Talking Points

Our Tone of Voice

Whenever we talk or write about Community Food Share, our tone is:

- **Neighborly**: welcoming and friendly
- **Kind**: we speak with respect and understanding, and without judgement
- **Brave**: fighting hunger doesn’t intimidate us
- **Conversational**: we use a familiar approach and always avoid jargon
- **Glass Half Full**: we prefer an optimistic tone that concentrates on the good we can do

Our Name

Refer to us as “Community Food Share”. Avoid the following:

- CFS
- The Community Food Share
- Community Food Shares
- Food Share

Soundbite

Community Food Share is a food bank fighting hunger in Boulder and Broomfield Counties by providing access to fresh, nutritious food through our local partners and our onsite and mobile pantries.

General Information

Community Food Share is a 501(c)3 non-profit organization.

Hunger in Our Community & Why We’re Here

- Hunger is a reality for 1 in 9 people in Boulder and Broomfield Counties.
- That’s 41,000 people (11% of the population), including 9,700 children (12% of the children in the two-county area).
- **Definition of “Food Insecurity”**: Lack of access, at times, to enough food for an active, healthy life for all household members (source: USDA).
Fast Facts:

- Community Food Share and our network of food pantries serves 40,000 community members a year!
- We distribute enough food for 23,000 meals a day.
- Our goal is to distribute 10.5 million pounds of food this year. At least 75% of our distribution will be fresh produce, dairy, or high-protein items.
- We rescue 11 tons of food a day that would otherwise go to waste. That’s equivalent in weight to 112 baby elephants!
- For every $1 donated, Community Food Share can distribute 3 meals.
- Every hour donated by a volunteer provides 84 meals!