

ANNOUNCING *our new name*

Our name has changed, *but our mission to feed the hungry has not.*

When Bay Area Food Bank was founded in 1981, we served Mobile and Baldwin counties, hence the “Bay Area” name. Today, as a member food bank of Feeding America, we serve 24 counties spanning from the Mississippi/Louisiana border to as far east as Panama City, Florida, and as far north as Choctaw County in Alabama. Partner agencies, retail stores, donors, and government officials across the vast service area do not identify with the name Bay Area Food Bank, which prevents us from serving each county effectively. For this reason Bay Area Food Bank became Feeding the Gulf Coast on January 1, 2016.

This new name will better reflect the entire scope of the work we do. While a majority of work still involves distributing food to partner church pantries, soup kitchens, and other nonprofits, the food bank does much more. We operate the following programs:

- *Retail Store Level Pickup Program*
- *Mobile Pantry Program*
- *Supplemental Nutrition Assistance Program (SNAP) Outreach*
- *Backpack Program*
- *Afterschool Meals Program*
- *Summer Feeding Service Program*
- *Disaster Relief*
- *Community Garden and Gleaning Program*
- *Cooking Matters Program*

Bay Area Food Bank’s new brand will align the organization more closely with our national partner, Feeding America. Feeding America is well recognized as the largest hunger relief organization in the United States. By aligning with the Feeding America brand, the food bank will be recognized as an integral part of the Feeding America Network and the largest hunger relief organization across the Central Gulf Coast.

FEEDING[®]
THE GULF COAST

