Second Harvest Food Bank of Northwest North |
| Food Bank of Central & Eastern North Carolina | Carolina |
| Food Bank of Northern Nevada | Second Harvest Food Bank of Orange County |
| Food Bank of the Rio Grande Valley | Second Harvest Heartland |
| Foodbank for the Heartland | Second Harvest of Silicon Valley |
| Foodlink | St Louis Area Food Bank |
| Greater Boston Food Bank | Tarrant Area Food Bank |

HONOR ROLL

These 17 food banks excelled in three of the four best practices for website advocacy. These include:

SNAP outreach ★ having an advocacy page ★ calls to action ★
having policy priorities on the website.

Akron-Canton Regional Foodbank

Atlanta Community Food Bank

Capital Area Food Bank

Care And Share

City Harvest

Community Food Bank So Ariz

Food Lifeline

Gleaners Food Bank of Indiana

Gods Pantry Food Bank

San Diego Food Bank

Lowcountry Food Bank

Northwest Harvest

**Regional Food Bank of Northeast Florida (Feeding
Northeast Florida)**

Roadrunner Food Bank

Second Harvest Food Bank of Central Florida

Second Harvest Foodbank of Southern Wisconsin

South Texas Food Bank