2023

ADVOCACY

HONOR ROLL

FOOD BANK NEWS
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.

**Website Advocacy**
Among the 100 largest food banks (by revenue)

<table>
<thead>
<tr>
<th>Advocacy Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snap outreach</td>
<td>77</td>
</tr>
<tr>
<td>Advocacy page</td>
<td>65</td>
</tr>
<tr>
<td>Calls to action</td>
<td>60</td>
</tr>
<tr>
<td>Outlined policies</td>
<td>49</td>
</tr>
</tbody>
</table>

Source: Food Bank News

**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.
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

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