

2022

# IMPACT REPORT



MERCY  
BROWN BAG  
PROGRAM  
SENIORS HELPING SENIORS



**“Times are hard. You think you have enough money in your budget but you go to the store and realize you don’t. Brown Bag really helps cover the dent in your budget and fills the need for good food.”**

**- Jaqueline, Volunteer and Recipient for 6 years**

# MISSION

At Mercy Brown Bag we are passionate about serving food-insecure older adults in Alameda County with nourishing groceries; engaging them where possible with socialization and volunteer opportunities to enjoy a life with dignity and connection

# VISION

A society where all seniors have access to healthy food as well as opportunities for physical activities, social interaction and a sense of purpose.

# VALUES

- Dignity
- Caring
- Excellence
- Prudent Stewardship
- Collaboration
- Learning

**Celebrating 40  
years of solving  
senior food  
insecurity!**

# DIRECTOR MESSAGE

Dear Friend,

Thank you for your support of the Mercy Brown Bag Program in 2022! As we celebrate 40 years of service to the East Bay Community, we would like to express our deep gratitude to all those, past and present, who enable us to serve.

As you know, at Brown Bag, we are passionate about delivering nutritious groceries to low-income, older adults in Alameda County. Those numbers of food-insecure seniors, unfortunately, continue to grow, resulting in yet more important milestones in 2022.

These results came with YOUR help and our "mighty team of eight," delivering not just groceries but social connection, dignity and care with each bag we packed. Our efforts are hugely magnified by our valued partners, notably the Alameda County Community Food Bank and the hundreds of volunteers sorting produce, packing bags, and distributing food with us across the county.

We opened the new CommonSpirit Grocery in 2022, serving seniors in the Fruitvale district of Oakland and beyond, welcoming three seniors on day one and cresting 1,200 a month before Fall was in full swing. There, seniors can build their custom bags with favorites like eggs, walnuts, shelf-stable dairy, and fresh fruits and vegetables of the season. We also commissioned and blessed a new mobile farmer's market, which took to the road in August.

We are honored to do this work. In collaboration with you, and we look to the future with hope, enthusiasm and optimism.

With deepest appreciation and gratitude,  
Janice Roberts  
Mercy Brown Bag Program Director



## 2022 HIGHLIGHTS

- A return to our previous distribution models, from 100% at-home deliveries to support our recipients during COVID, back to delivering across the county at 60+ senior centers and partner agencies.
- We provided 144,000 bags containing more than 2 million pounds of food, enabling 1.8 million meals from the food we delivered.
- Over 8,000 people were fed regularly (2X a month), up 40% from pre-COVID numbers.

# 2022 AT A GLANCE

## SENIOR NUTRITION INSECURITY CONTINUES TO GROW

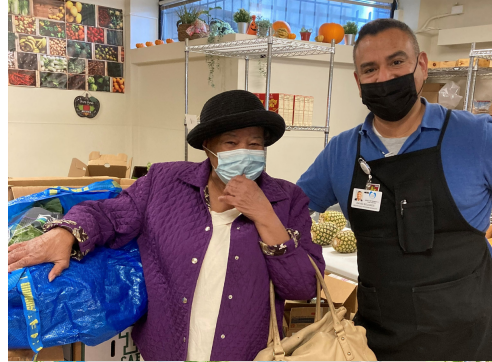
The surge in new recipients since the pandemic's beginning has continued unabated. Our service population has grown by 40% from pre-pandemic numbers, and we expect this trend to continue as the number of food-insecure older adults in Alameda County grows.

## 97% SATISFACTION RATE

97% of surveyed Brown Bag recipients report having greater access to nutritious foods since receiving the service.

## MERCY BROWN BAG INCREASES CHOICE

In 2022, we continued our efforts to offer recipients more choices in the food they receive. Not only is this better for their mental health and program satisfaction, but it is also an essential strategy for reducing waste. We also strive to address cultural food preferences across our recipient populations.





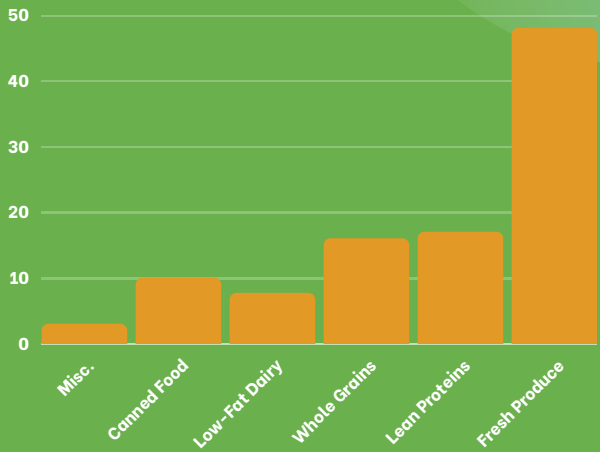
# OUR FOCUS: HEALTHY DIETS FOR NUTRITION-INSECURE OLDER ADULTS

Subscribing to the belief that "food is medicine" almost half of all bags (48%) were fresh produce. And following the USDA Good Food Guidelines, 90% of the groceries we distributed were fresh fruit and vegetables, lean protein, low-fat dairy and whole grains.

8,500  
Seniors  
Served

60+  
Distribution  
Sites

## MAKE-UP OF BAGS BY WEIGHT



96% of recipients  
report Brown Bag  
provides most of  
their food

# FEEDING THOUSANDS REQUIRES MILLIONS...

The Brown Bag Team is small but highly productive, multiplying our reach through a critical network of partners and volunteers. We are thankful for our continued partnership with United Way and DoorDash, as home deliveries continue to be a central need. The Alameda County Community Food Bank is our most vital partner, covering a very large portion of our grocery needs. This helps keep our budget on track to remain well-staffed and provide for thousands of seniors.



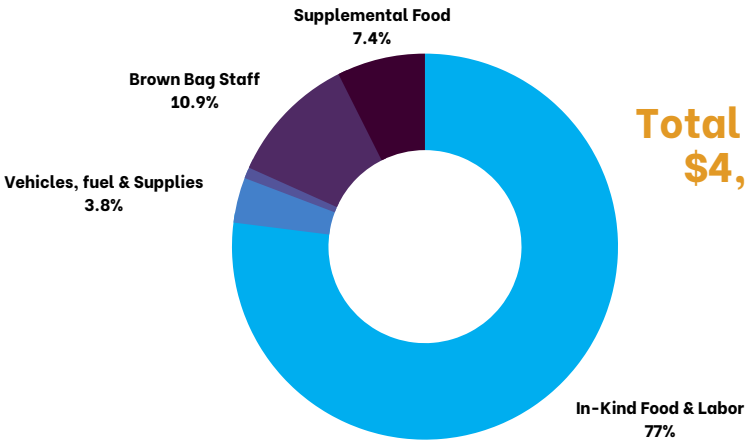
**2.16  
MILLION POUNDS  
OF FOOD**

**1.8 MILLION  
MEALS**

**144K BAGS  
DISTRIBUTED**

# BUDGET BREAKDOWN

## EXPENDITURES FOR 2022



**Total Expenses:  
\$4,844,489**

To meet the expanding needs of Alameda County's elder population, 2022 was the most costly year in Brown Bag history. USDA research reports that food-at-home prices increased by 11.4% from January to December of 2022, and the growth of recipients continued to accelerate, not giving us the post-pandemic drop many expected.

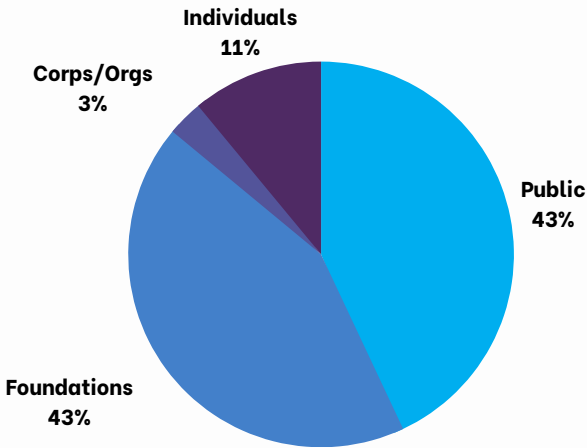
We have continued to find creative ways to fill these fundamental needs, and - as we reverted to our previous business models, we added a second warehouse, an on-site grocery, a new farmers market grocery truck, another community coordinator/driver and volunteer management assistance.

The Brown Bag staff of eight is multiplied in strength and impact hugely by in-kind food donations and volunteer hours. Without the in-kind donations, we could not serve the breadth and magnitude of our current services.

# FUNDING BREAKDOWN

## INCOME FOR 2022

Funding the Brown Bag Program is a huge task, and we are so grateful for the funding we've been fortunate to receive. Ranging from monthly donations from friends or generous gifts from engaged foundations, every dollar builds our potential and elevates a neighbor's quality of life. Your care, generosity and dedication are at the heart of our work and indispensable to our mission!



# HUGE IMPACT IN COLLABORATION WITH OUR FUNDING PARTNERS

## Government Funding

- Alameda County Area Agency on Aging
- City of Hayward
- City of Oakland
- FEMA -EFSP
- USDA Commodities
- Oakland Sugar-Sweetened Beverage Tax Fund

## Religious Organizations

- United Lutheran Church of Oakland
- Sisters of Mercy
- Christian Brothers Joseph Alemany Community
- St. Paul Lutheran Church, Oakland
- Mercy Ministries
- Sisters of St. Joseph of Carondelet

## Private Funding

- Crescent, Porter, Hale Foundation
- Edward & Elizabeth Kozel Foundation
- Alameda County Community Food Bank
- East Bay Foundation on Aging
- Walter & Elise Haas Fund
- Fremont Bank Foundation
- May & Stanley Smith Charitable Trust
- Red Oak Realty Opportunity Fund (ROOF)
- West Davis & Bergard Foundation
- United Way
- DoorDash
- Warner Design
- Asian Network Home Care and Hospice
- Anonymous Foundations

## And Generous Individuals Like You!



**“I moved to Oakland from Houston, and now 70% of my social security income goes to rent and utilities. Brown Bag provides the bulk of my food, and I count on it to make ends meet. I have issues standing, so it’s hard for me to get to food.”**

**- Pat, Oakland Recipient**

## **VOLUNTEERS THROUGH 2022**

Mercy Brown Bag Program can't be what it is today without the help of so many generous volunteers.



## **CELEBRATING 40 YEARS OF SENIORS HELPING SENIORS**

Mercy Brown Bag has been fortunate to have the support of seniors from the very beginning, and the tradition continues with "Seniors Helping Seniors." With COVID, we have expanded a bit, and now engage with volunteers of all ages.

In 2022 volunteers provided Mercy Brown Bag Program with labor valued at \$147K. It shows that our mission truly relies on the kindness and care of our supporters.

**365 VOLUNTEERS DONATED  
9,800+ HOURS OF SERVICE!**



# MEETING THE NEEDS OF OUR COMMUNITY

## FEEDING OUR FRUITVALE NEIGHBORS

The new CommonSpirit Health Grocery Store has been a huge hit! Since April of 2022, attendance has grown from three people on day one, to 150 the following month, to more than 1,500 in December. This new store has been an incredible boost to serving older adults in the Fruitvale area.

The grocery enables seniors living nearby to shop for food twice a month at no charge, selecting a custom bag that meets their particular needs.

the US Senate's Special Committee on Aging issued a report in November that states food insecurity among older adults has increased by nearly 30 percent since 2001, and disproportionately affects older adults who are racial and ethnic minorities. The Fruitvale neighborhood demographic consists of primarily minorities, 68% Hispanic, 15% Asian, and 9% African American.



# 2023 WITH MERCY BROWN BAG PROGRAM

“Brown Bag is so important for me. I would not have been able to pay my bill to PG&E without their help with groceries.”

- Nelle, New Recipient



## SEE YOU ON THE ROAD...

There is no shortage of challenges to overcome at the Mercy Brown Bag Program. Our small team makes the most out of every resource, focused on spending our funding with wisdom and care. We are proud to have fed so many older adults throughout 2022 and are ready to hit the pavement for another year. In 2023, we are excited to make great use of our newest Mobile Pantry Truck customized for our services in Alameda County.

The California Department of Aging predicts that by 2030, one-third of Californians will be over the age of 50, and this will likely reflect a greater number of older adults who will need grocery services from Mercy Brown Bag. Our mission remains responsive to a growing need, and we remain dedicated to this ever increasing demand for nutrition support.

## FOCUSED ON MAKING A DIFFERENCE!

