

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
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 33 food banks and feeding programs in Broward County.



THEIR OWN WORDS...

"I'm so grateful. Thank you for helping me with food to eat and giving me volunteer opportunities." – Alex

"I had a job for 6 years, doing basic office work for a big accounting firm. After COVID they closed the office. I have no savings and I am embarrassed to tell you my own name. What I can tell you is Project Lifeline was a lifesaver." – Anonymous

"Project Lifeline has been a saving grace for my family. After all bills are paid and rent is checked off, we sometimes have little to no money to fill our house with groceries. Project Lifeline has helped us get by in tougher times, and I am very thankful." – Joseph

"I am extremely grateful for the items received – fruits, vegetables, canned and packaged goods, dairy and meat. Because of Project Lifeline, I save a lot on my food bill as prices have increased considerably in the supermarket, making it difficult to eat healthy." – Sarah



UnitedWayBroward.org
954.462.4850

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How We Are Changing Lives

Since its inception, Project Lifeline has provided more than 14.5 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 million pounds of food. While this is a large amount of food to distribute, the need is so much greater.

More than 210,000 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.

\$2,500 Buys 2,500 pounds of fresh fruits, vegetables, and proteins

\$1,500 Provides 1,250 people with a nutritious meal

\$500 Provides 416 complete meals

\$365 Provides 304 meals

\$250 Provides 250 pounds of fresh fruits, vegetables, and proteins

\$100 Provides meals to 83 individuals

\$50 Buys 50 pounds of food

\$25 Feeds 11-12 people with a healthy meal

Join Others in Supporting Project Lifeline:

Amazon

American Express Foundation

Bank of America

MacKenzie Scott Foundation

The Jim Moran Foundation

The Watts Foundation

COMMUNITY PRIORITIES

United Way of Broward County fights for the Health, Education and Financial Prosperity 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 PROSPERITY:

Empowering people to earn, keep and grow assets

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