



Feed the Mass

Empower. Educate. Serve.

Oregon Nutrition Day 2024



WHAT IS FEED THE MASS?

Feed The Mass (FTM) is a 501c3 nonprofit organization that has been operating in Portland since 2016.

We believe that everyone deserves access to reliable, high-quality nutrition. Our mission is to empower and connect the people of Portland through food.

Our programs exist to fight food insecurity and food waste at their source.

Oregon Nutrition Day 2024

HOW DID FEED THE MASS BEGIN?

FTM started as a nonprofit cooking school and has grown into an organization that feeds the body and the mind to help support the needs of the people we serve.

Our Founder and Executive Director, Jacobsen Valentine, started out as a chef in the food industry. He had a passion for helping others and wanted to do more.

Our Team Members come from diverse backgrounds and have different experiences that they bring to the organization.



Vision

To create a sustainable food system in
Portland, OR.

Mission

To combat food insecurity and foster
community empowerment.

Values

Compassion, equity, sustainability,
collaboration, dignity, accountability

WHAT IS THE ISSUE FTM AIMS TO FACE?

All of FTM's programming focuses on combatting food insecurity and decreasing food waste.

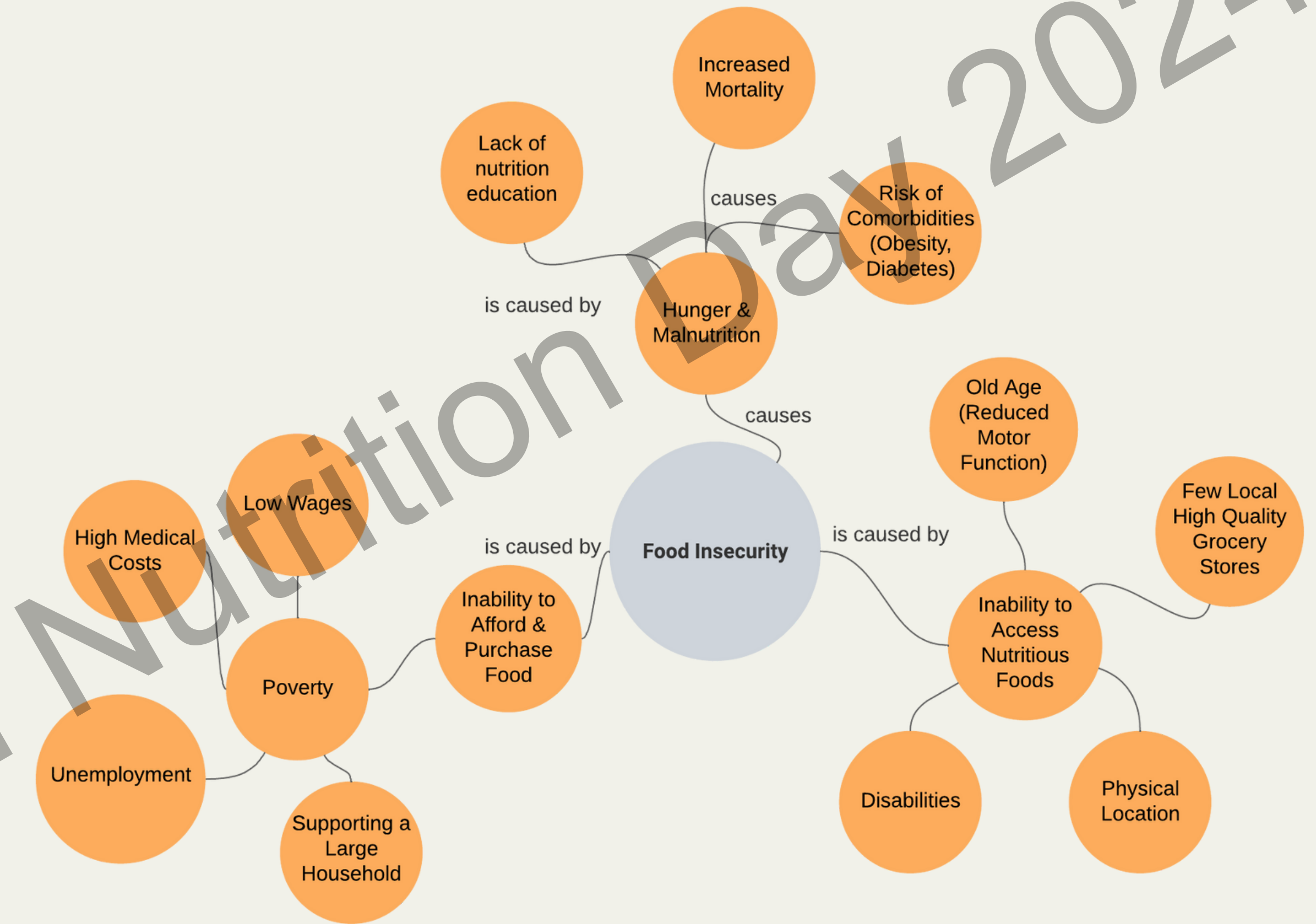
Food insecurity is defined as a household-level economic and social condition of limited or uncertain access to adequate food.

Food security is divided into two levels:

- Low: Reduced quality, variety, or desirability of diet. No indication of reduced food intake.
- Very Low: disrupted eating patterns and reduced food intake



CAUSES AND IMPACTS OF FOOD INSECURITY: A FLOW CHART



Oregon Nutrition Survey 2024

WHY IS OUR WORK IMPORTANT?

- In Portland, 77,000 individuals (~11%) experience food insecurity.
- Food insecurity can lead to malnutrition, a precursor to several health conditions such as obesity, heart disease, or diabetes.

WHAT ARE OUR PROGRAMS LIKE?

FTM aims to develop a sustainable food system through partnerships with local organizations. The system will incorporate elements from production to distribution:

- Food service workforce training for 16-24 year-old individuals
- Distribution of free meals across Portland (FED Program)
- Supporting local BIPOC farms

FED PROGRAM

We develop, cook, and serve healthy meals for members of our community in need, utilizing excess food supply to prevent waste.



Oregon

Nutrition Day 2024

PAST IMPACTS

- In our first year:
 - 170,000 free meals were served
 - 115,000 pounds of food were rescued from waste
 - 33 interns were trained in our job readiness program



Oregon Nutrition Day 2024

UPCOMING PROGRAM GOALS



Goal 1: Reduce food insecurity and increase meal distribution in Portland, OR.

Objective: Distribute 100,000 meals to those in need by the end of 2024.



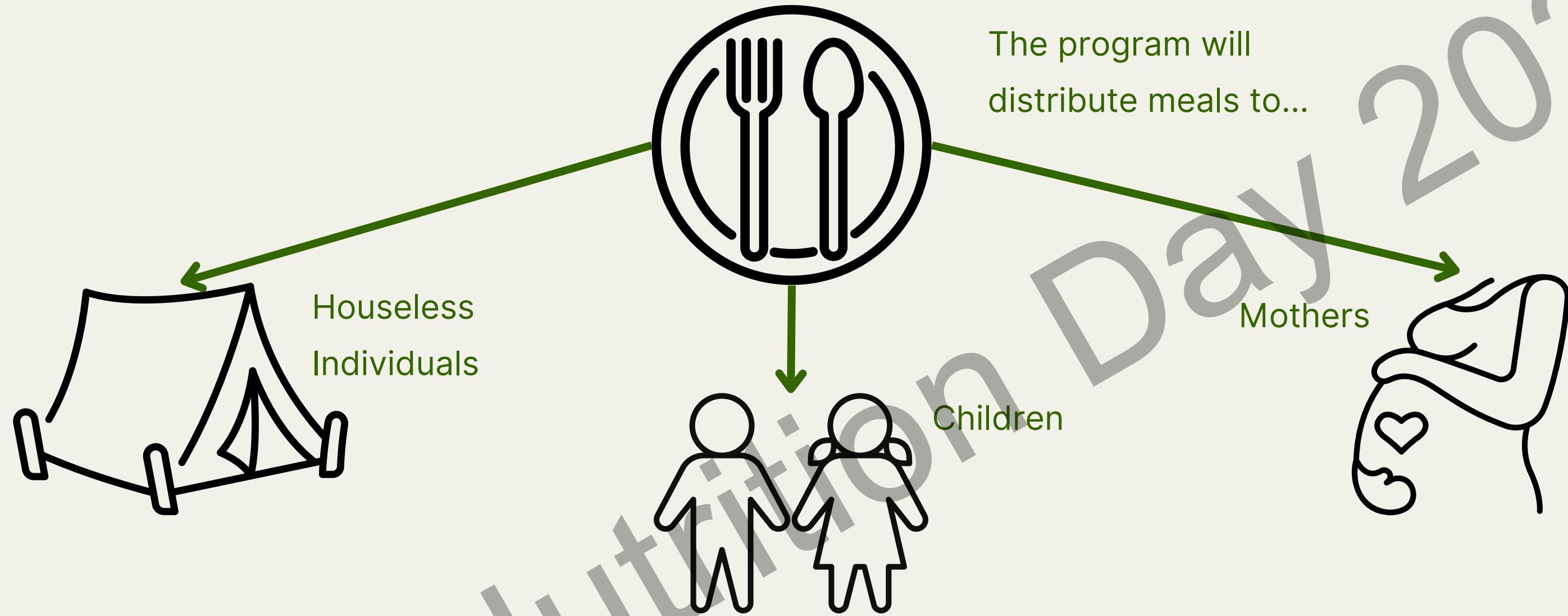
Goal 2: Encourage healthy habits in children through nutrition education.

Objective: Increase the number of children making healthy food choices by 30% within the next school year.



Goal 3: Improve the sustainability of the food industry and create a focus on local BIPOC farms.

Objective: By the end of 2024, 60% of ingredients will be procured from local farms.



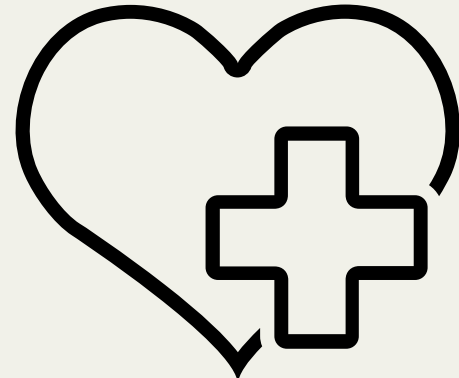
And any other individuals in need.

There will be three categories of meals:

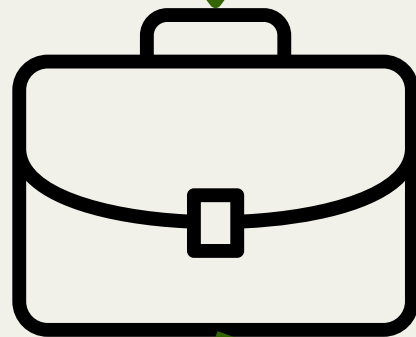
- Regular Adult Meal: a meal designed to meet the needs of the average adult
- Regular Kid Meal: a meal designed to meet the needs of the average child (ages 5 to 17)
- Inclusive Meal: a meal designed to accommodate dietary restrictions (such as medical diets or religious preferences)

MEAL DISTRIBUTION IN EACH GROUP AIMS TO...

Houseless Individuals

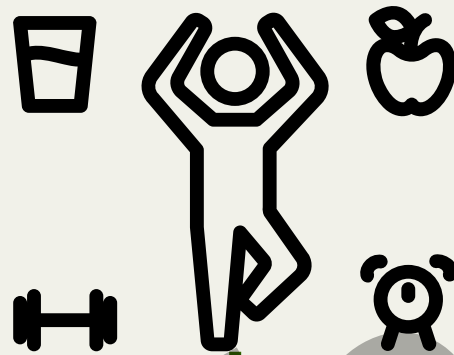


Improve health status so...



Ability to pursue jobs improves

Children

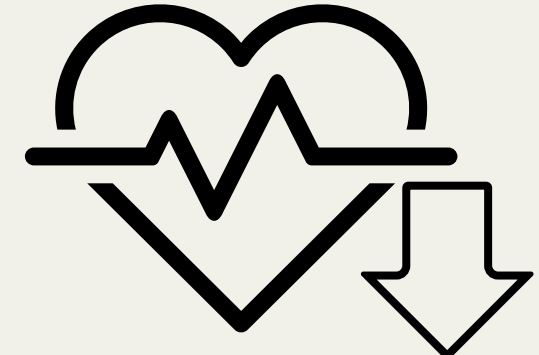


Create healthy habits so...



Disease prevention improves

Mothers



Reduce risk of mortality so...



Capacity to care for self improves



... thus addressing some causes of and increasing food security.

Oregon Nutrition Day

2024

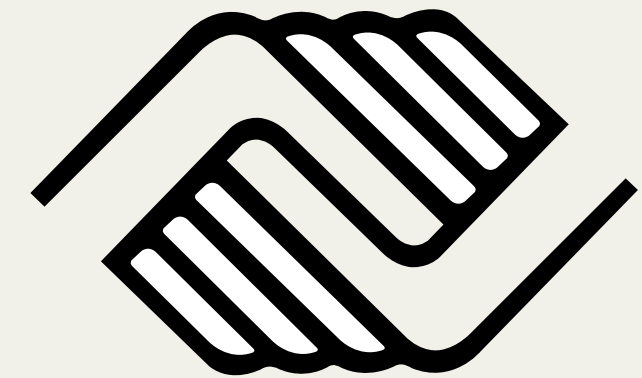
PROGRAM PLAN

Meal production will take place in the FED kitchen, hosted by Feed the Mass. Meals will then be allocated to our partner's distribution sites.

Distribution sites are hosted by various Portland organizations, such as Boys and Girls Club, AfroVillage, Feed'em Freedom, and more.

In addition to meal distribution, the FSC will focus on developing a sustainable food system by:

- Supporting local BIPOC farms (ex. MudBoneGrown, Black Futures Farm, Stoneboat Farm)
- Hosting food service job training for individuals ages 16-24



BOYS & GIRLS CLUB



PILLARS & CURRENT RELATED ACTIONS

Production

Solidifying meal plans to establish ingredient needs

Developing contracts with local farmers

Creating plans for meal preparation in the FED kitchen

Finances

Planning and hosting community events such as FED nights to fundraise

Applying to grants supporting public health

Outreach & Distribution

Identifying distribution sites and corresponding level of need

Connecting with new partners to fill roles in the FSC

TIMELINE

January 2024

Feed the Mass was building the foundation for the Feed the Kids Initiative through applying to grants, planning fundraising events, and involving new partners.

March 2024

Feed the Mass is finalizing plans with farms for produce needs. Fundraising is complete and marketing efforts are underway.

June 2024

After first harvest, meals production and distribution will begin. Additional marketing efforts will be ongoing.

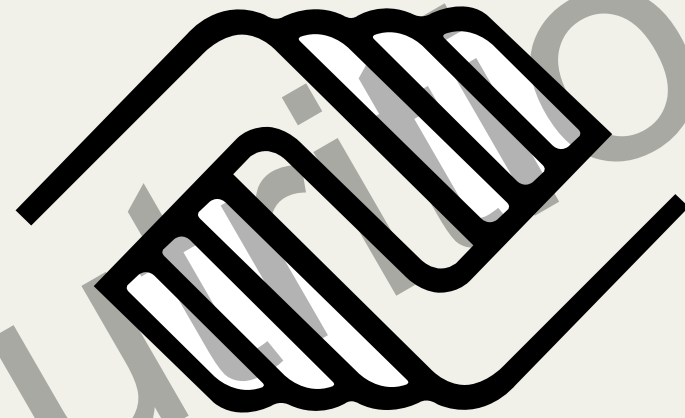
December 2024

Feed the Mass will reflect on and evaluate its programming to improve it for future years.

SOME OF OUR CURRENT PARTNERS



**BLACK
FOOD
SOVEREIGNTY
COALITION**



BOYS & GIRLS CLUB

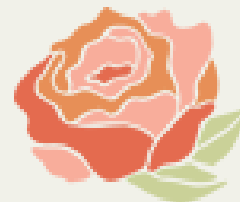


**Urban League
of Portland**



PLAY-GROW-LEARN LLC

*Dedicated to healthy opportunities for underserved youth in the community to
Play-Grow-Learn*



ROSE HAVEN

*black futures
farm.*