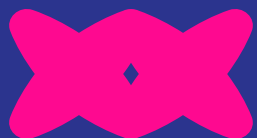




PROJECT  
BREAD

# SOLUTIONS INFORMED BY

LIVED EXPERIENCE



ANNUAL IMPACT  
REPORT 2024

A LETTER FROM ERIN

Dear Friends,

First thing’s first: thank you! Thank you for maintaining your compassionate determination to protect the right to our most basic need: food. Your partnership emboldens us to keep pushing forward, no matter what.

This year, because of your support, we assembled the first cohort of the Council of Experts with Lived Experience, and throughout this report, you will learn more about this group of passionate individuals from across the state who’ve helped their community overcome barriers to food. These eight individuals have been sharing their own experiences and recommendations to create solutions to hunger that will really work and last.

Food insecurity is not just about the absence of food; it is the result of larger economic challenges, like wages that are not keeping pace with the cost of living. But too often, solutions are only short-term fixes to provide food, rather than

long-term efforts to create systems that make accessing and affording food sustainable.

Designed to identify, cultivate, and support community leaders who are already doing the work, the Council of Experts is shifting the balance of power in the fight against hunger to those whose understanding of the problem will create the most sustainable and lasting solutions.

The Council of Experts has catalyzed systemic change—not just in how hunger is addressed, but in who gets to decide what solutions look like.

With your support to Project Bread, the inaugural year of this incredible program has laid the foundation for a more just and inclusive approach to hunger relief. Thank you for helping our movement take this step toward a future where communities lead on the solutions they need.



*Erin McAleer*

Erin McAleer, President & CEO, Project Bread

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THANKS TO YOU

# THE COUNCIL OF EXPERTS IS MAKING HISTORY.



With your partnership, Project Bread's Council of Experts with Lived Experience of Food Insecurity has become a driving force in our fight against food insecurity. This exciting initiative was created to ensure that the voices of individuals who know hunger intimately are heard at the highest levels of decision-making, programming, and policy development.

The Council of Experts isn't just a group – it's a diverse coalition of dynamic community leaders working hand-in-hand to design solutions that directly impact their communities. Our inaugural Council, made up of individuals with lived expertise of food insecurity, helped to ensure that the people most affected by hunger have a true seat at the table. The first-ever Council made waves, putting hunger front and center in Massachusetts; ensuring it's not just a conversation, but a mission we're actively addressing as a state.

Leading focus groups, conducting community assessments, participating in public events, the Council members used their voices to lead the charge for real change. But it's not just talk – with skills to advocate and lead and resources from their time working with Project Bread, the Council became champions for food insecurity.

This report reflects on the incredible strides we made together in 2024. It's a testament to the power of community-centered solutions. And at the center of this year's work, you've helped build and develop a program that's not only addressing immediate needs but also investing in the future. Your support ensures fair compensation for Council members, access to essential resources, and opportunities for skill development. The Council of Experts is leading the way toward a Massachusetts where hunger is no longer a reality.

Thank you for being part of this transformative journey – you help make this critical work happen!

## MEET THE COUNCIL



**YESENIA ARROYO  
WALES, MA**

"By sharing my story, I hope to encourage others to view their hardships as stepping stones rather than obstacles. I believe that by embracing our experiences, we can build resilience and empower ourselves to create a better future. The Council is crucial in amplifying the voices

of those who have both experienced and are working to address food insecurity. By working together, we're able to strengthen the support systems that our communities rely on, ensuring that everyone's needs are met with dignity and respect."





**CONCETTA PAUL**  
**JAMAICA PLAIN, MA**

"I prefer to be at the table, to advocate for myself, and others like me, so their voices are heard, through mine. All of Project Bread's legislative priorities have influenced my life and continue to do so. Without the welcome social policies and programs in Massachusetts, my family could not have flourished. However, participating in these types of programs can carry a stigma, especially when affordability becomes an issue. Structural changes are important, and I'm ready for the opportunity to participate in local, state and national efforts to mitigate food insecurity as part of the inaugural cohort."



**GIOVANNY ZÚÑIGA**  
**CHELSEA, MA**

"I understand firsthand the importance of building relationships with elected officials to advance legislative processes. Education is critical and a central pillar to empower marginalized communities. In my work with the Colombian government, I helped to implement agricultural development programs in rural communities. Community knowledge combined with legislative processes can make tangible change in the fight for food security."



**PAULA ANDREA TOBON**  
**REVERE, MA**

"I'm an immigrant. I know what it's like to be afraid to ask for help. I know what it's like to be a single mother, feeling like there's no one to turn to. As a Council expert at Project Bread, I work daily with women who are experiencing this struggle. And thanks to Project Bread, they now have a place where they can find food, yes... but also support, respect, and a helping hand that doesn't judge. This work isn't just about helping the community. It empowers us. It reminds us that we are not alone. And that our voice, which once trembled...is now heard."



**KELLY RUSSELL**  
**BOSTON, MA**

"Helping others is my true passion. I work to be a source of inspiration and admiration for my children. For generations, poverty has been a part of my family. My goal is to acquire as many tools as possible to advocate for food security and work to end mass incarceration, issues that have affected my family. We need solutions to break the cycle of poverty."



**LEVENIA FURUSA**  
**LOWELL, MA**

"I am the founder and executive director of Dwelling House of Hope (DHOH), a nonprofit working diligently to be the helping hand for people in need in the Merrimack Valley by providing healthy food and other resources. By joining forces with individuals and groups that share my vision, I knew we could amplify the work of DHOH and make a much larger impact in our community."



**ELSA FLORES**  
**EAST BOSTON, MA**

"This work of the Council truly impacts the lives of many, as it represents hope that one day, not too far away, so many people in the immigrant community will no longer face the harsh reality of not having food at home to feed themselves."



BECAUSE OF YOU

22,492  
HOUSEHOLDS  
RECEIVED  
FOOD ASSISTANCE  
FROM TRAINED  
COUNSELORS



Project Bread is a **vital resource to families in crisis** - worried about having enough to eat.

Understanding the challenges people face when it comes to being able to afford food is essential to providing meaningful support. That's why we conduct annual surveys with our callers to find out where we can improve this critical program. Year after year, we hear from callers that their SNAP benefits (food stamps) are typically too low to help them make it through the month. To better understand where the gaps and barriers are for people getting the help they need, we called in the experts.

**100%**

of surveyed callers reported they felt respected by the counselor during their call to the FoodSource Hotline

**36%**

of callers received support in a language other than English

**76%**

of callers received assistance with SNAP

**808**

SNAP applications completed and submitted for callers

**7,740**

people learned whether they were eligible for SNAP benefits



Taking a look at our data, the Council of Experts helped us understand that for so many, SNAP is the only support available, so they have no choice but to make it last. Many households' grocery budgets and finances look different month to month, and so does the support they need. As one client shared, "I had no salary this month, so it helped me 100%, otherwise I wouldn't be able to eat." At the same time, SNAP benefits aren't enough to provide consistent choice throughout the month. A client told us, "If I buy cheaper things, it lasts the month; if I buy healthier things, I need to supplement with my own funds."

Collaboration with the Council also helped us pinpoint barriers to food security among particular demographics. Kelly and Paula improved our outreach strategy and results as trusted advisors, providing invaluable feedback on the content and tactics we employed to increase awareness for the Hotline and SNAP. Concetta's focus was to raise awareness about the unique needs of seniors, people with disabilities, and others who struggle to prepare their own meals and are at risk of food insecurity.

BECAUSE OF YOU

KIDS ATE  
2,853,289  
FREE MEALS  
OVER  
SUMMER  
BREAK



Summer Eats  
makes school-break  
worry-free for kids  
and caregivers who  
rely on free school  
meals for daily  
nutrition.



69,212

kids ate at least one free meal at a  
Summer Eats site on an average day in July

1,452

Summer Eats sites served kids across Massachusetts

7,900,000

views to the Summer Meal Finder Map you make available to help  
families find where Summer Eats is served

42%

of these views were driven by your \$410,066 investment in digital  
promotion of Summer Eats to reach families

You provided \$226,000 to Summer Eats  
programs across Massachusetts to cover  
critical expenses including staffing costs,  
equipment, packaging, and enriching activities.



## UNDERSTANDING A COMMUNITY'S NEEDS AND CHALLENGES

Every community faces unique challenges to participating in the Summer Eats program to receive free meals over summer break. Access and awareness are big ones. That's why we invest heavily in promotion, outreach, and advocacy to make Summer Eats more well-known, accessible, and available in more communities across the state.

There's no better way to understand a community's unique needs and challenges than by hearing from someone who's a part of it:

Council member Yesenia recognized that rural communities — like the one she grew up in — face unique challenges accessing summer meal sites. To identify unique barriers, she led a survey of nearly 200 Central Massachusetts residents. The valuable insights she collected are already shaping improvements for next year's program, like preferred site locations and kids' favorite foods.

Council member Elsa, an East Boston resident herself, saw firsthand how families in her community lacked awareness of the Summer Eats program. She took action to boost outreach efforts in Eastie to make more families aware of this valuable program. Because no child should have to spend their summer worried about food.

Council members Kelly and Paula co-created new tactics to raise awareness for Summer Eats in target communities, including creating outreach videos in English and Spanish and activating their networks to raise visibility of this program.



# ADVOCATING FOR THE NEEDS OF FAMILIES

Hearing clearly that families continue to face barriers in participating in Summer Eats due to the requirement that meals be eaten onsite, we submitted testimony in August to advocate for the continuing of grab-and-go allowances for sites in highly rural areas and expanding this allowance to more communities.

**“The factors that had the most impact on our increase in participation [kids ate 2,400 more meals] was the increase in number of sites and the accessibility to rural grab-and-go meals. This made a difference for many of our families who expressed their appreciation of being able to take their children nutritious meals to eat at home.”**

- MOLLY BROOKS, SCHOOL NUTRITION DIRECTOR, GILL-MONTAGUE PUBLIC SCHOOLS



**“It’s so much fun here. It’s like going to mom’s house...you come and eat and play and people care about you. It’s like getting to hang out with the big kids! My son is entering kindergarten in the fall so it’s been great to bring him to Summer Eats sites and let him see what school meals will be like. I get to see what his favorites are and now he will see some familiar faces in the school cafeteria this fall.”**

- PARENT, JULIE VILLADA, REVERE PUBLIC SCHOOLS SITE AT SONNY MYERS PARK



**“Summer Eats makes our lives so much easier. We don’t need to think about what we’re going to serve at home because the meals are all put together at school. We come 2 to 3 days a week. It was great last year when my son was starting kindergarten because he could practice getting his meal and met food service staff. Then there were familiar faces in the cafeteria.”**

- DAD TO AN INCOMING FIRST GRADER, NORTH ANDOVER PUBLIC SCHOOLS

**“Summer Eats in Revere is awesome. There’s always a balanced meal and it includes fresh fruit and veggies. My daughter’s favorites are the hotdogs off the grill. Revere Public Schools and Revere Recreation Department have a great partnership and it’s an amazing summer program and they offer so much for the kids!”**

- KELIROSE HERES, REVERE PUBLIC SCHOOLS SITE AT SONNY MYERS PARK





BECAUSE OF YOU

# KIDS ATE 857,000 FREE SCHOOL MEALS DAILY



Free school meals means breakfast and lunch is taken care of 5 days a week. And thanks to you and your instrumental role in making free school meals permanent in Massachusetts, more kids are eating school meals than ever before.

## SHARING OUR EXPERTISE

With more than 20 years of expertise administering school breakfast across Massachusetts, Project Bread is a hands-on partner to school districts working to ensure all kids can participate in their breakfast programs who want to.

School communities are close-knit, and that’s why your support is so important. It helps them get the resources they need to handle their unique challenges. This way, we avoid using a one-size-fits-all approach that might leave some students and families behind.

To understand the unique barriers Latino families face to eating breakfast at school, Council Member Elsa tapped into her East Boston network.

Stigma, culturally relevant food choices, timing, and location rose to the top—valuable information to guide our work to make these programs accessible and equitable.

Elsa’s survey reinforced our understanding that for kids to fully benefit from school meals, they need to enjoy them. You’re working to make them not just nutritious, but also delicious and culturally appropriate.

**“With the funding from the Project Bread breakfast grant, we were able to purchase equipment for our middle and high school cafeteria... It makes the program credible and appealing to students.”**

- MICHELLE DOYLE, FOOD SERVICE DIRECTOR, PROSPECT HILL ACADEMY CHARTER SCHOOL



YOU SECURED  
**\$195,000,000**

in state funding for Universal School Meals

<b>277,833</b>	<b>576,831</b>
kids ate school breakfast daily	kids ate school lunch daily
*24,353 more than last year!	*20,526 more than last year!

You provided intensive year-long support to Lowell, New Bedford, and Quincy school nutrition departments as 2023-24 partners in Project Bread’s School Food Fellowship.

YOU PROVIDED  
**1,073 hours**

of professional development training to 795 school nutrition staff during 23 training days

**\$48,141**  
to support school breakfast programs in 11 districts





# FEEDING MORE KIDS THAN EVER

Thanks to your support of Project Bread, you led Massachusetts to make School Meals for All permanent for all students in 2023. And as a result, more students are eating school meals than ever! According to a national study **Massachusetts had the highest increase in the number of kids eating school breakfast last year** out of states that implemented a Universal School Meals program in the 2022-2023 school year.\*

\*FRAC, 2025, HSMFA Report

## 31.4% increase

in the rate of students eating school breakfast on an average day (October 2010-2024)

## 53% increase

in the rate of kids eating school breakfast on a typical day (October 2010-2024)

## 18% increase

in the rate of kids eating school lunch on a typical day (October 2010-2024)

## CARING FOR CULTURAL INCLUSIVITY

Highlighted in Elsa's community conversations, cultural familiarity in school food is a crucial component in kids trying new menu items. You enable our Chef Educators to work with school nutrition directors to build out a customized meal plan that reflects and respects their students' cultural identities.



### TOP RECIPES OF 2024

Project Bread's Online Recipe Index helps schools serve meals students love.

**23,106 VIEWS BY 6,397 PEOPLE**

- 1 Chicken pot pie
- 2 Chicken adobo
- 3 Chicken lo mein
- 4 Simply delicious shepherd's pie
- 5 Arroz con pollo bowl

RECIPES FOR CULTURALLY FAMILIAR DISHES ARE SOME OF THE FAVORITES!

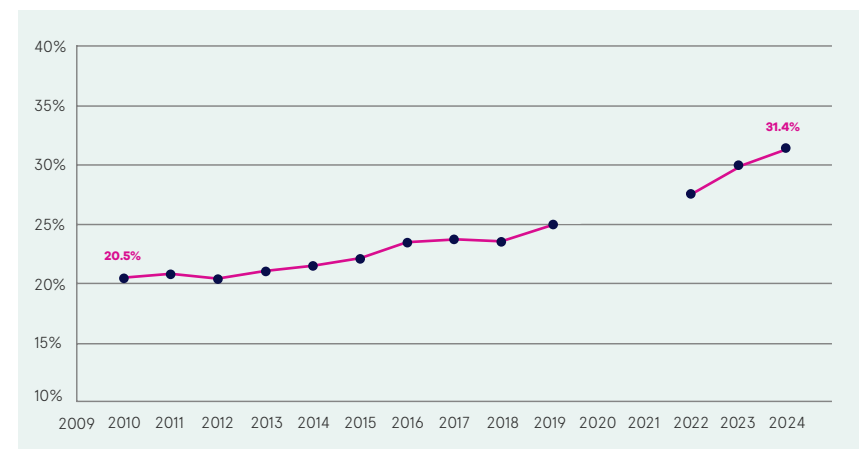
"By making school meals free for all students in MA, many more kids in our district are eating and we have been able to increase the quality and diversity of our menu, as well as expand our scratch cooking program. We now get fresh eggs from a local farm and make egg sandwiches every morning that the kids love. We are also growing beautiful lettuce in hydroponic units that's featured daily in our salad bars. Our 5th graders get to plant and harvest the lettuce so it's been a great learning experience as well. A win-win for all Carver students!"

— THERESA VERNAZZARO, DIRECTOR OF FOOD & NUTRITIONAL SERVICES, CARVER PUBLIC SCHOOLS



### TREND IN MASSACHUSETTS SCHOOL BREAKFAST PARTICIPATION

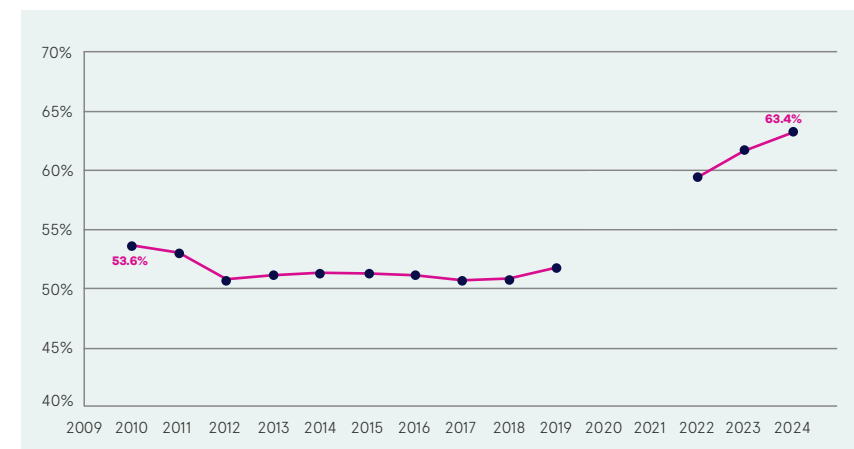
Percentage of Massachusetts students who ate school breakfast on an average day in October of each year\*



\*2020 data has been removed due to the National School Breakfast Program not operating under normal conditions during COVID-19 pandemic.

### TREND IN MASSACHUSETTS SCHOOL LUNCH PARTICIPATION

Percentage of Massachusetts students who ate school lunch on an average day in October of each year\*



BECAUSE OF YOU

# 5,982 PEOPLE WITH CHRONIC HEALTH PROBLEMS HAVE BOOSTED FOOD SECURITY

Project Bread is treating food insecurity through the healthcare system to improve long-term patient health outcomes.

Improving long-term patient health.



## Project Bread's model, in partnership with MassHealth, is one-of-a-kind in the nation.

We go beyond prescriptions for food to address all the barriers to food security. Each patient co-creates a tailored plan with a Project Bread coordinator to meet their unique circumstances.

After four years, this revolutionary pilot program — the Flexible Services Program — allowing Medicaid dollars to be used on “non-medical” expenses to address two social determinants of health — food insecurity and housing stability, comes to an end.

At this critical juncture where the future of this program relies on our research outcomes and advocacy, Concetta joined our Research and Policy Advisory Board to help us prioritize which data was most important for informing policy solutions. As a result, the information we're using for advocacy and policy work is stronger and more aligned with the needs of the community we serve.

Concetta's feedback on our study helped us better understand the impact of our Flexible Services Program on people experiencing food insecurity. Particularly focusing on the “cliff effect” patients experienced six months after they graduated from our program.

The insights from our Council member's expertise strengthened our advocacy for including our Healthcare Partnerships program in Medicaid, showing its success in improving access and satisfaction. This victory secured long-term stability and better healthcare for vulnerable populations, officially becoming a supplemental covered benefit for all eligible MassHealth patients in January 2025.

## \$3,500,000

Food budgets got a boost thanks to \$3.5M in gift cards

## \$1,300,000

in kitchen supplies made it possible for patients to properly store groceries and prepare nutritious meals at home.



“I was completely shocked when help came. I had no idea, and I was struggling to make ends meet with everything getting so expensive. The kitchen supplies were a lifesaver—it came at the perfect time. Honestly, I have nothing bad to say about it. I'm so grateful, so thankful. Sometimes I think, ‘How am I going to pay for groceries and health insurance?’ This was a true blessing.”

- FLEXIBLE SERVICES PROGRAM PARTICIPANT



BECAUSE OF YOU

OUR COMMUNITY OF  
ANTI-HUNGER  
CHAMPIONS GREW

502

new Action Team Members for a total of  
5,898 grassroots advocates

1,714

messages sent to state legislators and  
our MA federal delegation

251

youth advocates (8th – 12th grade)  
trained in grassroots advocacy

13

grassroots “Advocacy 101”  
trainings conducted

“Sharing my story with Project Bread has a clear purpose: to open doors and create spaces for more members of the Hispanic community to get involved and feel represented. Active participation in these spaces not only strengthens our collective voice but also empowers us to continue fighting for a more inclusive and equitable future for all.”

- GIOVANNY ARMANDO ZÚÑIGA, COUNCIL OF EXPERTS

Thank you for investing in  
community-led solutions.

MOVING THE NEEDLE

Systemic and sustainable change takes time and intentionality. In September 2023, we launched our “Moving the Needle” grants. This two-year funding opportunity with installments of up to \$30,000 is critical to our targeted community impact strategy which focuses on six priority communities in Massachusetts. Through this grant program, we partnered with organizations in four of our targets: Lowell, Lynn, Worcester, and New Bedford to build local political will to end hunger and close access gaps to federal nutrition programs.

PATHWAYS TO CHANGE

With a redesigned focus on funding sustainable, systemic, community-driven solutions rather than direct or emergency food relief services, our “Pathways to Change” grant program creates opportunities to connect and elevate community and individual voices, expertise, and strengths. This year, five organizations were awarded a one-time investment of up to \$6,500 to fund projects to develop community leadership and advocacy, address barriers to implementing and utilizing federal programs, and provide opportunities to discuss and dismantle the stigma of food insecurity.



100%

minority-led organizations received grant funding supported by an inclusive application process for applicants speaking English, Portuguese, and Spanish.

\$137,520

in funding to 9 organizations in targeted communities: Chelsea, Fall River, Lawrence, Lowell, Lynn, New Bedford, and Worcester.







## OUR FLAGSHIP COMMUNITY EVENT

This year, our Walk For Hunger community expanded, thanks to our Council members, Kelly and Paula, who were both highly active in spreading the word about Project Bread's programs and services to broader communities. And thanks to Paula, Project Bread successfully expanded its outreach within the Latino community for The 56th Walk for Hunger.

**"I love being part of the communications team because I enjoy my job, I love every time I talk about Project Bread on my social networks, I love when I am interviewed on TV and radio to talk about this project... I love knowing that the team values my work."**

**- PAULA ANDREA TOBÓN, COUNCIL OF EXPERTS**

**\$1,094,062 raised**

**4,319 participants**

**39 Commonwealth Teams**

representing anti-hunger organizations made up  
The Commonwealth, raising over \$250,814

**441 Heart & Solers**

who each raised \$500 or more



## ACTIVATING COMMUNITIES

The Walk for Hunger is about uniting all communities in Massachusetts to raise awareness about food insecurity. And fortunately for us, Council Member Paula Tobon took the lead on outreach for The Walk in the Latino community, increasing awareness and participation of this community.

Beyond their work supporting The Walk for Hunger, Council Members Kelly Russell and Paula Andrea Tobon played pivotal roles in key public-facing initiatives. They provided invaluable feedback on outreach materials for our FoodSource Hotline, SNAP, and Summer Eats, ensuring they were clear and inclusive for diverse audiences.

Kelly and Paula were both highly active in spreading the word about Project Bread's programs and services to broader communities, increasing the event's reach.



## RECOGNIZING VISIONARY LEADERSHIP

To kick off The Walk, Greg Wilmot was awarded with the Patrick Hughes Award for Social Justice, named for the late event founder, Patrick Hughes. Recipients of this award are recognized for continuing Hughes' legacy of social action and social justice through their own work and personal commitment, and we're so thrilled to highlight Wilmot's achievements!

Wilmot's career spans the health and human services sector in Massachusetts. ["An unwavering commitment to social justice is a hallmark of Greg's leadership from his time at the Executive Office of Health and Human Services through the present at the helm of the state's largest community-based provider of primary care,"](#) says Erin McAleer, President and CEO of Project Bread. ["Greg is a visionary leader, driving innovation at the intersection of hunger and health. He stands for and lives by the same principles The Walk was founded on."](#)





# You helped launch a groundbreaking initiative to become the first state in the country to Make Hunger History.

IMAGINE A MASSACHUSETTS WHERE NO FAMILY GOES HUNGRY. WHERE EVERY CHILD HAS ACCESS TO NOURISHING FOOD, AND WHERE HUNGER IS A THING OF THE PAST. THANKS TO YOUR SUPPORT FOR PROJECT BREAD, MASSACHUSETTS IS POISED TO LEAD THE NATION IN ACHIEVING THIS VISION AND ENDING FOOD INSECURITY ONCE AND FOR ALL.

MAKE HUNGER HISTORY IS AN AMBITIOUS STATEWIDE INITIATIVE TO END HUNGER IN THE COMMONWEALTH. BY PULLING TOGETHER TO FIGHT FOR FOOD JUSTICE LEGISLATIVELY AND AT THE COMMUNITY LEVEL, WE CAN ELIMINATE HUNGER – FOREVER. WE’RE CRAFTING A COMPREHENSIVE PLAN TO ERADICATE HUNGER FOR GOOD AND MOBILIZING A POWERFUL MOVEMENT TO DRIVE CHANGE.

A FIRST-OF-ITS-KIND, THE MAKE HUNGER HISTORY COALITION IS MADE UP OF A DIVERSE SET OF STAKEHOLDERS – FOOD ACCESS, HEALTHCARE, PUBLIC HEALTH, LOCAL AGRICULTURE, ELECTED OFFICIALS, PHILANTHROPY, AND GRASSROOTS



ADVOCATES – JOINING FORCES TO ACHIEVE THE GOAL OF ENSURING ALL MASSACHUSETTS RESIDENTS HAVE DIGNIFIED ACCESS TO FOOD AND THE ECONOMIC RESOURCES NEEDED TO MAKE CHOICES ABOUT THEIR FOOD. TOGETHER, WE’RE CREATING A BETTER FUTURE FOR THE COMMONWEALTH AND MAKING HUNGER HISTORY.

15

Massachusetts organizations led by Project Bread to form the Make Hunger History Coalition.

300

Grew the Coalition to more than 300 cross-sector members in the first year.

## YOUR IMPACT:

Received national recognition by President Joe Biden as a leader and innovator in state strategies for ending hunger.

Led the first coordinated effort with all major stakeholders (those with lived experience and legislators) coming together to form a coalition to end hunger in Massachusetts.

Built one of the largest policy-focused Coalitions in the Commonwealth, with more than 300 members.

- Endorsement from Governor Maura Healey
- Representative Jim McGovern served on Steering committee
- Congresswoman Ayanna Pressley joined coalition

Increased conviction among stakeholders that ending hunger in Massachusetts is possible and that we will be first in the country to achieve it.



“Food insecurity has impacted the Massachusetts 7th and our Commonwealth for far too long, and we must affirm food as the human right that it is. No child should go to bed hungry, and no senior or parent should have to choose between paying for medicine or putting food on the table. I am proud to join Project Bread, Congressman McGovern, and this historic coalition of advocates, organizers, and elected officials to make food insecurity a thing of the past. Another world is possible, and I believe Massachusetts can be the first state to end hunger – permanently. We can build that world through transformative legislation and sustainable movements like these.”

- CONGRESSWOMAN, AYANNA PRESSLEY



# The legacy of the Council of Experts

“Food insecurity isn’t just financial—it affects people who can’t cook or get help. Many elderly or disabled folks live alone and are often left behind.”

– CONCETTA PAUL



“I want to be remembered for standing up for change and fighting hunger in a way that truly helps people who need it most.”

– ELSA FLORES

“I use my experience to push for equity and change. It matters that people like me help shape the systems we rely on.”

– LEVENIA FURUSA

“This work gives voice to immigrants and communities of color. I want to keep building real solutions that reflect their needs.”

– GIOVANNY ZÚÑIGA

  
  
  
The Council lives on!

“I’m proud we built something lasting. Our work was honest and intentional—and it laid the foundation for what comes next.”

– KELLY RUSSELL

“You don’t have to be loud to lead. I want others to know quiet commitment and care can drive real change.”

– YESENIA ARROYO



“This has meant so much to me. I hope to guide and support new Council members so they can lead with confidence.”

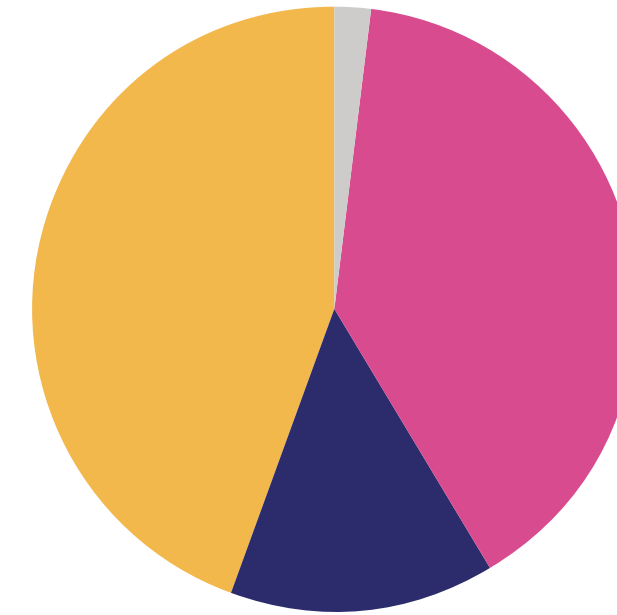
– PAULA ANDREA TOBON





# THANK YOU!

With your partnership in Project Bread's fiscal year 2024, no one in Massachusetts has to carry the burden of hunger alone. Your support creates a positive difference for families in every corner of the Commonwealth: answering calls for help, feeding kids at school and during summer break, and advocating for policies that protect food access in our state. Thank you!

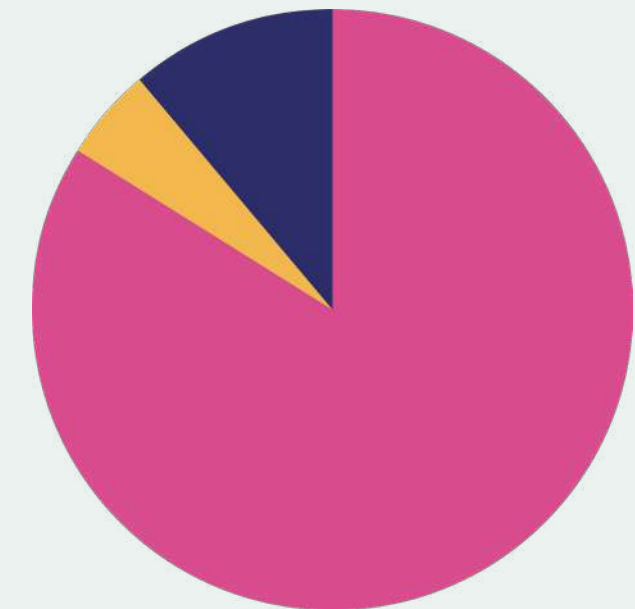


**REVENUE: \$17,663,843**

- In-Kind - 2%
- Foundation Grants & Other Income - 40%
- Government Grants - 14%
- Individual & Corporate Contributions - 44%

**EXPENSES \$18,193,129**

- Programs - 85%
- General & Administrative - 5%
- Fundraising & Development - 10%



RECOGNITION

OUR SUPPORTERS

CORPORATE & FOUNDATIONS

\$100,000+

Anonymous	Boston Medical Center – Health Plan Inc.	Northern Trust Charitable Giving Program
Anonymous	Channel 7 Foundation Inc	The Chicago Community Foundation
Bay State Milling Company	Community Care Cooperative, Inc.	The Klarman Family Foundation
Beasley Media Group, Inc.	Fidelity Charitable Gift Fund	
Boston Children’s Hospital	Hannaford Supermarkets	
Boston Medical Center	Liberty Mutual Foundation, Inc.	

\$50,000-\$99,999

7G Family Foundation	National Philanthropic Trust	The Davis Family Charitable Foundation
Amelia Peabody Charitable Fund	Odysseys Unlimited	The Molina Healthcare Charitable Foundation
Anonymous	Schwab Charitable Fund	The Yawkey Foundation
Dana-Farber Cancer Institute	Shipley Foundation	
Frieze Family Foundation	The Baupost Group, LLC.	
National Grid USA Service Company, Inc.	The Boston Foundation	

\$25,000-\$49,999

Anonymous	Charitable Foundation	WHDH-TV Channel 7
Anonymous	State Street Foundation, Inc.	Wilmer Cutler Pickering Hale and Dorr, L.L.P.
Bain Capital Children’s Charity Ltd.	The Gilson Family Foundation	
Hershey Family Foundation	The Point32Health Foundation	
Instacart	The TJX Foundation, Inc.	
KBK Foundation	UMASS Memorial Health Care	
Lawrence J. and Anne Rubenstein	Vanguard Charitable Endowment Program	

\$10,000-\$24,999

Alice Willard Dorr Foundation	Linde Family Foundation	The Irene E. and George A. Davis Foundation
Anonymous	Mabel A. Horne Fund, Bank of America, N.A., Trustee	Toast.org
BCG Connect	State Street Corporation	
Bethesda Lodge #30 I.O.O.F.	Synergia Fund	
Cabot Family Charitable Trust	Tatte Bakery	
Dedham Savings Bank	Grace E. Brooks Trust, Bank of America, N.A., Trustee.	
DoorDash	The Health Foundation of Central Massachusetts	
Food Research & Action Center, Inc.		
High Pointe Foundation		





RECOGNITION

IN-KIND

Channel 7 News	ROCK 92.9
Beasley Media Group, Inc.	98.5 The Sports Hub
Country 102.5	105.7 WROR
HOT 96.9	WilmerHale

INDIVIDUALS

\$100,000+

Anonymous	Estate of Joe McGurn	Roger and Hannelore Reiser
Becky and Bruce Epstein	Grace Lutheran Church	The Mooney-Reed Charitable Foundation
Erica Sigal	Jerry and Margaretta Hausman	

\$50,000-\$99,999

Anonymous	Anonymous	Michael and Linda Frieze
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\$25,000-\$49,000

Barbara and Amos Hostetter	Karen Maloney and Robert Carpenter	Phyllis Brooks
Anonymous	Kathryn Kavadas	The William and Lia G. Poorvu Family Foundation
Anonymous	Michael Richards	
Brent and Rachel Dibner	Peter and Enid Levangie	

\$10,000-\$24,999

Andrew Sigel	Joseph Ramos	Pamela and Jeffrey Choney
Anonymous	Joyce Lafaver	Richard and Kathleen Norman
Anonymous	Kim Rubin and James Kaye	Stephanie Lovell and Janice Ericson
Barbara and Edward Wilson	Lucille Becker	Steven Kirincich and Susan Mahan
Caitlin Canetti	Mary Ellen and David Moir	William Spears and Robin MacIlroy
Dr. David Roth and Dr. Marie Demay	Maxine Myers Foundation	
Dr. Eric Rimm and Allison Rimm	Michele Ryan	
John and Caroline Langan	Miles and Linda Hapgood	



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and Global Health and Population  
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Livable Communities

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Ronald E. Kleinman

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Chief, Mass General Brigham Pediatrics  
Charles Wilder Professor of Pediatrics  
Harvard Medical School

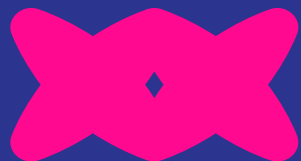






PROJECT  
BREAD

YOUR SUPPORT IS THE VITALITY OF PROJECT BREAD'S FIGHT AGAINST HUNGER. NOT JUST YOUR GENEROSITY, BUT YOUR ENERGIZING SPIRIT. IN 2024, YOU ENCOURAGED US TO ESTABLISH THE VERY FIRST COUNCIL OF EXPERTS, AND AFTER BEARING WITNESS TO THIS COLLECTIVE POWER THAT IS OFTEN UNTAPPED IN ANTI-HUNGER WORK, WE COULD NOT BE MORE EXCITED TO SEE WHAT ACHIEVEMENTS OUR FISCAL YEAR 2025 HAS IN STORE FOR OUR AMAZING COMMUNITY. ALL THANKS TO YOU!



ANNUAL IMPACT  
REPORT 2024

