**Our Brand**

Our brand is a representation of our mission. Our brand communicates our reputation, identity and purpose whenever people encounter our work.

- People who are hungry remain our primary focus
- Our Partner Agencies and collaborative partners should be promoted in how we explain our services
- Our programs and services are extensions of our mission
- Our employees, volunteers and donors enable our mission each and every day

**MISSION**

Leading the effort to eliminate hunger in our community.

**VISION**

A hunger-free community.

**VALUES**

**PEOPLE**
We will treat all people with respect, dignity, and courtesy. We will work to provide an inclusive culture in which all can work and learn together.

**QUALITY**
We are committed to excellence in services, products, and operation.

**INTEGRITY**
We will be honest and fair in our dealings with others.

**STEWARDSHIP**
We will use our resources wisely, with accountability to the public and concern for the environment.

**COLLABORATION**
We are appreciative of our community partners, donors, volunteers, and employees for their commitment and support.
Our Name

Foodbank of Southeastern Virginia

In print, always use the formal name for the first reference to or mention of the Foodbank of Southeastern Virginia. You may use the abbreviation “the Foodbank” for each reference following within the same text.

Though Foodbank of Southeastern Virginia is our legal name, in most print and marketing materials, the use of Foodbank of Southeastern Virginia and the Eastern Shore should be used to give a better description of our service area. Any materials pertaining to Planned Giving should use the formal legal name, Foodbank of Southeastern Virginia, at all times.

Our Accreditation & Membership

The Foodbank of Southeastern Virginia is a 501(c)(3) nonprofit organization registered as tax-exempt with the IRS. We are one of the 200 network member food banks of Feeding America™, the nation’s largest domestic hunger-relief charity.

We are also a member of the Federation of Virginia Food Banks and our local United Ways.

PARTNER LOGOS

The Foodbank of Southeastern Virginia earned a 4-star rating from Charity Navigator. This distinction means the Foodbank, a 501 (c)3 charitable organization, outperformed most charities in America in areas of efficiency, fiscal integrity, and effectiveness. A copy of our financial statements is available upon request from the Virginia Department of Agriculture and Consumer Services, Virginia State Division of Consumer Affairs, P.O. Box 1163, Richmond, Virginia 23218.
Our Logos

CORRECT USAGE

Four color without tagline

Two color without tagline
PMS 032 and Black

Black without tagline

Black with tagline

Four color with tagline

Two color with tagline
PMS 032 and Black

White reversed without tagline

White reversed with tagline
Our Logos

**INCORRECT USAGE**

Do not remove any part of the logo.

Do not rearrange any element of the logo.

Do not shear or skew the logo.

Do not add effects to the logo.

Do not recolor any portion of the logo.

Do not distort the logo when scaling.
Our Logos

CLEAR SPACE AROUND LOGO
In order to maintain the integrity of the logo and ensure it stands out in all communications, a clear space must be maintained around the logo. This space should not contain any other text or graphics.

MINIMUM LOGO SIZE
To make sure the logo is identifiable and legible, the logo should never be produced smaller than the minimum size, based on width, illustrated below.
**Typography**

**PRIMARY FONTS**

Myriad Pro

Myriad Pro is the Foodbank of Southeastern Virginia and the Eastern Shore's primary sans serif typeface. All text should be set to a minimum of 12-point font.

Myriad Pro Bold

Myriad Pro Bold

Myriad Pro Italic

Myriad Pro Italic

**ITC American Typewriter**

ITC American Typewriter is the Foodbank of Southeastern Virginia and the Eastern Shore's primary serif typeface. All text should be set to a minimum of 12-point font.

ITC American Typewriter

ITC American Typewriter

**SECONDARY FONTS**

Helvetica Neue LT Std 55 Roman

Helvetica Neue LT Std 55 Roman

Helvetica Neue LT Std 75 Bold

Helvetica Neue LT Std 75 Bold

Helvetica Neue LT Std Italic

Helvetica Neue LT Std Italic

* All print and marketing materials require approval by the Marketing and Business Relations Director.
Color Palettes

Consistent use of the Foodbank color palette is an essential part of our visual brand. The core palette consists of the primary colors to be used in all communications with the secondary color palette acting complementary to the core. Do not use unauthorized colors in Foodbank media or marketing materials.

CORE COLOR PALETTE

- PANTONE Red 032 C
  RGB 247/50/63
  CMYK 0/93/76/0

- PANTONE 144 C
  RGB 243/139/0
  CMYK 2/54/100/0

- PANTONE 371 C
  RGB 85/98/33
  CMYK 64/42/100/31

SECONDARY COLOR PALETTE

- PANTONE 377 C
  RGB 121/153/0
  CMYK 58/22/100/4

- PANTONE 4625 C
  RGB 81/44/29
  CMYK 44/74/81/58

- PANTONE 7502 C
  RGB 210/184/135
  CMYK 18/25/53/0
Photography

Photography is a vital and engaging way of telling our story and expressing our brand. All images should reflect diversity, hope and nourishment. All images should display dignity and represent real-life customers. Multiple images should always be utilized to ensure a mix of ages, cultures and ethnic backgrounds. Key demographics that should be depicted include children, seniors and families.

When utilizing images, it is required that photo release forms be completed by those being displayed/captured. If photos are being taken at a non-Foodbank event, it is the responsibility of the event organizer to ensure the proper release forms are secured. The Foodbank will not be held responsible. See sample photo release at the end of this document.

Images of food should be nutritious. i.e. fresh vegetables and fruit. No sugary drinks or junk food. Avoid stereotype food with a particular ethnic group.

For Foodbank staff and board members, the Feeding America media library is an approved resource for customer, volunteer and program images. All other images must be approved by the Marketing and Business Relations Director prior to publication.
Audio, Visual & Digital

WEBSITE
Our web address is: foodbankonline.org.

Please do not include “www.” or “http://” in front of any of our web addresses. Always include our web address on Foodbank of Southeastern Virginia and the Eastern Shore’s communication materials.

SOCIAL MEDIA
Our social media urls are:

- Facebook.com/SEVAFoodbank
- Twitter.com/FoodbankSEVA
- YouTube.com/user/FoodbankofSEVAandES
- Pinterest.com/sevafoodbank
- LinkedIn.com/company/1507990
- Instagram.com/foodbankseva
- Foursquare.com/foodbankseva
- Yelp.com/biz/foodbank-of-southeastern-virginia-and-the-eastern-shore-norfolk
- Flickr.com/photos/99025199@N07

Before producing any website, video or digital advertising for the Foodbank of Southeastern Virginia and the Eastern Shore, please contact the Marketing and Business Relations Director.

VIDEO RESOURCES
We produce short video and audio clips about the Foodbank of Southeastern Virginia and the Eastern Shore in a positive and dignified way. Videos should be used for the purpose of sharing our mission and vision with the public, internal audiences and donors. All videos must be approved by the Marketing and Business Relations Director prior to usage. A listing of videos can be found at YouTube.com/user/FoodbankofSEVAandES.

The Feeding America media library is also an approved resource for videos for Foodbank staff and board members.
Graphics

Graphics are a great way to add illustration to Foodbank communications. They may be used in the colors shown or in grayscale. For a complete library of available graphics, please contact the Marketing and Business Relations Director.

HOW DO WE DO IT?

DONORS

Foodbank

PARTNER AGENCIES

THOSE WHO NEED FOOD

Donors including individuals, businesses, foundations, USDA, and organizations donate food, funds and volunteer time

The Foodbank collects and distributes food and grocery products to Partner Agencies and direct distribution programs

Food pantries, shelters, soup kitchens, Mobile Pantries and Child Nutrition Programs

Food is provided to individuals who are struggling with hunger in Southeastern Virginia and on the Eastern Shore

leading the effort to eliminate hunger in our community

Hope = turning hunger into hope

Thank you for caring

Clear space around graphic

Minimum size

0.25”

1.75”

1.0”

Tagline inside

Tagline outside
General Talking Points

When speaking about the Foodbank, always use a focused, concise and hopeful voice. Use our full name, Foodbank of Southeastern Virginia and the Eastern Shore, for the first reference, but you may abbreviate “the Foodbank” for additional references.

The following are some possible talking points about the Foodbank:

• A tax-exempt organization distributing emergency food to over 400 Partner Agencies and Programs including soup kitchens, food pantries and emergency shelters along with our Mobile Pantry, Kids Cafe® and BackPack Programs

• * Every $10 donation allows the Foodbank to distribute up to $60 worth of grocery products to those struggling with hunger.

• A community of donors, volunteers, supporters and programs with a common goal of feeding our children, seniors and families who are food insecure

• Charity Navigator 4-Star rated

• A member of the Feeding America network of food banks and the Federation of Virginia Food Banks

• * The cost to assemble a meal for the Foodbank is 32 cents

• * 6,200 volunteers contribute more than 41,000 hours annually

* The above information is reviewed and updated annually.
Facility and Service Area

Foodbank of Southeastern Virginia
800 Tidewater Drive
Norfolk, Virginia 23504
(757) 627-6599

Eastern Shore Branch
Physical Address:
24530 Coastal Blvd.
Tasley, VA 23441
(757) 787-2557
Mailing Address:
P.O. Box 518
Onley, VA 23418

The Foodbank’s 4,745 square-mile service area includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight and Accomack.

Foodbank Discrimination Policy
In accordance with Federal law and internal policy, the Foodbank is prohibited to discriminate in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual’s income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the Foodbank’s Chief Financial Officer at 757-314-4547.
Program Descriptions

WAREHOUSE DISTRIBUTION PROGRAM: FEEDING THOSE AT-RISK OF HUNGER
This program includes all food and grocery products from food drives, purchases, and donations from manufacturers and supermarkets. On average, over 1.4 million pounds of food and product are distributed monthly. This is the heart of the Foodbank – where millions of pounds of food are sorted, boxed, and delivered to our 400 Partner Agencies and Programs.

USDA DISTRIBUTION:
The Foodbank is a Commonwealth of Virginia contractor for the distribution of USDA commodities to designated agencies. This source of food includes quality meats, canned and packaged fruits and vegetables, rice, beans, pasta and peanut butter. Through this alone, millions of meals are distributed to those who meet poverty guidelines per USDA. Currently, the Foodbank has 70 USDA agencies distributing food to qualified recipients on a monthly basis.

MOBILE PANTRIES: DISTRIBUTING FOOD WHERE PEOPLE LIVE AND WORK
Our Mobile Pantry Program is one of the most powerful tools to deliver fresh, refrigerated and nutritious items like fruits, vegetables, low-fat dairy and lean meats in communities and neighborhoods that do not have adequate grocery stores, feeding agencies or food pantries. Last year alone, we provided over 833,000 meals to those who needed assistance. There are many areas in our region that do not have a feeding agency within a reachable distance to residents. For some of our clients, the drive to the nearest agency takes more than 30 minutes one way, placing an incredible burden on those who cannot afford the gas or do not have access to dependable transportation. Mobile Pantries allow us to serve these areas and provide food assistance to struggling members of the community, often for the first time.

FOOD RESCUE: RESCUING FOOD BEFORE IT IS LOST
Through grocery store, restaurant, caterer and discount retailer donations, the Foodbank secures nutritious and much-needed refrigerated foods. Much of this food includes perishable items like eggs, milk and lean meats that are approaching their sell-by date. These items are the cornerstone of a family’s balanced diet. Because of our network’s efficiencies and expertise in food safety, logistics and transport, we are able to get these highly desired groceries into food-insecure households quickly before they spoil. Product is either picked up by Foodbank staff and delivered immediately to our network of food pantries, emergency shelters and soup kitchens, or these partners are assigned direct store pick-ups from a local retailer to increase distribution efficiency. Through this program, the Foodbank collected and distributed 4.6 million meals in FY13.

KIDS CAFE®: REACHING CHILDREN AFTER SCHOOL
Across the region, the Kids Cafe program makes free meals and snacks available to low-income children through a variety of existing community locations where children congregate, such as Boys & Girls Clubs, churches or public schools. In addition to providing meals to kids, all Kids Cafe programs offer a safe place where—under the supervision of trustworthy staff—a child can get involved in educational, recreational and social activities. Twenty sites operate during the school year. Last year, we served 251,600 nutritionally balanced meals and almost 148,000 snacks to 2,400 youth.
Program Descriptions continued

BACKPACK: FEEDING CHILDREN OVER WEEKENDS
Through this program, children receive bags filled with shelf-stable, nutritious food to take home for the weekends and school vacations. Containing wholesome, easy-to-prepare meals, the backpack is provided to eligible children free of charge and is distributed at the child’s school on a bi-weekly basis during the school year (an average of 36 weeks). School personnel then ensure that the children receive the food. Schools often select children who are receiving free or reduced-price lunch to receive the bags, as the eligibility for these programs provides a solid gauge for families in need. Currently, the Foodbank has 49 BackPack sites. During this past fiscal year 2013, we distributed over 260,000 meals (more than 52,000 bags) through this program.

SUMMER FOOD SERVICE PROGRAM: NOURISHING CHILDREN DURING THE SUMMER
When kids are out of school during the summer, almost 90 percent have limited or no access to the free or reduced price meals they receive at school during the academic year. This means that children are at even greater risk for hunger during the summer months. Our summer meal sites are part of the U.S. Department of Agriculture's Summer Food Service Program (SFSP), which provides low-income children with free, nutritious meals during the summer months when school is not in session. SFSP is the single largest federal resource available for the Foodbank that combines a feeding program with a summer activity program.

SCHOOL MOBILE PANTRY: HELPING CHILDREN AT HOME
The School Mobile Pantry Program provides groceries to children and their families when parents or relatives are dropping off or picking up their children from school. Previous studies indicate that when children are hungry, their parents, older siblings and relatives are too. Parents typically do everything they can to feed their children before themselves, meaning that when a child goes hungry at home, it is likely that the whole family is hungry. Using the school facility parking area to provide nutritious groceries for children and their families is a convenient and cost-effective solution to child hunger and, in some cases, is a bridge between families and schools. Currently, we have two School Mobile Pantries, both in their second year of the pilot program.

COMMUNITY GARDEN: GROWING AND TEACHING HOW TO GROW
The Foodbank promotes community gardens, a terrific source of vitamins and an alternative to processed foods. The Foodbank works with individuals and groups to plan, plant, care for and harvest a garden that is shared by everyone who participates. Additionally, the Foodbank has a Nutrition Education Program being conducted at a Boys & Girls Club in Virginia Beach. The program goal is to educate children about nutrition and empower them to make healthy food choices.
Signature Events and Annual Campaigns

TASTE OF HAMPTON ROADS
This after-work party features local culinary businesses and fun entertainment to provide funds for the Foodbank of Southeastern Virginia and the Eastern Shore to purchase and distribute grocery products through nearly 400 Partner Agencies and Programs. Taste of Hampton Roads raises hundreds of thousands of meals for food pantries, soup kitchens, shelters, Kids Cafes, BackPack Programs and Mobile Pantries throughout Southeastern Virginia and on the Eastern Shore each year.

TASTE OF THE EASTERN SHORE
Put on by the Onancock Rotary Club, the Taste of the Eastern Shore is an afternoon affair featuring local flavors provided by some of the Shore's top culinary businesses. Ticket sales from the event benefit the Foodbank of Southeastern Virginia's Eastern Shore Branch in Tasley, VA.

HUNGER ACTION MONTH
Every September, Feeding America member food banks across the country participate in Hunger Action Month. This month-long campaign raises awareness about hunger and how those in the community can be part of the solution. Events during Hunger Action Month include Go Orange Day, Food and Fund Drives and volunteer activities.

NALC STAMP OUT HUNGER FOOD DRIVE
Every year, the National Association of Letter Carriers holds the Stamp Out Hunger Food Drive, the largest single-day food drive in the nation. Area residents are encouraged to leave a bag of non-perishable food items next to their mailbox. Local letter carriers will collect the donations and deliver them to the Foodbank where they will be distributed to area residents who are struggling with hunger.
Signature Events and Annual Campaigns continued

106.9 THE FOX AND FM99 MAYFLOWER MARATHON FOOD AND FUND DRIVE
Mayflower Marathon is a 57-hour Food and Fund Drive that typically takes place the weekend before Thanksgiving. Groups and individuals drive through to drop off donations of frozen turkeys, canned cranberry sauce and vegetables, stuffing mix and other holiday favorites as well as donated funds. The food collected from this event is then distributed by the Foodbank to its network of Partner Agencies in time to reach customers for the holiday season.

LEGAL FOOD FRENZY
Legal Food Frenzy is a two-week, competitive, local and statewide Food and Fund Drive among members of the legal community. Law firms, legal departments, sole proprietors and even law schools compete to raise the most food and funds per capita to help feed those in our community struggling with hunger. Local and statewide awards are provided in multiple categories to the winners.

CANSTRUCTION®
Playing with your food takes on a whole new meaning with Canstruction! Each year, architects, engineers, corporations, builders and learning institutions compete to build larger than life sculptures out of canned foods. After the judging and a two-week display period, the sculptures are torn down and the food is brought to the Foodbank for distribution to those in need in our community.

MUSIC FOR THE HUNGRY
Rocking bands, delicious food and family fun is what attendees will find at Music for the Hungry, held on the Eastern Shore each summer. This festival-like event is not only a great time, it also raises thousands of meals for those struggling with hunger on the Eastern Shore.

* Logos for signature events available upon request by contacting the Marketing and Business Relations Director.
PHOTO RELEASE FORM

Participant’s Name ____________________________:

I hereby consent to the photographing of my person and property and to the use of my name, likeness, pictures, and/or voice by the Foodbank of Southeastern Virginia (FSEVA), its network and affiliates of Feeding America, formerly known as America’s Second Harvest—the Nation’s Food Bank Network and any additional designees/assignees, for uses, including but not limited to broadcasting, direct exhibition, and subsidiary purposes. I further consent to the use of my name, likeness, pictures, and/or voice with still photographs, slides, transparencies, videotapes, and/or television presentations and other uses related to the Program, including oral and written narratives and Program publicity and promotion, and in all media now known or hereafter devised throughout the world (including, without limitation, the Internet).

I hereby release the above named organization, their agents, associates, and assignees from any and all claims for damages, invasion of privacy, or any other claim based on the use of said material, and I hereby agree to indemnify the Foodbank and Feeding America, and hold FSEVA and Feeding America harmless from any claim asserted by any third party relating to or arising out of my participation in the Program.

I agree that my participation confers upon me no rights of ownership, whatsoever. In addition, I agree that FSEVA and Feeding America shall have the right to use my likeness for not-for-profit education, solicitation, and information, and shall have the right to make it available for broadcast and cable origination worldwide to make it available to media as it sees fit by all distribution mechanisms now existing or hereafter devised (including not-for-profit distribution to homes, but not by sale or rental through commercial video stores). FSEVA and Feeding America shall also have the right to allow other media outlets to record off-air and off-satellite and retain for information and solicitation purposes.

ACCEPTED AND AGREED TO:

Foodbank of Southeastern Virginia:         Participant/Grantor:

By: ____________________________       By: ____________________________

Authorized Signatory                   Title: ____________________________

Date: ____________________________       Date: ____________________________

Address: ____________________________       Phone: ____________________________