

# Capital Region Food Program

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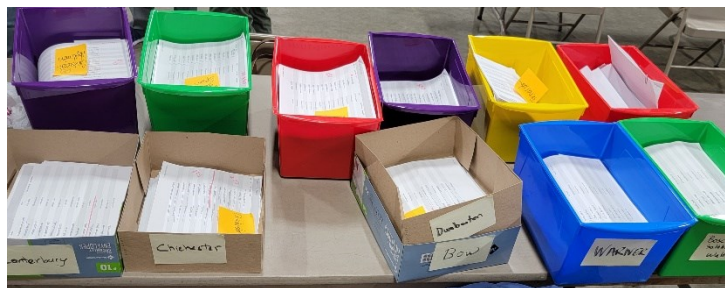
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## Press Release

<b>November 9, 2023</b>	<b>For More Information, contact:</b>
<b>For Immediate Release</b>	<b>Jennifer Carleton (603.496.7704)</b>

### CAPITAL REGION FOOD PROGRAM CELEBRATES THE 50<sup>TH</sup> HOLIDAY PROJECT WITH MEAL VOUCHERS TO BETTER SERVE THOSE FACING FOOD INSECURITIES THIS HOLIDAY SEASON



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#### **HOLIDAY PROJECT:**

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#### **YEAR ROUND DISTRIBUTION**

##### **PROJECT:**

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#### **MARKETING AND**

##### **TECHNOLOGIES:**

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#### **FINANCE:**

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#### **DEVELOPMENT/COMMUNITY**

##### **OUTREACH:**

Maria Manus Painchaud, Chair

CONCORD, NH — The Capital Region Food Program (CRFP) is proud to announce the milestone 50th edition of its Holiday Project, a remarkable achievement in its ongoing commitment to alleviating hunger in the Greater Concord area.

The Holiday Project has been a cornerstone of CRFP's efforts to combat food insecurity. Through five decades, three generations of leadership and the tremendous support from volunteers, donors, and the community, CRFP has provided food for over 250,000 individuals facing food insecurities in our community year round! That's more than 3,500 tons, or \$5.1 million dollars, of food.

*"Last year we transitioned the annual Holiday Project from the food baskets co-founded by my grandfather nearly 50 years ago, to providing holiday meal vouchers redeemable at participating Market Basket locations," said Elena Alois, Capital Region Food Program Chair. "This proved to be a huge success amongst both recipients and our partner agencies. We were able to help feed 28% more families compared to 2021 as well as empower families to purchase the food and grocery items they need, when they need it over the holiday season."*

The revised Holiday Project also provides an opportunity to maximize the impact of community donations and reduce unintentional food waste. By providing families with more choices for their specific dietary and nutritional needs, CRFP can reduce unused food donations and create a more sustainable program.

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## CAPITAL REGION FOOD PROGRAM CELEBRATES THE 50<sup>TH</sup> HOLIDAY PROJECT

*"The Christmas voucher project is in lieu of the traditional basket of food that is offered to our clients at the Holidays," said **Elizabeth Sargent, Christ the King Food Pantry**. "The voucher program allows clients the freedom to shop at the grocery store when they can get there, and it enables them to choose the food they like for themselves and their families. For those who have dietary restrictions, this is such a great idea. This new approach has been enthusiastically received by our clients. It's such a thoughtful approach to giving at Christmas."*

*"I have worked with the Capital Region Food Program and its Holiday Project for over 40 years. During that time, I have witnessed the improvements and enhancements that have assisted those in need. Last year, the CRFP launched a pilot Holiday Voucher Project. This was both well received and provided the flexibility for the recipients to use the voucher when most needed during a 6 week period around the holidays. The newly adopted CRFP Holiday Project model allows more customization and reduces waste as families are able to select food and grocery items that best meet their needs. I know the clients we serve are most grateful for the change", said **Muriel Previe, Pembroke Welfare Director**.*

Those seeking food assistance this holiday season are invited to connect with one of the 38 partner agencies participating in the program this year. Voucher applications are only accepted through these agencies until November 30th. For more information and a complete list of participating agencies, please visit [www.capitalregionfoodprogram.org/holiday-project](http://www.capitalregionfoodprogram.org/holiday-project).

For those interested in supporting the Capital Region Food Program, please visit [www.capitalregionfoodprogram.org](http://www.capitalregionfoodprogram.org)



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**The Capital Region Food Program (CRFP)** is a private, not-for-profit organization whose mission is to help reduce hunger in the Greater Concord area through year-round distribution of food to individuals and families. Since 1974 this has been accomplished by securing financial donations and in-kind services and by coordination, collaboration, and cooperation with other community distribution and service agencies.

The CRFP distributes the equivalent of over 110 tons of food annually through two initiatives. Forty (40) tons of food is distributed through the Year-Round Distribution Project which is distributed eleven times each year to over thirty local agencies. The equivalent of seventy (70) tons of food is distributed through the program's Holiday Project.