

# Virtual Food Summit

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Tuesday, July 14, 2020 12:00 p.m. to 1:00 p.m.

Community Collaboration Committee

 **THE JUNIOR LEAGUE**

# Participants

## Community Participants

- Roanoke City Public Schools
- Roanoke Area Ministries, Inc.
- 2-1-1 Virginia
- Local Environmental Agriculture Project (LEAP)
- Botetourt County Public Schools
- Rescue Mission Ministries, Inc.
- Local Office on Aging, Inc.
- Virginia Cooperative Extension
- Kroger
- Roanoke Public Libraries, City of Roanoke
- United Way of Roanoke Valley and Healthy Roanoke Valley
- Presbyterian Community Center
- Feeding Southwest Virginia Community Solutions Center
- Junior League of Richmond



# Food Summit Summary

The JLRV's community focus of "addressing poverty by connecting the community to existing resources and removing barriers to healthcare and food" is more important than ever as we see our friends and neighbors struggle with the effects of the pandemic.

On July 14, 2020, the Junior League of Roanoke Valley held a virtual food summit with 14 area nonprofits to share ideas and learn about community needs during the Covid-19 pandemic. Before the meeting, participants filled out a survey indicating their short- and long-term needs, and how they are responding to support the Roanoke Valley due to the pandemic. Please see the enclosed slides for a breakdown of responses. Highlights include feedback about how organizations adapted to the Covid-19 pandemic environment while maintaining their commitment to combating food insecurity, as well as their anticipated short and long-term needs to meet their growing demand for food and vital resources.

The JLRV used the information gleaned from this important meeting in many ways: for example, our October General Membership Meeting educated JLRV members on local food security needs and brought in guest speakers from Feeding Southwest Virginia. We frequently offered volunteer opportunities for our members with this organization and others in the food space. Additionally, in April/May 2021, JLRV organized *Feeding Bodies and Minds: A Food and Book Drive*, collecting badly needed food for four food pantries that work with Feeding Southwest Virginia and books for the West End Center for Youth elementary age students.

In spring 2021, we have worked hard to launch a section of the JLRV website dedicated to sharing resources that help with food insecurity in the region. We look forward to publishing the website at the final General Membership Meeting of the 2021 League Year.



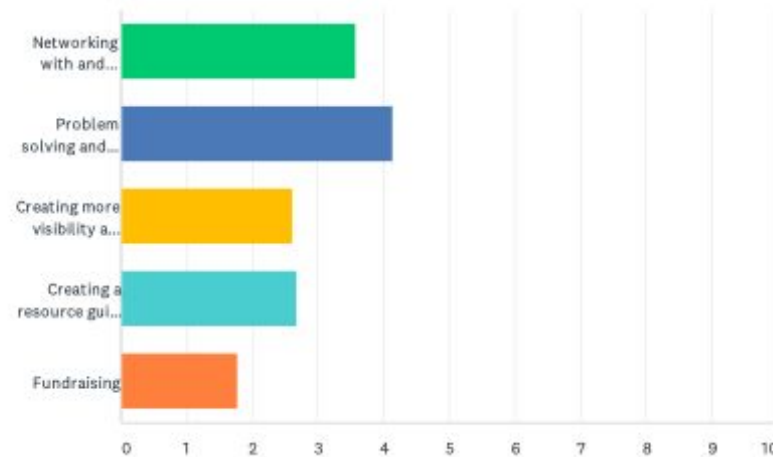
# Discussion of Survey Responses

## Trends

JLRV Food Summit

Q7 What do you most hope to gain from participating in the JLRV Food Summit? Please rank items from 1 (most important) to 5 (least important)

Answered: 14 Skipped: 1



	1	2	3	4	5	TOTAL	SCORE
Networking with and learning more about other local organizations	16.67% 2	41.67% 5	25.00% 3	16.67% 2	0.00% 0	12	3.58
Problem solving and brainstorming solutions for current challenges as it relates to access to food	64.29% 9	14.29% 2	7.14% 1	0.00% 0	14.29% 2	14	4.14
Creating more visibility and awareness for your organization	0.00% 0	7.69% 1	53.85% 7	30.77% 4	7.69% 1	13	2.62
Creating a resource guide for the community	8.33% 1	16.67% 2	16.67% 2	50.00% 6	8.33% 1	12	2.67
Fundraising	0.00% 0	23.08% 3	0.00% 0	7.69% 1	69.23% 9	13	1.77

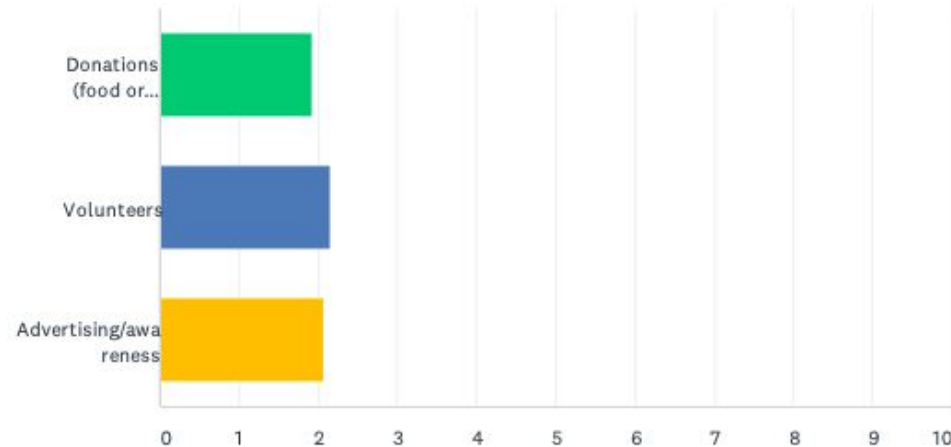
# Discussion of Survey Responses

## Trends

JLRV Food Summit

Q8 Rank from 1 (most important) to 3 (least important) what you believe your organization would benefit the most from?

Answered: 15 Skipped: 0



	1	2	3	TOTAL	SCORE
Donations (food or monetary)	28.57% 4	35.71% 5	35.71% 5	14	1.93
Volunteers	38.46% 5	38.46% 5	23.08% 3	13	2.15
Advertising/awareness	40.00% 6	26.67% 4	33.33% 5	15	2.07

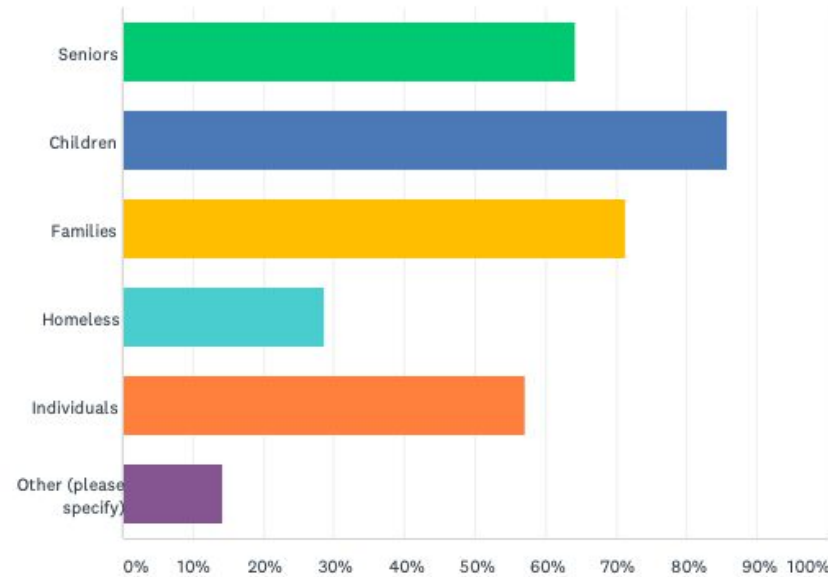


# Discussion of Survey Responses

## Trends

Q9 What population does your organization primarily serve? (select all that apply)

Answered: 14 Skipped: 1



ANSWER CHOICES	RESPONSES
Seniors	64.29% 9
Children	85.71% 12
Families	71.43% 10
Homeless	28.57% 4
Individuals	57.14% 8
Other (please specify)	14.29% 2



# Discussion of Survey Responses

## Short-term needs

Q10: Have the needs of your organization changed due to the Covid-19 pandemic?	
<b>Junior League of Richmond</b>	Transitioning from in-person to virtual community engagement
<b>Feeding Southwest Virginia Community Solutions Center</b>	We became a food distribution center during COVID-19 pandemic. Prior, we had made food that was delivered to other sites
<b>Presbyterian Community Center</b>	No, the needs at PCC have not changed. Monetary donations for financial assistance and Food donations remain ongoing. Our procedures have adjusted to provide a safe environment for everyone: staff, volunteers and clients. The after school summer program was delayed but is operational now.
<b>Roanoke Public Libraries- City of Roanoke</b>	We are seeing increased need with the Library's Feed Read and Grow initiative.
<b>Virginia Cooperative Extension</b>	Shifting to virtual/remote educational programs
<b>Local Office on Aging, Inc</b>	Yes
<b>Rescue Mission Ministries, Inc</b>	Yes, volunteers have been low
<b>Botetourt County Public Schools</b>	Yes, we have been feeding children throughout the school closure without no revenue coming in and not much reimbursement from the state.
<b>Local Environmental Agriculture Project (LEAP)</b>	Yes. The changes we had to make to the markets to keep them open (started online ordering, additional safety protocols, additional staffing) all added costs to our operations. We also started the Community Produce Packs in which we purchase, pack and delivery bags of fresh, local produce to community partner to distribute to the client base who have limited access to food, especially produce. In addition, we have seen more demand for Medicaid incentives for food, community gardens and Farm Share-- which has been great but we have been doing more with the same amount of staff.
<b>Roanoke Area Ministries Inc</b>	Yes - to comply with social distancing and still accommodate the ability to feed about 70 people a day
<b>Roanoke City Public Schools</b>	We have been adapting to the various tools for delivering food

# Discussion of Survey Responses

Question 12 asked “Is your organization providing additional services in response to the Covid-19 pandemic? Summary of answers:

- We’ve expanded eligibility for food pick up services
- Crisis funding to help pay rent, mortgage, utilities, etc.
- We started an online market, created a no-touch delivery/food pick up system for customers, increased our Farm Share capacity, and created the Community Produce pack program
- PPE, Emergency Food & Paper Productions, creative delivery of services
- Virtual resources, food resource map
- Additional food and funds to support hunger relief efforts
- Doing more virtually and with curbside kit and social distancing farmers market opportunities
- Adapting services and procedures/requirements for efficiency and safety for all concerned
- Food for families in addition to food for children
- Partnering with more organizations to build their capacity





# Discussion of Survey Responses

## Long-term needs

<b>Q15: In what capacity does your organization address food shortages? i.e. food pantry, serve meals, organize food access, etc.) Explain.</b>	
<b>Junior League of Richmond</b>	Increasing capacity with partner organizations that address food shortages
<b>Feeding Southwest Virginia Community Solutions Center</b>	Partner with local pantries, food distribution, food farmacy
<b>Presbyterian Community Center</b>	We have fed over 90,000 meals over the last 3 years working with Feeding SW Va at all library locations. We tie a literacy component to it with books, materials and programs to support children and families.
<b>Roanoke Public Libraries- City of Roanoke</b>	We are seeing increased need with the Library's Feed Read and Grow initiative.
<b>Kroger</b>	Food, funds, volunteer, work
<b>Virginia Cooperative Extension</b>	Education on cooking, gardening, stretching food budgets, nutrition, promoting VFM, organizational policy/systems/environment change that supports healthy food access (working with stores, schools, etc.)
<b>Local Office on Aging, Inc</b>	All of the above. We have Meals on Wheels, Congregate Dinners, Emergency Food, Pet food, Senior Good Box, RD counseling
<b>Rescue Mission Ministries, Inc</b>	Food pantry and serve meals
<b>Botetourt County Public Schools</b>	Serves meals
<b>Local Environmental Agriculture Project (LEAP)</b>	Community Produce Packs (grant/donation funded to give bags of produce to people), 50% off for anyone shopping with SNAP or who participate in WIC/Medicaid
<b>2-1-1 Virginia</b>	We offer referrals to local food resources for people in need
<b>Roanoke Area Ministries Inc</b>	Serve meals
<b>Roanoke City Public Schools</b>	We have a contract with Sodexo to create breakfast and lunch deliveries



# Discussion of Survey Responses

Question 16 and 17 asked how Covid-19 has impacted how many people you serve on a weekly basis. Summary of answers:

- The headcount has reduced, but we think we are reaching more families
- Serving 100 people per week before Covid-19 and 75 people per week thereafter
- The number has increased on a weekly basis
- Some programs have increased their capacity, others have decreased
- Decreased since Covid-19 but varies from week to week
- Increased by 25% since Covid-19
- Kroger has provided \$500,000 in food and funds since Covid-19
- Roanoke Public libraries has continued to feed and serve approximately 250-300 meals/day, and are now feeding at all library locations
- 100-125 individuals served per week prior to Covid-19 to 40-50 individuals per week post Covid-19

# JLRV Impact

- a. Direct service through volunteering
- b. Grants
- c. Collaboration and coalition building
  - i. <https://roanoke.ext.vt.edu/FoodResources.html>