

Letter From Lucy: A Year in Recession

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Related Categories: Government Supports, Letter from Lucy

Dear Friends, The past year presented many challenges for the Food Bank For New York City. Unemployment reached a 26-year high. And 93 percent of our member soup kitchens and food pantries saw an increase in first-time visitors, as reported in *NYC Hunger Experience 2009*.

Responding to increased need, the Food Bank focused on our core strengths — [food procurement](#), [warehousing](#) and a [citywide network](#) of approximately 1,000 food assistance programs that help meet our neighbors' immediate needs. Working toward long-term solutions, additional Food Bank efforts continue addressing issues including [nutrition and health education](#), [tax assistance](#), [food stamps](#) and [public policy](#).

While the country's response to the recession appears to have had a real impact on hunger, **most of the government increases in support were designed as temporary measures — and will soon end.**

Over 2009, the Food Bank brought hunger awareness into new arenas. [Social marketing campaigns](#) encouraged [healthy eating](#) and [Food Stamp enrollment](#), while [online efforts](#) — the launch of *Bank on It*, the Food Bank's blog; our [Twitter](#) presence; and a [YouTube channel](#) — spread the word to new online communities.

In the coming year, the Food Bank is committed to [providing meals](#) and [services](#) for [New Yorkers who continue to struggle](#) in difficult times, while strengthening the safety net for those in need. **And we will continue to rely on supporters like you.** Whether you [donate](#), [volunteer](#) or [spread the word](#) — [every action](#) helps keep our neighbors well fed. Thank you!

Sincerely,

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Lucy Cabrera, Ph.D., CAE
President and CEO

