

A NEW PANTRY DESIGN THAT CALMS AND DELIGHTS

Volunteers facilitate a more intimate and autonomous shopping experience



Volunteers from left: Saul Perlmutter, Nancy Leva, Morey Phippen, Nance Denig, Susan Carmichael, Liz Leibowitz.

The opportunity

Over the past few years, as our Fresh First Program continues in its popularity, clients are receiving a lot more food, especially fresh produce. In 2014 we were distributing an average of 385 pounds of produce every week. Five years later we're averaging 2,600 pounds weekly and the amounts continue to rise. Besides seeing families leave with an abundance of nutritious produce, this positive trend had resulted in longer wait times for our clients and the need for more room for additional refrigeration and shelving.

The reconfiguration

To remedy these issues the pantry was reconfigured to allow our

clients a more efficient and enjoyable experience. The new design included ending our modest clothing program, creating the needed room for more food shelving and a newly purchased glass-front refrigerator for produce. Another added benefit is that clients now work with just one volunteer during their visit to the pantry, creating a more personal shopping experience. The waiting room was also rearranged to maximize seating and now includes a television that scrolls resource information and cooking videos for clients to watch while they wait.

The reaction

"Clients' ability to choose their own food with their own hands is more empowering than having a volunteer

make those choices for them" says Morey Phippen, a long-time volunteer. "Pushing their own carts gives clients greater ownership over their whole Survival Center experience." Betsy Tarr, another weekly volunteer, says "all in all, I think the new system has enhanced the Center's way of helping each and every client. There is a better flow to the client's visit which is welcomed by both volunteers and clients."

HUMANE, HEARTFELT VALUES

A client's perspective
on the pantry
reconfiguration

"The new pantry arrangement is extremely comfortable and calming. There's zero stress here for clients in waiting and selecting food. The harmony in the new environment is palpable, from the strategic alignment of each freezer to the shelves with breads and sweets so thoughtfully arranged with integrity and simplicity. The speed with which one can now receive their food is remarkable."

—A client

Remember when?

The average cost of some food staples in 1979

- A DOZEN EGGS: 86¢
- A POUND OF BACON: 99¢
- A GALLON OF MILK: \$1.62

A gift of stability

To ensure we are here to help those who need us in the years to come, in 2015 we created the Feeding the Future endowment. The fund currently holds more than half a million dollars. There are many ways to help us grow the fund, including planned legacy gifts through wills, trusts, IRAs, life insurance, and other assets. Please join us now with a gift or pledge to ensure that we continue to be a place of stability and dignity—for the next generation and beyond.

Pounds of food distributed annually

900,000
800,000
700,000
600,000
500,000
400,000
300,000
200,000
100,000



1989
The Center has 4 paid staff members and 50 volunteers



1999
Annual Kids' Summer Food Program begins

2005
The Center begins running the Hilltown Pantry in Goshen



2009
A single \$200k gift from donor Richard Moodie launches the Center's \$1.2 million Capital Campaign

2011
The Center's new "torch" logo is introduced



Northampton Survival Center



1986
The Center moves to its permanent location on Prospect Street



1992
The Postal Service launches its first national "Stamp Out Hunger" food drive

1992
Local gardens provide needed fresh produce donations to the pantry



2005
A new carrot logo and outdoor signage refresh the Center's look



2013
Fresh dairy program begins, providing local milk to every client family



2019
The Center celebrates its 40th year of service, successfully distributing over 800,000 pounds of food with the help of 365 volunteers

1998
The Center's volunteer team grows to 160 strong



2004
Heidi Nortonsmith is hired as Executive Director



2010
The Center starts its building renovation



2011
The Center completes its Capital Campaign and building expansion



2016
The building receives a donation of solar panels on its roof



1988
Carol Rothery is hired and later becomes the Center's first Executive Director

1994
Annual "Benefit Boogie" fundraiser draws a crowd



1979
Northampton Survival Center started



1984

1988

1992

1996

2000

2004

2008

2012

2016

Growing a community's food supply over 40 years

40 years



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United Way
 of Hampshire County



Mikala Hammonds of THELO Home & Modern Wellness embraces the Center's carrot.

EMBRACING THE CARROT

Local businesses celebrate the Center with creativity

Join our local business community in honoring the Survival Center's 40th year of service. Be sure to mark your calendar for these great events:

"40 Ways to Cook a Carrot" Restaurant Event

Participating restaurants will offer a food or drink item that features the carrot as an ingredient during "Embrace the Carrot" week, August 19-25.

Window Stroll Challenge: September 6-8

Downtown businesses will design creative window displays that are carrot-related, with some windows offering a #HiddenCarrot scavenger hunt. Visitors receive maps and can win prizes by voting for their favorite windows.

Ticketed After-Hours In-Store Party: Evening of Thursday, September 5

For a single \$25 ticket, guests will gain entry to a dozen or so after-hours parties, with some featuring specialty cocktails, finger foods, live music, store promotions, temporary carrot tattoos, and more.

PLEASE JOIN US!

Come celebrate summer and the Northampton Survival Center's 40th Anniversary at **Glendale Ridge Vineyard on Saturday, July 27 from 6:30-8:30**. Kate Lorenz & The Constellations will be performing. Food trucks will include the Bistro Bus, Little Trúc, Local Burgy, and Chill Out. Bring your chair, a blanket or even a picnic and all of your friends. And be sure to bring your dancing shoes. Kelsey Flynn will be our Master of Ceremonies, so be ready for a few laughs!

We will be raffling off this beautiful orange Electra Townie 7D Step-Through Women's Bike from REI. This recreational bike has 7 gears, weighs a little over 34 pounds, and is all about fun

and very comfortable to ride. It comes with a wicker Nantucket bike basket, 2 bells, a helmet, a new water bottle and bracket, plus a Doberman bike lock and chain. Raffle tickets will be sold at the event.

