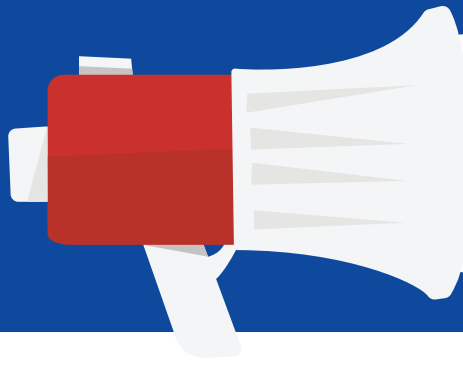


MAY  
2023



**IFCS**  
Integrated Family  
Community Services



# COMMUNICATIONS REPORT

by Donna Wintz

The past month was focused on shifting Ready, Set, School! from participant to donor focus, and preparing the mid-year Community Update as we prepare for our summer fundraising campaign.

## WEBSITE

Website changes over the past month included:

- Made Ready, Set, School Interest Form live on site for May 1; removed on May 19 when registration closed
- Revised RSS Forms as needs arose
- Made website updates to RSS donor page, Donorbox campaign and Roonga drive page; made donor page live and added to homepage menu
- Applied staff's recommended Spanish translation updates to Market flier
- Updated info, then added RSS and Homegrown Produce Donations to website homepage
- Updated homepage logos/links for FY 22-23 Premier Partners
- Performed routine backups and plugin updates



## OUTREACH

- Sent out press release about new "market of choice" model at IFCS indoors
- Coordinated visit of Tatiana of Colorado Sun with Todd and Sandra for May 16; postponed
- Wrote and designed Community Update for mid-year; applied revisions and prepped files for printer

**IFCS** Integrated Family Community Services MID-YEAR UPDATE 2023

Dear Friends and Supporters,

As the long-awaited summer has us now dreaming up vacation plans, hunger won't be taking a vacation in our community. Many families struggling with food insecurity are dreaming of having access to sufficient food, or food of adequate quality, to meet their basic nutritional needs. Inflation has slowed, but food prices remain historically high, and cuts to food benefits like the Supplemental Nutrition Assistance Program (SNAP) began in March. SNAP benefits were reduced by approximately \$90 per person per month (\$360 per month for a family of 4), leaving hundreds of Coloradans struggling to access healthy meals. The glimmer of hope is that, thanks to you, IFCS remains open with life-sustaining food support.

**HUNGER HAS INCREASED**

IFCS has nearly tripled its services over the past 3 years, providing more food support to metro Denver area families than ever in its 59-year history. Last month alone, visits to IFCS fed 3,310 individuals (1,211 households), 64 of which were first-time visitors. IFCS April support in the community is valued at \$486,570, with food sourced from Emergency Food Assistance grants and purchased in bulk using donations from supporters like you.

**OUR COMMUNITY IS STRUGGLING**

With reduced SNAP benefits and a lack of affordable housing, food support is a survival necessity for low-income households. The current housing crisis creates an enormous financial strain; a recent report by the Colorado Coalition for the Homeless shows that over half of extremely low-income families have no affordable housing options. As a result, the majority of these households are using 50% (or more) of their income for rent, making food support a lifeline for these families. There's no doubt that IFCS' hunger alleviation program is helping put healthy meals on tables and keep roofs over heads.

**IN PARTNERSHIP WITH YOU, IFCS IS ADAPTING**

To address the drastically increased hunger in a sustainable way, IFCS was forced to limit visits to the food market to once per month beginning March this year — an unfortunate overlap with the reduction of SNAP benefits. With support from the community, we were able to stock the Market @ IFCS and make some important adjustments — from a pandemic model of pre-made grocery box distribution, to an indoor market with a range of self-selected grocery staples.

Program participants now enter IFCS and, with volunteer assistance, select from available food items in quantities allowed for their household size. The new, more personalized shopping experience allows participants to choose groceries they like or know how to cook, which reduces waste. During a visit, each individual or small household is provided with 75-100 lbs of groceries that include fresh produce such as melons, cucumbers, tomatoes, oranges, cabbage; dairy products such as milk, cheese, and yogurt; and protein items such as chicken, fish, shrimp, and eggs. Program participants are especially grateful for fresh groceries, as well as the compassion they receive at IFCS.

**KEEPING OUR MISSION ALIVE**

Known for fostering self-sufficiency and respecting the dignity of each person, IFCS is living its mission at the Market @ IFCS. Creating a culturally-responsive experience of belonging and equal opportunity allows visitors to feel respected and supported without shame. The burden of "not having enough" is lifted, and they're so appreciative of what is provided.

**WE COULD USE YOUR HELP**

IFCS has been partnering with the community to alleviate hunger since 1964. As we approach our 60th Anniversary, we have no intention of decreasing our presence or reducing our life sustaining services; however, the increased needs leave us struggling to respond adequately. With the high demand for food assistance, our small nonprofit is at a \$98K budget deficit 8 months into this fiscal year (Sept. 2022 to April 2023). Please help nourish lives with your gift today. Our greatest needs at this time are for financial and volunteer support:

- **DONATE TO NOURISH LIVES**  
Financial donations keep the Market shelves stocked and allow IFCS to acquire/sourc/purchase the most needed grocery items. Tax-deductible individual and corporate donations of all sizes make a big difference! Donate today at: [ifcs.org/donate/](https://ifcs.org/donate/)
- **VOLUNTEER IN THE MARKET**  
Managing a "market of choice" requires more volunteer support; if 6 volunteers are not available for one of the Market's morning or afternoon shifts, IFCS cannot open. Learn about IFCS volunteer opportunities and sign up to help at: [ifcs.org/volunteer-core/](https://ifcs.org/volunteer-core/)

Whatever role you play at IFCS, we are grateful for your partnership and your support. Summer is coming and hunger won't take a vacation, but the Market @ IFCS will be open because of you. Sincerely,

*Jeffrey Alm* Jeffrey Alm Board President  
*Sandra Blythe-Perry* Sandra Blythe-Perry Executive Director

P.S. We would like to share our appreciation: please take a moment to see the impact you've made in our community:

Scan to watch a video depicting how our donors, volunteers, and participants make IFCS better.

Scan to see our "How to Shop the Market @ IFCS" flier, created to show recent service updates.

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**What I most like about the Market at IFCS is the good treatment and compassion.**

**FEED A FAMILY**

Mail a check with the enclosed envelope, SCAN THIS QR CODE to make a secure donation online, or visit [ifcs.org/donate](https://ifcs.org/donate)

Contact Todd McPherson, Development Director, at 303-725-8894 or [today@ifcs.org](mailto:today@ifcs.org) about the best way to give.

**VOLUNTEER IN THE MARKET**

SCAN THIS QR CODE to learn about volunteer opportunities, or visit [ifcs.org/volunteer-core](https://ifcs.org/volunteer-core)

## BRANDING

- Sent request to Food-Banks.org to update Inter-faith listing to current name
- Added tagline to Market @ IFCS logos, esp. for use by Todd in developing corporate sponsorships



Partnering with the Community  
to Alleviate Hunger Since 1964.

## SOCIAL MEDIA

Efforts to update IFCS' presence across the internet included:

- Submitted Google Maps and Yelp requests to remove Interfaith Community Service listings; duplicates of IFCS
- Requested Google listing change to "Drive-through" service; unable to edit
- Sorted out Facebook donation button, birthday donations; investigated this fundraising venue
- Worked with Perian to delete Yelp listing for Inter-Faith Community Services

Posts to Facebook, Instagram, Twitter, LinkedIn, and Google Business Page included:

- Posted about how the new Market @ IFCS is saving food and reducing waste
- Posted about Ready, Set, School registration open for eligible participants
- Posted about volunteer needs for the new "market of choice," more people needed to manage operations, and bi-lingual needs
- Posted about RSS deadline for applicants
- Posted about Volunteer T-shirt design survey, and results with photo Tara provided
- Shared news story about some causes for inaccurate food insecurity data in our country and how the US tracks hunger
- Shared easy, low cost chocolate cake recipe
- Shared participant's quote about shopping in the IFCS Market

## DIGITAL MARKETING

We met with the Webolutions Team for follow up and to hear their assessment findings.

## EMAILS

We've had 113 new email subscribers in the past 30 days (as of May 23), with 2% list growth overall. We currently have: **1,672 Program Participant News Subscribers, 3,968 Donor/Volunteer News Subscribers, and 215 Printed News Contacts**

This email was sent recently:

1. April 26 - School Contacts Email: Announcing Ready, Set, School program and providing bi-lingual flyer for them to share with families
2. April 26 - Volunteers/Donors Email: Inviting votes for IFCS and Todd for Englewood Chamber nominations; update/news about IFCS Market and new flier; participant quote showing benefit of supporting IFCS in the community; news about Ready, Set, School registration and upcoming need for sponsors; need for volunteers in the Market; gratitude for King Soopers community awards from supporters
3. May 1 - Participant Email: Reminder about Ready, Set, School registration deadline
4. May 15 - Participant Email: Last chance reminder that Ready, Set, School registration will close May 19