



★ 2024 ★
ADVOCACY
HONOR ROLL



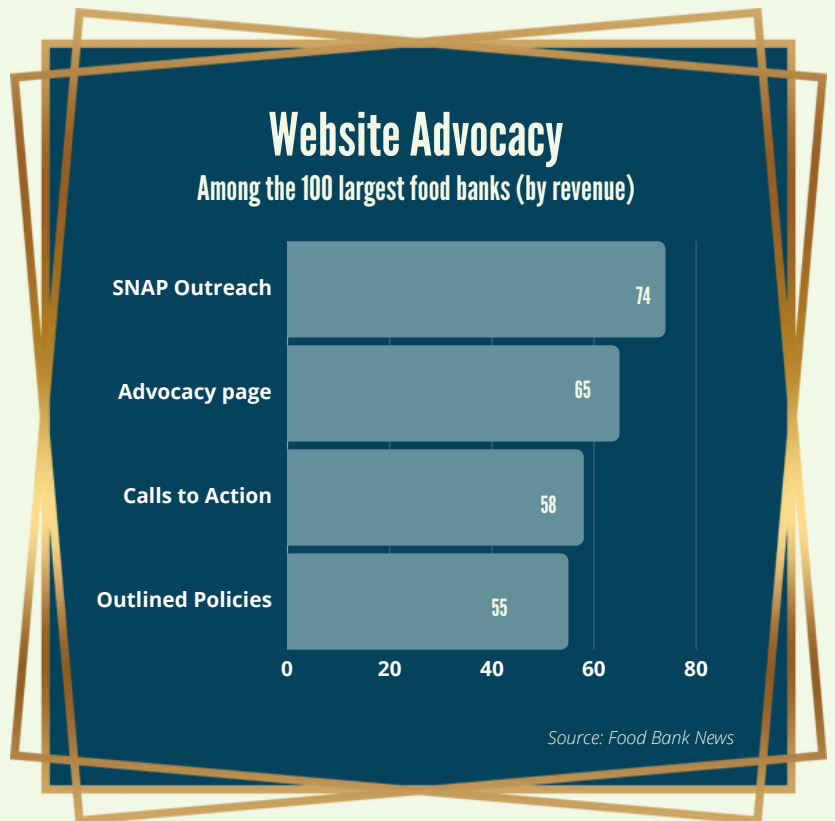
WELCOME TO THE FOOD BANK NEWS ADVOCACY HONOR ROLL

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

- **SNAP outreach** – We looked for information about SNAP and help in applying.
- **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 some mention and/or explanation of specific hunger-relief-related policies and legislative goals that advance the food bank’s advocacy agenda.

We examined the 100 largest food banks (by revenue). Of the four website advocacy activities, we found that the top 100 food banks were most likely to be engaging in SNAP outreach on their sites, with 74 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 (58 of them) included some form of a call to action. Only 55 of the top 100 food banks 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 44 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 44 “High Honor Roll” Food Banks..... Page 3

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

Acknowledgements: Thanks to Kathy Ou for conducting the research for this project, and Dani Geraci for graphic design.



HIGH HONOR ROLL

Congratulations to the 44 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	Greater Boston Food Bank
Arkansas Foodbank	Greater Chicago Food Depository
Atlanta Community Food Bank	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	Maryland Food Bank
City Harvest	Mid-Ohio Foodbank
Community Food Bank of New Jersey	North Texas Food Bank
Connecticut Foodshare	Northern Illinois Food Bank
East Texas Food Bank	Oregon Food Bank
El Pasoans Fighting Hunger	Regional Food Bank of Oklahoma
Feeding America Eastern Wisconsin	Roadrunner Food Bank
Feeding America Riverside, San Bernardino Counties	San Antonio Food Bank
Feeding America Tampa Bay	San Francisco Food Bank
Feeding the Gulf Coast	Second Harvest Food Bank of NW North Carolina
Food Bank Contra Costa And Solano	Second Harvest Food Bank of Orange County
Food Bank for New York City	Second Harvest Heartland
Food Bank of Central & Eastern North Carolina	Second Harvest of Silicon Valley
Food Bank of Northern Nevada	South Texas Food Bank
Foodbank for the Heartland	St Louis Area Food Bank
Foodlink	Tarrant Area Food Bank

HONOR ROLL

These 17 food banks of the top 100 are active 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
Capital Area Food Bank
Care And Share
Community Food Bank of Eastern Oklahoma
Community Food Bank of Southern Arizona
Feeding America West Michigan
Feeding Northeast Florida
Find Food Bank
Food Lifeline
Gleaners Food Bank of Indiana
Gods Pantry Food Bank
San Diego Food Bank
Lowcountry Food Bank
Northwest Harvest
Philabundance
Sacramento Food Bank Services
Second Harvest Food Bank of Central Florida