

*Creating Change:*

# The Impact of the City Budget on Food Security

Presented By: The Public Affairs Team,  
Food Bank For New York City



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# The Public Affairs Team

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## The Public Affairs Area

We advocate to **over 200 City, State, and Federal elected officials** by mobilizing leaders and clients from our member community-based network, educating and activating our supporters, donors, and volunteers, and working in coalition to advance our shared legislative and policy priorities.

**Our strategy** leverages our programmatic expertise, community connection and reach, and public education and engagement to advance our poverty fighting agenda.

**Our tactics** include community participation efforts, civic engagements, public awareness campaigns (website, email, media, and social media), issue updates, action alerts, and policy and legislative meetings.

In addition to this direct Government Relations work, we **participate in multiple coalitions and working groups**. This includes, among others, Feeding America's Advocacy Grantees, Feeding NYS's Advocacy Committee, and, the NYC Food Consortium policy and advocacy working group that also includes City Harvest and United Way of NYC.



# Agend

- 1 Public Affairs
- 2 Goals
- 3 Pop Quiz!
- 4 City Government
- 5 City Budget Process & Timeline
- 6 Food Bank's FY25 New York City  
Budget Priorities Explained
- 7 City programs and our work
- 8 Breakout Rooms - Activity
- 9 Upcoming Activations
- 10 Q&A





# Goals



LEARN about the New York City budget process



UNDERSTAND how the New York City budget impacts our work and the opportunities to support our mission



BE EMPOWERED to integrate your understanding of the importance of the city budget into your work and your communications



BE A MESSENGER to bring others in your network into city budget advocacy

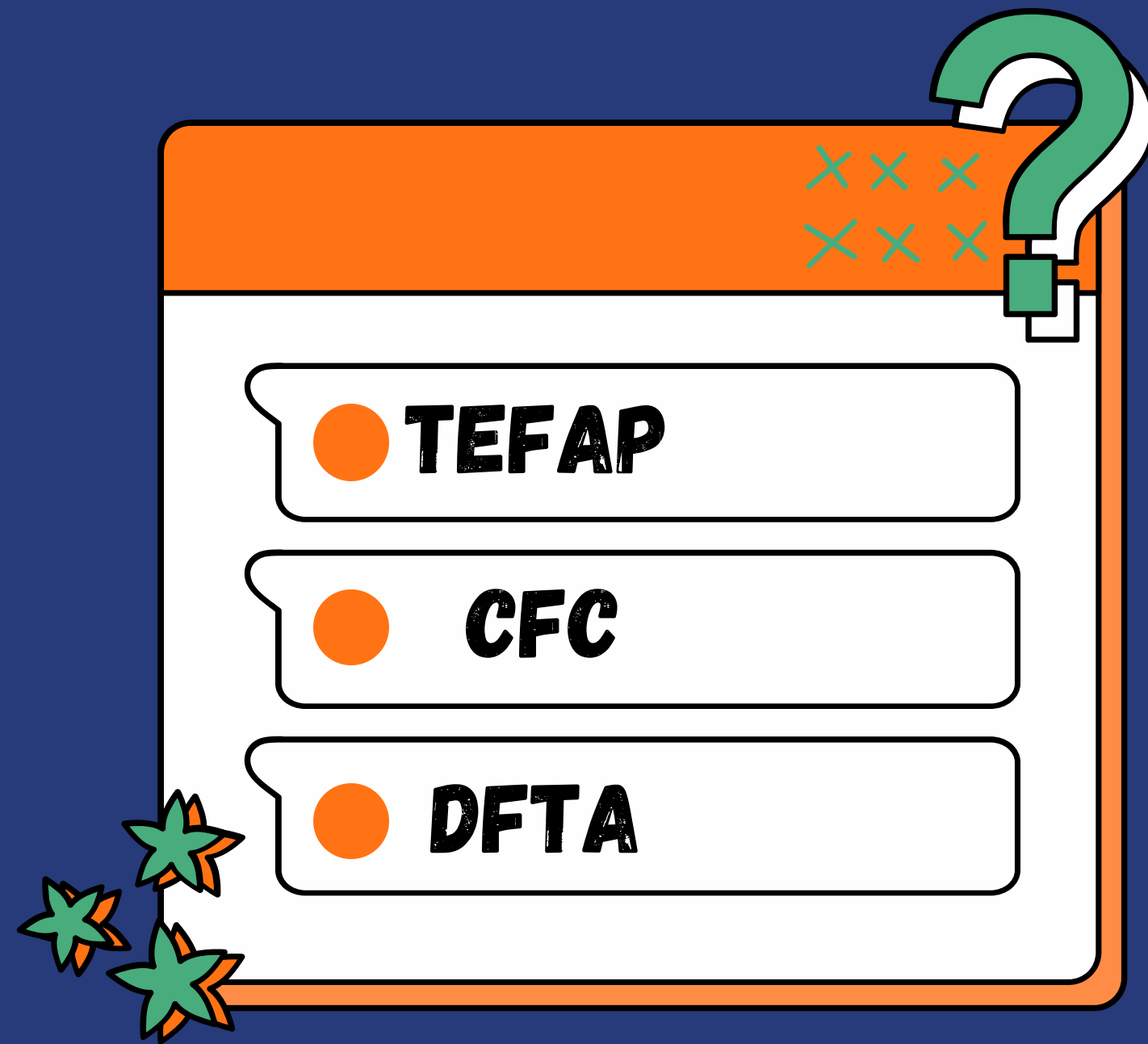


**FOOD BANK**  
FOR NEW YORK CITY



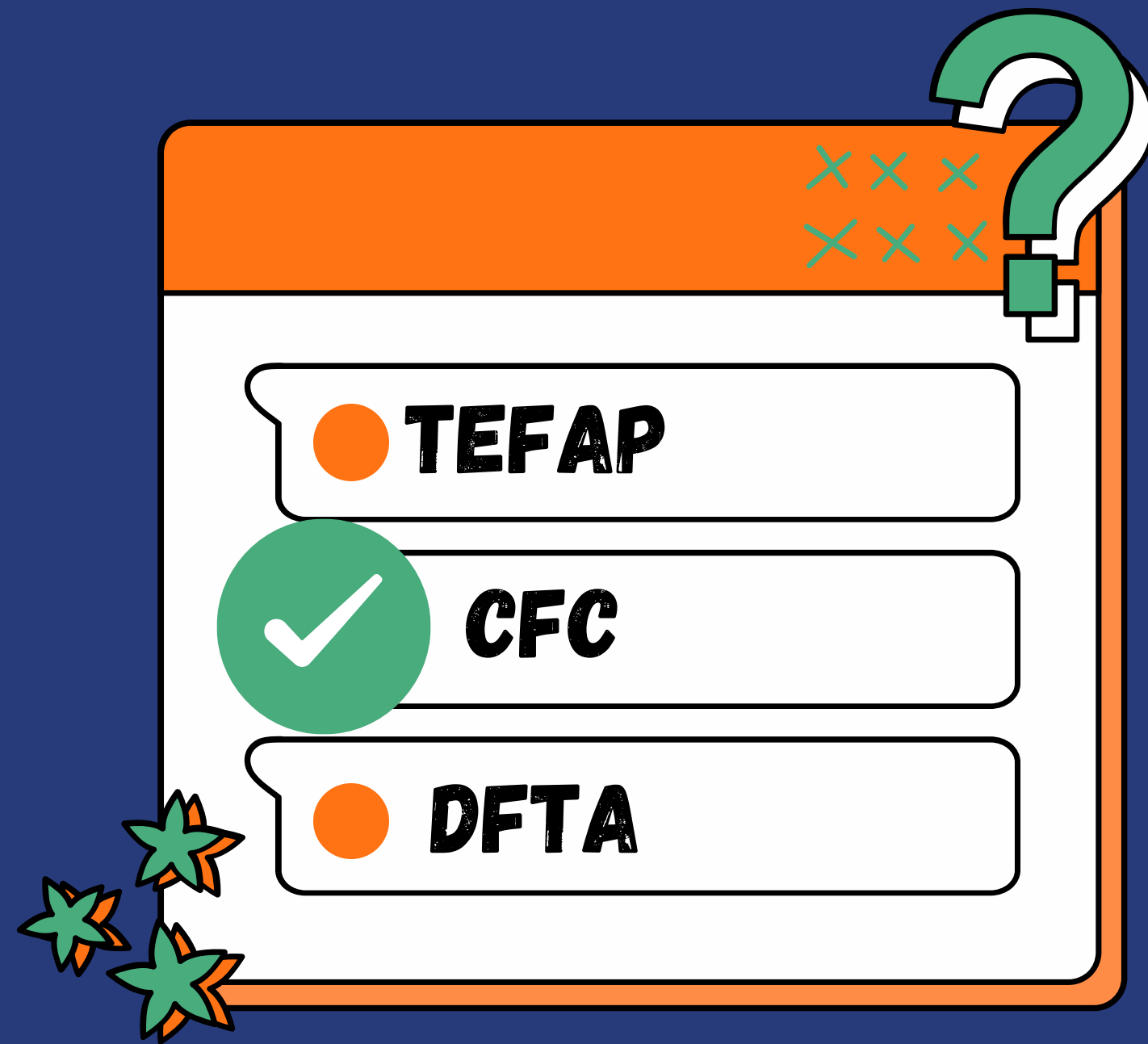
QUIZ!

# How does New York City address food insecurity?



What NYC food assistance program provides food to over 500 food pantries and soup kitchens across New York City, including Food Bank's West Harlem Community Kitchen and Food Pantry ?

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# How does New York City address food insecurity?



In our most recent survey, 88 % of FBNYC's member network reported serving a high number of older adults. How many NYC residents over 60 experience food insecurity?

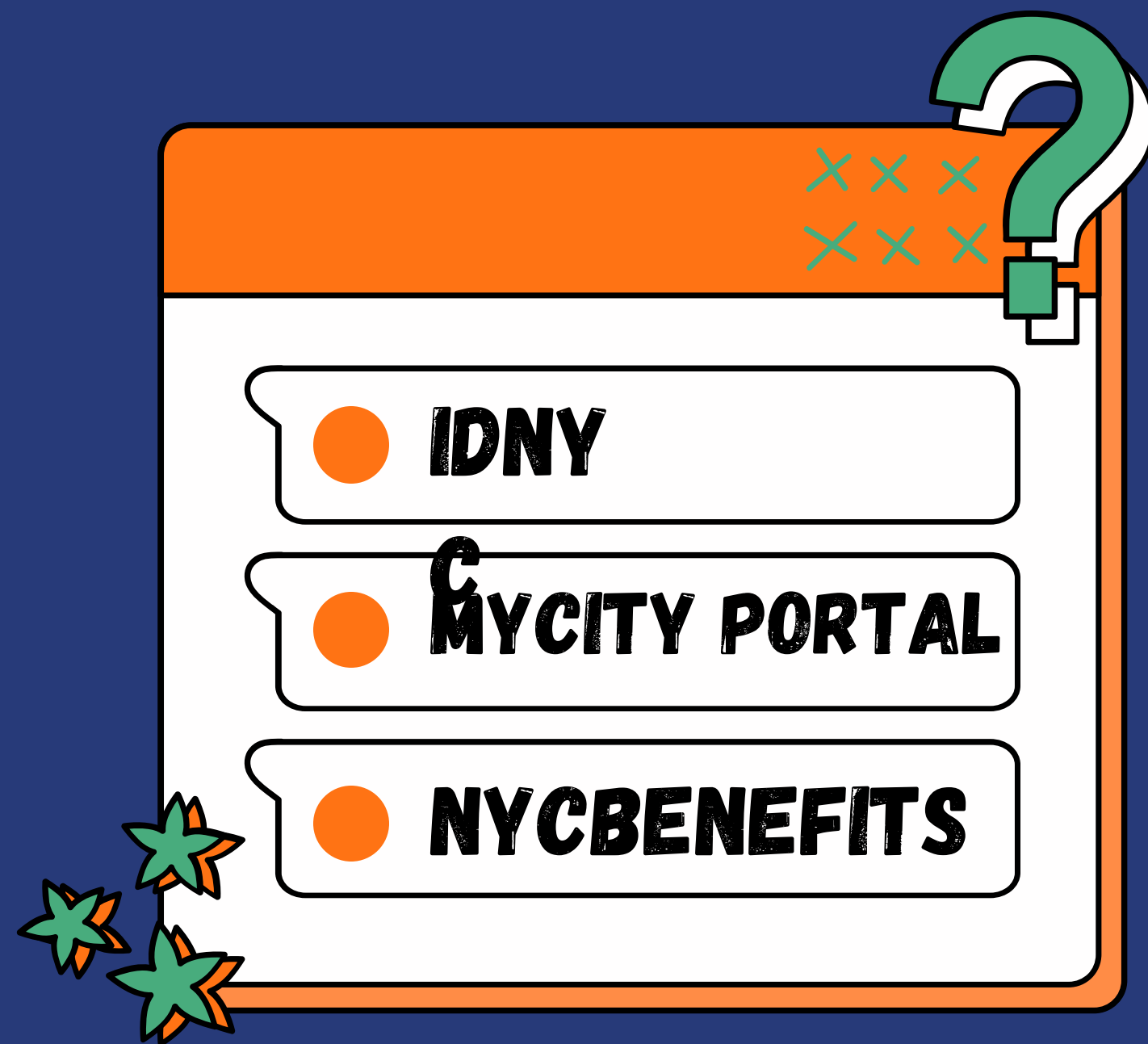
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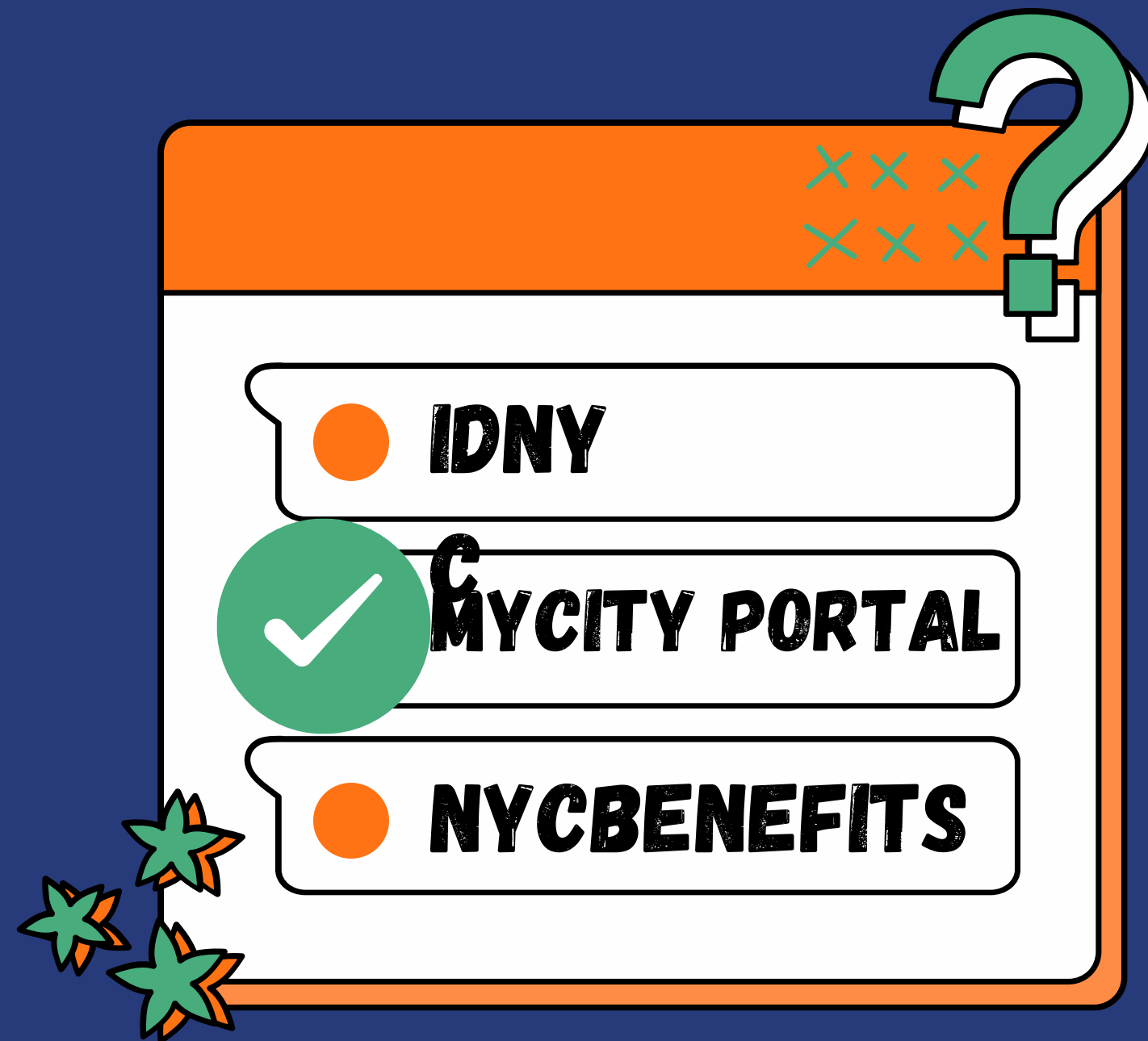


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# How does New York City address food insecurity?



According to the [NYC True Cost of Living Report](#), what percentage of New York City households with children under 5 years old do not have the resources to meet their basic needs?

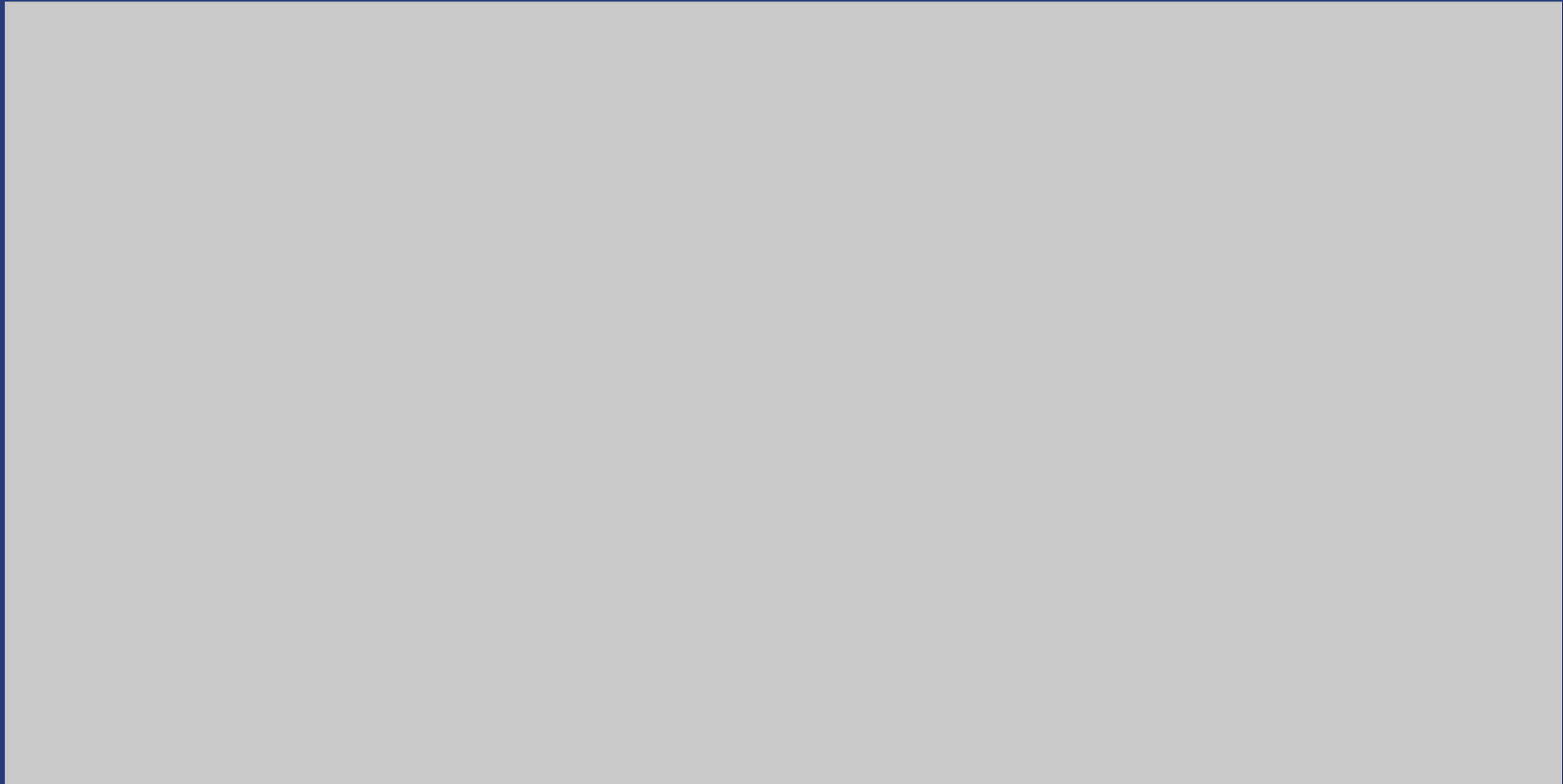
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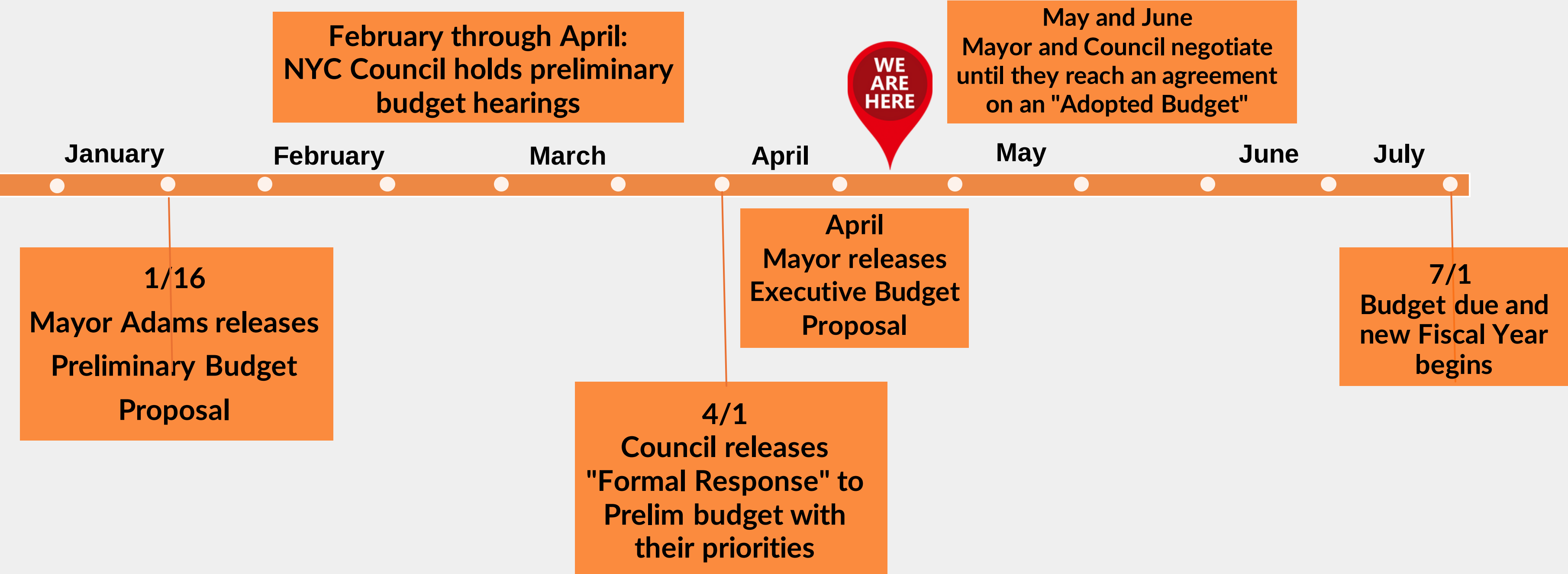
According to the [NYC True Cost of Living Report](#), what percentage of New York City households with children under 5 years old do not have the resources to meet their basic needs?



# What does the City Gov't do?



# New York City Budget Timeline





# Budget Priorities at a Glance

## Food Assistance

- **\$60M** for Community Food Connection (CFC) - formerly EFAP
- **\$65.3M** for meals for older adults
- **\$10M** to fully fund the Groceries to Go program

## Benefits Assistance

- **\$10M** to fully fund NYC Benefits
- Continue to invest in MyCity Portal

## Support for NYC Families

- Restore cuts and fully fund Pre-K and 3-K
- Prioritize the rollout of universal 3-K

# Budget Priorities

## Food Assistance

CFC

Senior Meals

Groceries to Go

## Benefits Assistance

NYC Benefits

MyCity Portal

## Supporting Women & Families

Pre-K & 3-K

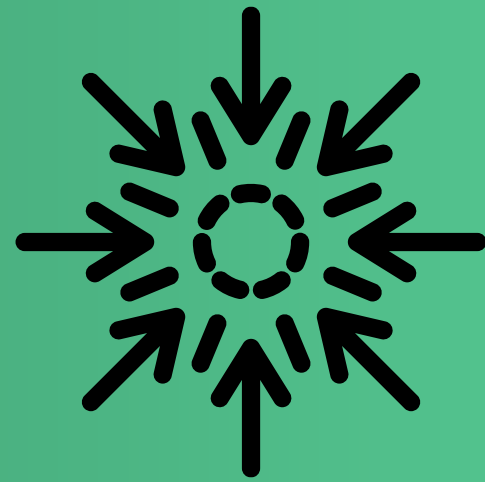


# Food Assistance

**CFC** *The Community Food Connection*

is administered by the NYC Department of Social Services (DSS/HRA) and provides food and administrative support to cover utilities, equipment, food service products, office supplies, and personnel to NYC food assistance providers.

60M is based on the previous allocation with an additional amount to meet rising fresh food costs and the needs of asylum seekers.



\$60M

500

food pantries

➤ Rising food costs

➤ Diverse supply

➤ Fresh produce

CFC

in NYC,  
including CKP



# Budget Priorities



## Food Assistance

CFC

Senior Meals

Groceries to Go

## Benefits Assistance

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MyCity Portal

## Supporting Women & Families

Pre-K & 3-K

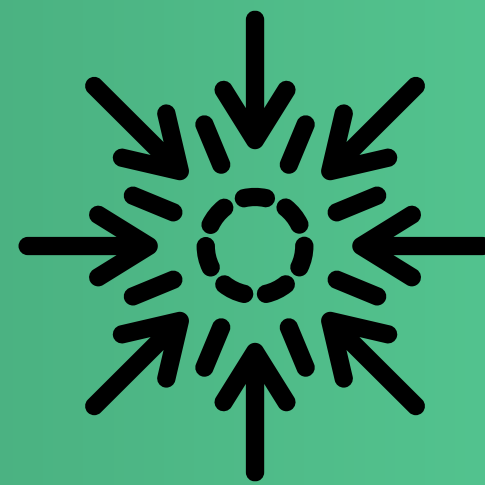


# Food Assistance

## Senior Meals

Administered by the NYC Department For the Aging (DFTA), home delivered meals and congregate meal programs at older adult centers support older New Yorkers facing food insecurity who are unable to prepare meals, provide opportunities for socialization, and allow staff to do wellness checks and connect older New Yorkers to available resources.

We urge the City to reverse PEG cuts to older adult centers, account for inflation and higher cost of food, and reinvest in the system by allowing centers the flexibility to spend on meals, capital, and other needs.



\$65.3M

to combat

Older-Adult  
Hunger

88%

member agencies

reported serving  
a high number of  
older NYers



eligible older  
adults

do not receive  
SNAP

# Budget Priorities

## Food Assistance

CFC

Senior Meals

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MyCity Portal

## Supporting Women & Families

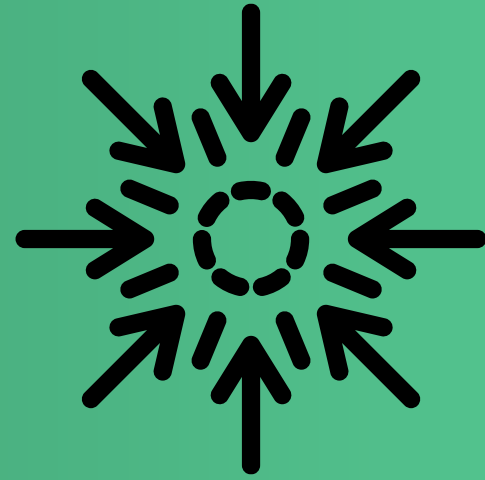
Pre-K & 3-K



## Food Assistance

# Groceries to Go

Begun in response to the pandemic, Groceries to Go is administered by the NYC Dept of Health and has evolved into a prescription meal delivery program providing a grocery benefit to uninsured New Yorkers with health conditions that have a proven link to diet.



\$ 10M

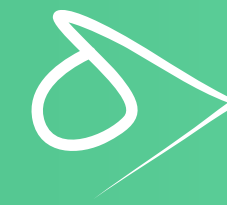
to maintain &  
expand

participation

8K

currently enrolled  
New Yorkers receive

medically  
appropriate, home  
delivered groceries



Helps the food  
assistance  
network reach  
vulnerable &  
high needs  
New Yorkers

# Budget Priorities



## Food Assistance

CFC

Senior Meals

Groceries to Go

## Benefits Assistance

NYC Benefits

MyCity Portal

## Supporting Women & Families

Pre-K & 3-K



# Benefits Assistance

## NYC Benefits

enables CBOs to conduct benefits outreach and connect eligible New Yorkers in need to resources, including billions of dollars in federal benefits that are currently underutilized. Funding ensures New Yorkers are informed about available resources, can easily access them, and stay enrolled in those programs.



# NYCBenefits

As the coordinators of the NYC SNAP Task Force and with dedicated SNAP training and assistance staff, Food Bank For New York City knows the power of community-based benefits assistance in connecting people to resources they need.



# Budget Priorities



## Food Assistance

CFC

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MyCity Portal

## Supporting Women & Families

Pre-K & 3-K



# Benefits Assistance

## MyCity Portal

is a planned one-stop shop where NYers will be able to go online and easily search, apply for, and track city services and benefits.

Food Bank joins the Mayor and Council in their belief that New York City must improve the administration of critical food benefits and anti-poverty programs by funding community non-profit assistance, cross-agency collaboration, continue implementing Mayor Adams' goal to create a comprehensive MyCity applications portal.

# Phase

# 1

Spring 2023

introduction to  
MyCity portal

# Phase

# 2

TBD

- Will assist job seekers with resources and training to get hired,
- Help small business owners start, operate, and grow their business in NYC

# MyCity

applications portal

- Funds non-profit assistance
- Cross agency collaboration
- Comprehensive

# Budget Priorities



## Food Assistance

CFC

Senior Meals

Groceries to Go

## Benefits Assistance

NYC Benefits

MyCity Portal

## Supporting Women & Families

Pre-K & 3-K

# Supporting Women & Families

## Pre-K & 3-K

New York City must protect universal free Pre-K and make 3K seats available to all who need them.

These programs are vital supports for families struggling to stay in New York City, and provide access to foundational learning and free school meals to families in need.

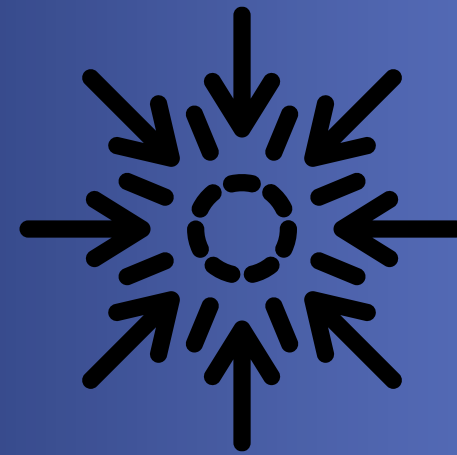




\$170M

to restore

full funding for  
Pre-K and 3-K



\$23B

LOST

in economic  
activity due to  
parents leaving  
the workforce



67%

member agencies

reported serving  
a high number of  
households with  
children

# Budget & Programming Summary

## Food Assistance

- **\$60M** for Community Food Connection (CFC) - formerly EFAP
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## Benefits Assistance

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## Support for NYC Families

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# What can YOU do to help?

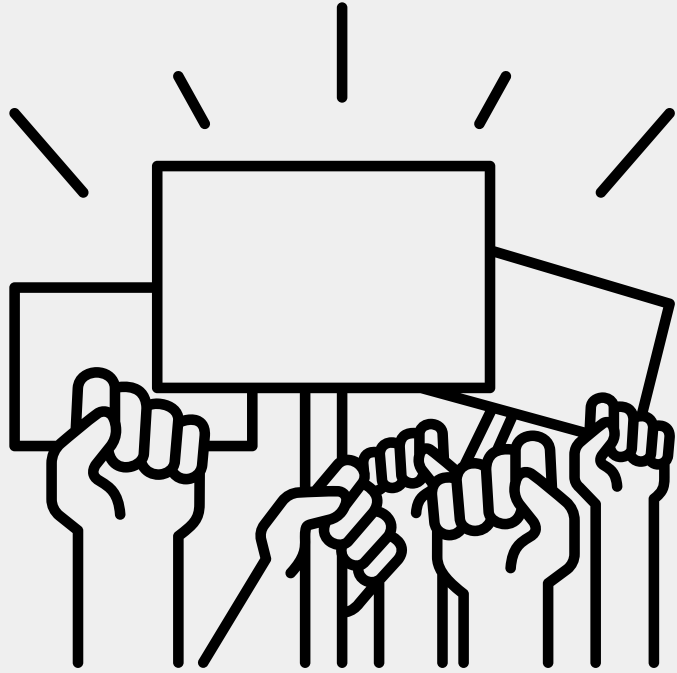




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# Upcoming Activations...

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**Rally for a Food  
Secure NYC**

**May 3, 2024**

**City Hall**



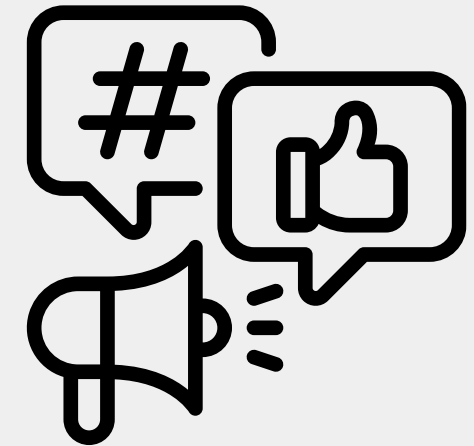
**Sign our online  
petition!**

**Incentives  
included**



**Woman2Woman  
Repack  
&**

**City Budget Postcard  
Campaign**



**Amplify community  
needs & repost FBNYC  
on social media**



# Breakout Session

Using the information in this presentation, develop an **elevator pitch** for the audience you manage (*donors, members, volunteers, clients, school administration, board members, general public, etc.*) on FBNYC's NYC Budget Priorities.

Assign one person to share their screen upon return.

# ELEVATOR PITCH

Packages  
these  
elements in a  
way that is  
short,  
personal and  
memorable



## THE MESSAGE

What do you need your audience to remember?

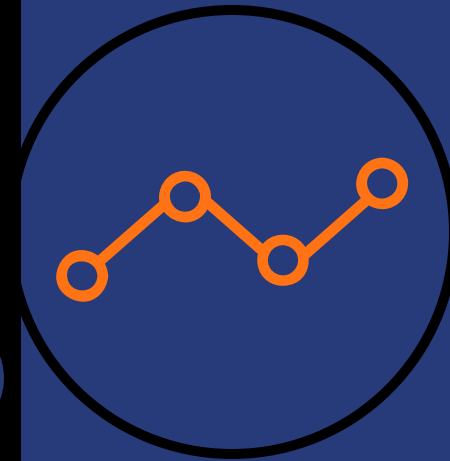
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## THE MESSAGE

What do you need your audience to remember?



## THE STORY & DATA

Connect the message specifically to your work, with a quick fact/data and story

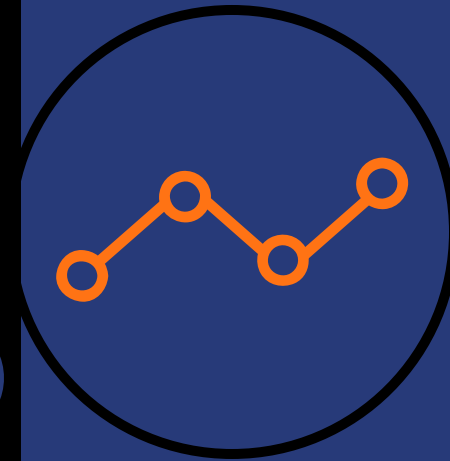
# ELEVATOR PITCH

Packages these elements in a way that is short, personal and memorable



## THE MESSAGE

What do you need your audience to remember?



## THE STORY & DATA

Connect the message specifically to your work, with a quick fact/data and story



## THE ASK

Consider who you are talking to, what they care about, and what is within their power to impact. Then, make a specific request.



# Synoptic Table of Advocacy Messaging

TARGET AUDIENCE	VALUES	ASSETS	TARGET ACTIONS	VALUE PROPOSITION
DONOR				
CLIENT				
LEGISLATOR				
MEMBER AGENCY				
GENERAL PUBLIC				
SCHOOL ADMIN, TEACHER				
MEDIA				

“As a [target audience] who values [value], and can access [asset], [target action] is means to achieving [value proposition] during the New York City budget process.

# Synoptic Table of Advocacy Messaging

TARGET AUDIENCE	VALUES	ASSETS	TARGET ACTIONS	VALUE PROPOSITION
DONOR	equality	existing relationships with legislators	contacting legislators about our NYC Budget priorities	a more equitable New York City
CLIENT	access to food	personal stories	sharing personal stories with legislators	helping other New Yorkers
LEGISLATOR	good use of public funds	political power	champion bill request sign on/ co-sponsor	stimulate economy
MEMBER AGENCY	community food security	grassroots power	sharing FB NYC tiles on social media	Feeding more community members
GENERAL PUBLIC	charities	time	calling legislators	proud New Yorker
SCHOOL ADMIN, TEACHER	kids' success	working directly with families	facilitating postcard campaign	well being of students
MEDIA	trustworthiness	news outlets	covering a lobby day press conference	good & truthful storytelling

“As a [target audience] who values [value], and can access [asset], [target action] is means to achieving [value proposition] during the New York City budget process.





# Regroup



# Assign 1 person to speak





# Thank You!



# Questions?