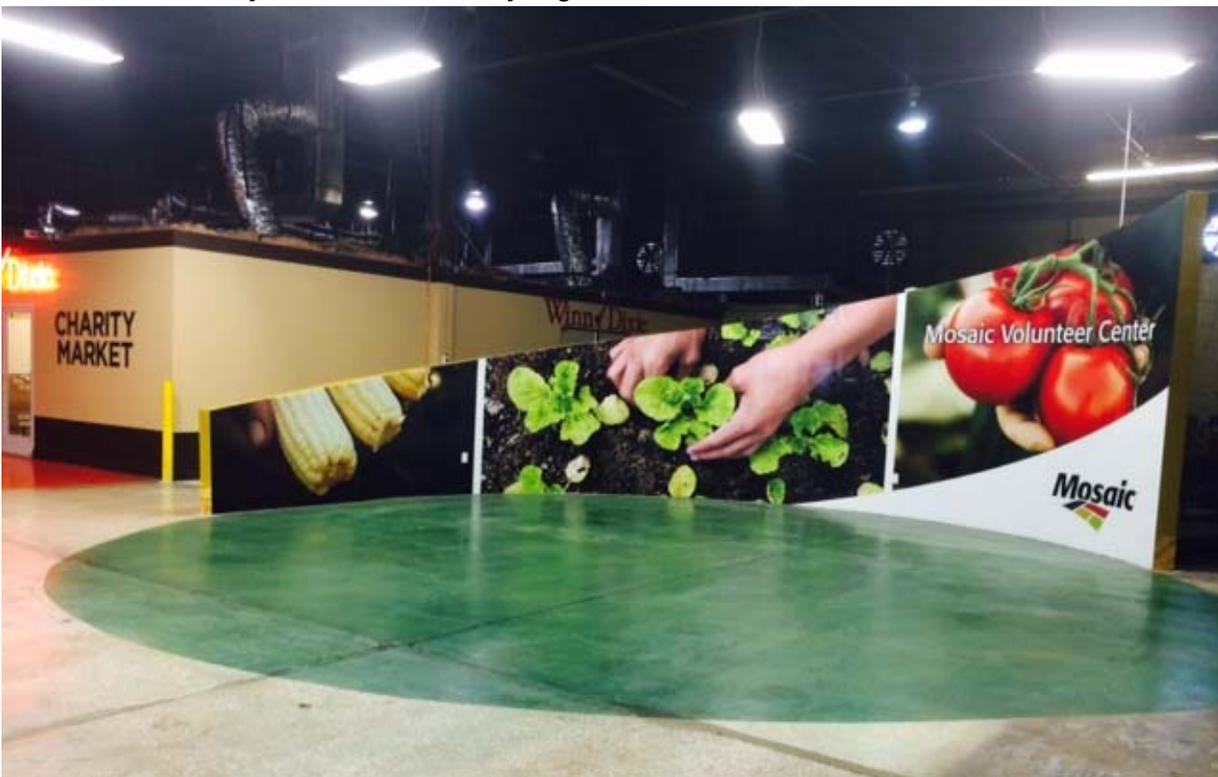


## Mosaic Volunteer Center at the Newly Renovated Feeding Tampa Bay Warehouse

*Mosaic employees embraced an opportunity to help transform the Center from a vision into a reality.*



*The Mosaic Volunteer Center will allow FTB volunteers to setup and get prepared to distribute more than 60 million meals each year in the 10-county region.*





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**Feeding Tampa Bay Announces Vision for a Hunger Free Tampa Bay**

**TAMPA, Fla.** – Today, Feeding America Tampa Bay announced the food bank would shorten its name to Feeding Tampa Bay as part of a sweeping effort to connect the region with the issue of hunger and focus the organization's efforts on enriching the lives of the 700,000 families, children and seniors who go hungry each day.

"Feeding Tampa Bay was at a point where we needed to do some deeper soul searching about who we are, what we do and who we serve," said Jenna Nelson, chair of the Feeding Tampa Bay Board of Directors and executive vice president of human resources for Sykes. "Our refreshed brand represents our focus and commitment to this community—for it to be a better place for us all to live and thrive."

Feeding Tampa Bay also revealed aspects of a three-year strategic plan, which invites the community to *Be Food Forward* with the organization and tackle hunger in the community with a new perspective.

"We know that we cannot put forth yesterday's ideas and expect to alleviate today's challenges," said Thomas Mantz, executive director of Feeding Tampa Bay. "*Be Food Forward* is our promise to the region and to those in need that we will be a true change agent enriching the health of our community over the next three years and beyond. We're making a fundamental shift from an output way of thinking to an outcomes mindset."

Moving forward, the food bank will align its operations under three main themes:

- **Engage & Mobilize** – Feeding Tampa Bay works under a collaborative model with hundreds of agency partners, thousands of donors and tens of thousands of volunteers. By developing and implementing new education programs, working with local civic leaders and partners in the fight against hunger, the food bank will energize and mobilize the community around this issue.
- **Innovate & Optimize** – In three years, Feeding Tampa Bay plans to be distributing more than 60 million meals each year in the 10-county region—70 percent of which will be fresh, healthy foods. Feeding Tampa Bay's food delivery mechanism will become more mobile to capture and repack more quickly much of the food that would otherwise be spoiled or wasted.
- **Healthier Outcomes** – Food is not just sustenance—it's a health prescription that can return a person to well being. New programs and collaborations, such as one with USF and a medical partner, will be announced shortly to integrate food relief with long-term, healthy options.

Feeding Tampa Bay has already generated more than \$1 million in support of its *Be Food Forward* initiative, with corporate donations coming in from Bank of America, Community Foundation of Tampa Bay, Gary and Melody Johnson, HSBC, Laser Spine Institute, The Mosaic Company, Wells Fargo and Winn-Dixie.

As a kick-off to Hunger Action Month, the announcement took place in the newly renovated Feeding Tampa Bay warehouse in East Tampa. Every September, the organization offers opportunities

throughout the month for the public to engage in hunger relief activities. A full calendar of events is available at [www.FeedingTampaBay.org](http://www.FeedingTampaBay.org).

**About Feeding Tampa Bay**

Founded in 1982, Feeding Tampa Bay is the largest food rescue and distribution organization in the community, serving a food-insecure population of more than 700,000 people in a 10-county area. Feeding Tampa Bay recovers surplus food donations from local growers, manufacturers, supermarkets and organized community food drives and distributes it to those in need through a partnership network of more than 600 faith-based and other incorporated non-profit hunger relief organizations.

Over the last five years, Feeding Tampa Bay supplied more than 100 million pounds of food, enough to provide more than 3 million meals every month to those who would otherwise go hungry. Feeding Tampa Bay was honored as WEDU's Be More 2014 Nonprofit of the Year.

[www.FeedingTampaBay.org](http://www.FeedingTampaBay.org)

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