



Feeding The Greenville Food Bank: Improving Volunteer Outreach and Recruitment

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What?

Food Bank of Central & Eastern NC

- Mission: To provide food to people in need while advancing long-term solutions to eliminate food insecurity in local communities
- Greenville branch distributed over 12,000,000 meals and over 8,000,000 pounds of produce in 2024
- Commodity Supplemental Food Program (CSFP): Federal nutrition program that provides monthly package of food to individuals ages 60 and older who have food and economic insecurity

So What?

- Food insecurity, especially in older adults, has become pressing concern in NC due to rapid growth of adult population
- Greenville Food Bank participation in CSFP responsible for distributing over 12,000 boxes of food to local seniors in community
- Food bank is heavily dependent on active volunteer participation for daily functions, especially for engagement in CSFP
- Volunteer recruitment and outreach remain active areas for improvement and expansion for daily operation



Now What?

- **Create** new and innovative methods for expanded volunteer recruitment and active volunteer retention, including assessment of volunteer motivation, advancement of personal goals, and promotion of social interactions and networking
- **Collaborate** with other community partners, organizations, and volunteers to maintain active engagement and participation in Food Bank programs and activities
- **Continue** active participation in Junior League Volunteer Expo and other community volunteer outreach and recruitment events

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