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COVERAGE REPORT



In 2020, the Los Angeles Regional Food Bank received a series of highly publicized donations from various entities, from sporting teams to consumer brands and philanthropic foundations. Funds also came in the form of grants and allocations from local governments. These efforts were successful not only in raising funds for the LA Food Bank, but also in highlighting the Food Bank's need for donations on highly visible platforms.

Some of the notable donations from sports teams and athletes included a \$250,000 donation from the Los Angeles Chargers and a \$500,000 donation from Jared Goff and Andrew Whitworth of the Los Angeles Rams. In March 2020, the Los Angeles Rams, ABC7 and 710AM ESPNLA hosted the *Te'LA'thon*, a joint fundraiser where they raised over \$2 million for the LA Food Bank and the United Way of Greater Los Angeles. Jaime Jarrín, the Spanish-language broadcaster for the Los Angeles Dodgers, donated at least \$30,000 through the Jaime & Blanca Jarrín Foundation, while the Los Angeles Dodgers Foundation donated near \$100,000 to the Food Bank. The amount of donations from sports teams and associations to the Food Bank in 2020 total approximately \$1.8 million.

Amongst the consumer and corporate brands that donated to the Food Bank, Starbucks donated \$83,500 to help the Food Bank alleviate hunger in Los Angeles. Part of GUESS? Inc and The Guess Foundation's \$1.3 million donation to global relief efforts was directed to the Food Bank to provide meals for local families and children struggling with hunger. Edison International, the public utility company based in Rosemead, Calif., donated \$300,000 in April 2020, while household paper goods company Fiora made an initial donation of \$50,000 while

promising to match donations up to \$100,000. In July 2020, video game developer Square Enix donated \$305,000 for the Food Bank. The Food Bank also received a generation donation from Raytheon Technologies, which donated \$5 million to Feeding America, a network that the Food Bank is part of. Disney donated an undisclosed amount via Feeding America.

Other organizations and foundations have also dedicated a considerable amount to the Food Bank. In April 2020, the Parsons Foundation gave the Food Bank an emergency \$50,000 grant, while the Food Bank received part of a \$45,000 donation from Wescom Credit Union towards four Southern California food banks. The Pasadena Tournament of Roses donated \$100,000 to the Food Bank, while the LA Times Foundation Fund donated \$25,000. The Fineshriber Family Foundation raised \$200,000, while the Los Angeles legal community raised over \$600,000 through their Food From The Bar campaign. Around the Thanksgiving period, the Bank of Southern California donated an undisclosed amount to the Food Bank, with their overall donation across five food banks providing meals for 5,000 families. The Ramesh and Kalpana Bhatia Family Foundation, an Indian American-founded nonprofit, also donated \$5,000 to the Food Bank, while UCLA Economics sophomore Elisa Bass raised approximately \$2,750 from her chalk drawing business. Television producer Michael Schur spearheaded a crowdfunding campaign and raised at least \$220,000 for the Food Bank. During the Los Angeles Regional Food Bank's own *Season for Sharing* fundraising dinner in December, the Food Bank managed to raise \$145,000.

The final source of donations for the 2020 year came from the local government. In May 2020, Los Angeles County allocated \$3 million to the Food Bank as part of its effort to connect communities and families with needed resources during the COVID-19 crisis. In July 2020, Los

Angeles County approved a new spending plan, which allocated \$85 million to food insecurity programs including the Food Bank.

In conclusion, the Los Angeles Regional Food Bank received donations in the tens of millions in 2020, which was a crucial year for the Food Bank as the economic impact of the pandemic meant that there were more residents in Los Angeles County that required the services of the Food Bank. Donations, both monetary and non-monetary, were able to help sustain the Food Bank's operations and keep the organization going to support needy Angelenos experiencing food insecurity.