



Brand Brand

Advertorial Landing Page | Native Ads | Nextdoor Ads

Offer/Message:

\$1 = 3 meals/Donate Now CTA

About the Campaign:

These Brand Evergreen assets will help draw attention to potential new donors and others in the community through Native ads and ads on Nextdoor with captivating copy and imagery/visuals that will drive audience to retain HFB branding in their minds.

Components/Dates:

Advertorial Landing Page

Native Ads: 5/1 – 6/30

Nextdoor Ads: 5/1 – 6/30





Inflation, supply chain issues pushing more families into food insecurity

Published May 1, 2023

Economic pressures caused by inflation and the overall rising cost of goods have made it more challenging for Texans to make ends meet. While most people are aware of the rising costs reflected in their grocery bills, for some families this means more than a small spending adjustment: it has pushed more households into food insecurity.



What is food insecurity?

Food insecurity is defined as a lack of consistent access to enough nutritious food to fuel a healthy lifestyle. This can lead to difficult decisions and may have long-lasting consequences for individuals and families.

"Families facing food insecurity sometimes cope by cutting back or skipping meals altogether," said Brian Greene, president/CEO of [Houston Food Bank](#). "They bridge the gap by making nutritional compromises. Poor nutrition is cheaper than good nutrition and that is how most of the families facing food insecurity get by. This, of course, has unfortunate consequences to health, education, and productivity."

One in eight Texans currently experience food insecurity, which amounts to around one million individuals in the 18 counties served by Houston Food Bank. Houston Food Bank has been a critical resource for the area since 1982, providing food assistance for individuals and families in times of hardship.



Inflation and rising costs add to the challenges

While the COVID-19 pandemic may seem like a thing of the past, the effects are still being felt. Supply chain issues caused by the pandemic continue to linger, leading to increased prices and logistical challenges.

"It has affected everyone at varying levels, but for those who were already facing food insecurity, it made a tough situation dire," said Greene. "It brought a new level of demand from those the Houston Food Bank already serves, as well as from those who have never sought food assistance before. Add to that the inflation we are experiencing, and the need remains high."



Houston Food Bank recently surveyed with its partners and found that 84% have seen a notable increase in people seeking services. When asked about the primary reason more people are seeking food assistance at their location, approximately 36% cited inflation and 27% cited gas prices.

Greene noted that food insecurity isn't just about food — it's about income. Families with low incomes experience the difficulties of inflation to a greater degree because the majority of their income goes to expenses that are rising the fastest. This makes their effective inflation rate even higher. "The families we serve aren't just struggling with food costs, but also rent, utilities, transportation, health care, and more."

Two-thirds of food-insecure households have at least one working adult, but still do not have enough income to consistently meet their basic needs. "Food just tends to be what they can most readily cut back, so it is their most flexible expense," said Greene.

"That's where Houston Food Bank can help. Food insecurity doesn't discriminate — we are here to help all who need support and assistance."

How Houston Food Bank serves our community

Houston Food Bank works with a network of 1,600 community partners to provide access to food assistance as well as services and connections to programs that address the root causes of hunger and are aimed at helping families achieve long-term stability: nutrition education, health management, and help with securing assistance.



Food comes to Houston Food Bank from various sources such as donations and bulk purchasing, where it is inspected, sorted, and stored in a warehouse. The food is then distributed to community partners such as food pantries, soup kitchens, schools, multi-service centers, and other hunger relief agencies. The partners then provide food directly to individuals and families in need.

Anyone in need of assistance can find information at [HoustonFoodBank.org/FindHelp](#) or by calling 832-369-9390. The Houston Food Bank website features a list and map of places to get food, a helpline number, links for SNAP enrollment assistance, and more.

How you can help

Because of the increased demand caused by inflation and supply chain issues, donations are more critical than ever to support Houston Food Bank, which provides access to 150 million nutritious meals each year.

"One in 8 Texans and 1 in 5 children in southeast Texas are food insecure," noted Greene. "In our service area alone, that's around one million people who are experiencing food insecurity, but we expect this number has gone up due to the pandemic and inflation."



Here's how you can help:

Monetary donations — Funds are needed to help keep product in the community. For every dollar donated, Houston Food Bank can provide three meals, aided by volunteers and partnerships with manufacturers and distributors. You can donate [online](#) at [HoustonFoodBank.org](#) or contact the donor services team at 713-547-8623.

Virtual food drives — In lieu of a traditional food drive or donating purchased items, consider hosting a virtual food drive by donating funds. This helps Houston Food Bank secure product in bulk, which helps mitigate the challenges posed by inflation and supply chain issues. Alternatively, you can donate non-perishable items in the Red Barrel at your local grocery store.

Volunteer at Houston Food Bank — Volunteering is a great way to help Houston Food Bank. "One of our biggest needs is volunteers," said Greene. "We are simply not able to do what we do without the generosity of those who give their time." You can volunteer as an individual or get a group together for a fun way to bond and give back! It's a great opportunity for those in remote or hybrid work environments to come together and team-build. [Learn more about volunteering at Houston Food Bank.](#)

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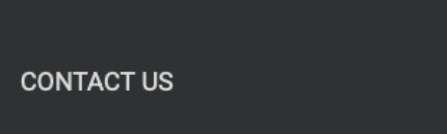
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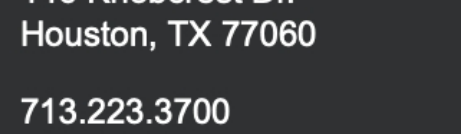
CONTACT US



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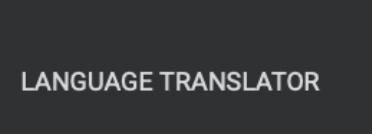


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- > Our Commitment to Diversity, Equity & Inclusion
- > Nondiscrimination Statement

LANGUAGE TRANSLATOR



SEARCH OUR SITE

501(c)(3)

The Houston Food Bank is registered as a 501(c)(3) non-profit organization. Contributions are tax-deductible to the extent permitted by law, tax identification number 74-2181456.

PRIVACY STATEMENTS

View the Houston Food Bank's Privacy Policy Outline, Web Privacy Policy and Donor Privacy Code.

ETHICS AND COMPLIANCE

The Houston Food Bank believes in conducting business with the utmost honesty and integrity. Lighthouse Services assists the Houston Food Bank to identify any potential improper activity. Lighthouse is committed to protecting the identity of community members, including Food Bank staff, to submit confidential reports, suggestions, or complaints to a third party who helps the Houston Food Bank administration resolve issues while maintaining professional standards.

Basis Ad 1



Ad by Houston Food Bank

Support Texas Families

1 million people in southeast Texas are food insecure. Houston Food Bank is here to help.

Bing



Support Texas Families

1 million people in southeast Texas are food insecure. Houston Food Bank is here to help.

Ad Houston Food Bank

Alternative Images:



Bing Alternative Headlines:

- Make a Difference in 2023
- Help Our Children Thrive
- Let's Make an Impact Together
- Help Alleviate Hunger
- Support Your Local Charity
- Give to a Local Food Pantry
- Support Southeast Texas
- 1 in 5 Children Face Hunger
- Hunger Relief Organization
- Help Local Families
- Increase Food Security
- Food for Better Lives
- You Can Count On Our Help
- Together We Can Solve Hunger
- Fresh Solutions to Hunger

Bing Alternative Long Headlines:

- Join Us in Providing Food for Better Lives
- Imagine a world that doesn't need food banks
- Help Houston Food Bank Make a Difference in Food Insecurity
- Join Our Community of Supporters and Make an Impact
- We're Here to Help People Facing Hunger in Our Community
- Every Day, Thousands of Families Go Without Food. You Can Help
- Do Your Part to Help End Hunger by Helping Stock Your Neighbors' Shelves with Healthy Food
- Every \$1 Helps Provide 3 Meals for Families Across Houston
- Together, We Can Help Support Families Facing Hunger. Donate Now and Show Your Support
- Families shouldn't have to choose between food and other essentials. Help them today
- Together, we can make a difference in the lives of families in southeast Texas
- The leading hunger-relief organization in southeast Texas. Learn how you can help!
- Help provide food in Houston. Learn how you can change the narrative in your community

Basis Ad 2



Ad by Houston Food Bank

Helping Build Better Lives

1 in 8 southeast Texans are food insecure. Learn how to provide food for better lives.

Bing

houston foodbank

Fueled by: CITGO FUELING GOOD

Helping Build Better Lives

1 in 8 southeast Texans are food insecure. Learn how to provide food for better lives.

Ad Houston Food Bank

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- The leading hunger-relief organization in southeast Texas. Learn how you can help!
- Help provide food in Houston. Learn how you can change the narrative in your community



Houston Food Bank
Sponsored

When our neighbors face hunger, we're here to help.

With a network of more than 1,600 community partners, Houston Food Bank has been...[more](#)




See how we're providing food for better lives!

[Learn More](#)

Full Copy:

With a network of more than 1,600 community partners, Houston Food Bank has been providing food assistance and other critical services to our neighbors in need for over 40 years.

 **Houston Food Bank**
Sponsored

One in eight people in our community face hunger.

Want to help? Learn more about our one million neighbors in southeast Texas who are food...[more](#)





See stories of hunger and hope. [Learn More](#)

Full Copy:

Want to help? Learn more about our one million neighbors in southeast Texas who are food insecure, and what Houston Food Bank is doing to support them.



Houston Food Bank
Sponsored

We're here to better lives in our community.

More than 1 million people in southeast Texas are food insecure. See how Houston Food Bank is...[more](#)



houston 
foodbank

Learn what we're doing for your community!

[Learn More](#)

Full Copy:

More than 1 million people in southeast Texas are food insecure. See how Houston Food Bank is filling pantries for better lives and providing the support our neighbors in {{neighborhood}} need for long-term stability.