

# GIVING OPPORTUNITY How You Can Help

## PROJECT LIFELINE

*Ensuring low-income families have access to fresh, nutritious food*

Every month is a juggling act for so many families who are working hard but struggling to make a living. Unable to set aside savings, just one emergency – one health crisis, one car repair – and a precarious situation can quickly spiral out of control.

Approximately 50% of Broward County households are working hard but falling short, including lacking reliable access to a sufficient quantity of affordable, nutritious food. Knowing where to get their next meal can be a daunting task. There are many kind-hearted people who donate food from their pantries every year. However, many donated items are canned goods, so these families do not have access to fresh meats and produce. In addition, local food banks do not have the resources to purchase costly fresh food.

In an effort to provide fresh food to those who are hungry and support local food banks, United Way of Broward County created Project Lifeline.

### Why Project Lifeline?

United Way of Broward County identifies gaps in services and then strategically creates solutions to fill these gaps. Realizing there was a huge gap with healthy food distribution, United Way created Project Lifeline to ensure our neighbors who are hungry have access to food and, better yet, fresh, nutritious food.

Project Lifeline coordinates the bulk purchases and delivery of nutritious food, including fresh fruits and vegetables, meats, rice, beans, grains and protein to a network of approximately 25 food banks and feeding programs in Broward County.



## IN THEIR OWN WORDS

*"Thanks so very much for your kindness to my son and me during the darkest time of our lives. The food we received is appreciated so much more than my words can describe."*

– STEVE

*"It was a struggle to put any kind of food on the table for my daughter. I could not worry about whether she was eating healthy foods. Now she has fresh fruit and vegetables every month."*

– DANAE

*"We just got our new pallet of food this morning and it was wonderful - lots of produce, rice, tomato sauce, noodles and other wonderful nutritious food. It was great. I thank you and those we feed thank you very much. We appreciate all you do for us."*

– SARAH, FOOD BANK VOLUNTEER

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### How We Are Changing Lives

Since its inception, Project Lifeline has provided more than 10 million pounds of nutritious food to families in need

- Developing a central coordination of bulk food purchasing to keep food costs down
- Introducing fresh produce to local food banks, including fresh fruits and vegetables, meats, rice, beans and grains
- Coordinating a refrigerated trucking system providing weekly food deliveries

## How You Can Help

Last year, United Way of Broward County's Project Lifeline initiative supplied more than 1.2 million pounds of food. While this is a large amount of food to distribute, the need is so much greater.

More than 257,000 Broward County residents still do not know where they will get their next meal. Additional dollars are needed to expand the program to more food banks. All individuals and families should have access to fresh, nutritious food.

### You can help expand the Project Lifeline program across Broward County.

- \$1,200 Provides 400 nutritious meals
- \$600 Provides 200 nutritious meals
- \$300 Provides 100 nutritious meals
- \$100 Provides 30 nutritious meals
- \$50 Provides 15 nutritious meals

### Join others in supporting Project Lifeline:

The Jim Moran Foundation  
The Watts Foundation  
American Express Foundation

## COMMUNITY PRIORITIES

United Way of Broward County fights for the health, education and financial stability of every person in our community.

**Health:** Ensuring people have the opportunity to achieve optimal health

**Education:** Helping people achieve their greatest potential through learning and leadership programs

**Financial Stability:** Empowering people to earn, keep and grow assets