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| to: | WA FOOD FUND PARTNERS |
| from: | RALLY |
| date: | APRIL 6, 2020 |
| re: | WA FOOD FUND |

Please see below some materials you can use to alert your organization and partners to the issues surrounding food insecurity in the state and the WA Food Fund that the Governor, in partnership with Philanthropy Northwest, Food Lifeline, Northwest Harvest and Second Harvest, launched today, Tuesday, April 7.

Seattle Times wrote about the fund this morning, <https://www.seattletimes.com/seattle-news/homeless/as-coronavirus-economic-effects-strain-food-banks-gov-inslee-announces-statewide-food-relief-fund/>

The Governor's office has posted the Governor’s video on Twitter, Facebook, Instagram and Medium. The First Lady's video will be shared on her Facebook page shortly. Please feel free to amplify on your channels.

Twitter: <https://twitter.com/GovInslee/status/1247554577320144898?s=20>

Facebook: [https://www.facebook.com/WaStateGov/videos/233939130995851/?\_\_xts\_\_[0]=68.ARD8yjMGoudmj-Gzzdf6PQ5com6mwrxD1P5TdmCQO\_paJMicGLZ6idhpceKmWXABzqlI1ETgkfxY-45jd8tsuBytyBr\_eTmCqUY\_uF6XWPBNPrKi5areO5sNvFF3mXxImdtCLmRhjLNPgS4lrbKfFB-WRoZhYlylDO10RSv1Rc4iMSwu\_Zi-hbMgfn5ZgaKn65-hTBZrzzyV8-vXinY0EMhE6CBQ1sdYtLGw2cAWvibp9t8kLz2LE0mIm-EsVIiF9hQBWlQyg7J6BIvO\_AeiElFIKUMyGlYTTLsBsuYBdyXq0i9AhkxCx3TZqO\_Xvbv5D20crW02J6TZNFinFWz5z5bXPQEMn7VTB1cB7g&\_\_tn\_\_=-R](https://www.facebook.com/WaStateGov/videos/233939130995851/?__xts__%5B0%5D=68.ARD8yjMGoudmj-Gzzdf6PQ5com6mwrxD1P5TdmCQO_paJMicGLZ6idhpceKmWXABzqlI1ETgkfxY-45jd8tsuBytyBr_eTmCqUY_uF6XWPBNPrKi5areO5sNvFF3mXxImdtCLmRhjLNPgS4lrbKfFB-WRoZhYlylDO10RSv1Rc4iMSwu_Zi-hbMgfn5ZgaKn65-hTBZrzzyV8-vXinY0EMhE6CBQ1sdYtLGw2cAWvibp9t8kLz2LE0mIm-EsVIiF9hQBWlQyg7J6BIvO_AeiElFIKUMyGlYTTLsBsuYBdyXq0i9AhkxCx3TZqO_Xvbv5D20crW02J6TZNFinFWz5z5bXPQEMn7VTB1cB7g&__tn__=-R)

Instagram: <https://www.instagram.com/p/B-r5s8cAikf/?utm_source=ig_web_button_share_sheet>

Medium: <https://medium.com/wagovernor/inslee-leading-nonprofits-launch-fund-for-states-food-banks-as-supply-levels-drop-1dacbb05fcb7>

**Sample Cover Letter to Partners**

Dear colleagues,

As our communities continue to face the impacts of the coronavirus outbreak, an estimated 1.6 million Washingtonians are at risk of not having enough to eat. With the dramatic [rise](https://www.spokesman.com/stories/2020/apr/02/jobless-benefit-claims-in-washington-continue-to-s/) in joblessness, that number is expected to grow in the coming weeks. While our statewide food supply remains steady and deliveries to grocery stores continue uninterrupted, donations to food banks and pantries have dropped 70% while demand has skyrocketed.

**Governor Inslee and Philanthropy Northwest have teamed up to launch the** [**WA Food Fund**](https://philanthropynw.org/wa-food-fund)**,** a new statewide public-private relief fund to coordinate and distribute food and supplies to food banks and pantries across our cities and rural communities. Funds will be distributed to three organizations working on the frontlines of food insecurity in Washington – [**Food Lifeline**](https://foodlifeline.org/), [**Northwest Harvest**](https://www.northwestharvest.org) and [**Second Harvest**](https://2-harvest.org/)*,* who will in turn donate to food banks across the state.

The Fund launched today, Tuesday, April 7. Governor Inslee will be including the announcement of the fund in his daily COVID-19 press briefing.

We are asking for your support with the launch of the fund – to help spread the word and draw more attention to the issue and to the fund. We’d appreciate your help in the following ways:

* Help raise awareness by posting information about the WA Food Fund to your social channels and include in communications to your constituents. We have included sample social media copy below for your convenience.
* Let us know if you are interested and available to speak to local media about the issue of food insecurity and the launch of the WA Food Fund. We have attached talking points that can be used in interviews and press statements. For further questions, please contact Sean Wherley at [swherley@wearerally.com](mailto:swherley@wearerally.com).

Thank you so much for your support. This is a very difficult time, but together, we can help make sure that food is not another worry for our neighbors and families in need.

**about wa food fund**

WA Food Fund is a new relief fund to provide food for those most impacted during the COVID-19 outbreak. Funds raised through a public private partnership will be distributed to three organizations working on the frontlines of food insecurity in Washington -  [**Food Lifeline**](https://foodlifeline.org/), [**Northwest Harvest**](https://www.northwestharvest.org) and [**Second Harvest**](https://2-harvest.org/)*.*

The below talking points are about the WA Food Fund and how it is helping to provide food for Washingtonians in need during this time.

**Below is also sample social media and graphics to help promote the WA Food Fund on your channels.**

* No one in Washington should ever go hungry. Now, this crisis is hitting our most vulnerable communities even harder.
* We’re excited to see this new initiative launched by Governor Inslee and Philanthropy Northwest to feed our neighbors in need.
* WA Food Fund is a new relief fund to provide food for the Washingtonians most impacted by the coronavirus outbreak.
* Every dollar donated to the fund will be distributed to frontline organizations that support food banks and pantries across Washington – from our cities to our most rural communities.
* Our statewide food supply chain remains steady, and deliveries to grocery stores continue uninterrupted. Yet donations to food banks and pantries have dropped 70% while demand has skyrocketed.
* 1.6 million Washingtonians are at risk of not having enough to eat.
* We expect that need to grow as hundreds of thousands struggle with joblessness in the coming weeks.
* Washingtonians in need are our neighbors, the elderly, children who normally rely on schools for meals, people who struggle with their health or have lost their jobs.
* We need to act *now* to make sure there is food on every table.
* Our state is full of generous people and good neighbors. We are calling on everyone to consider contributing a small donation to the fund.
* Even a few dollars can provide a meal to a child or family in need.
* Together, we can make sure food is not another worry for our neighbors and families during this difficult time.

**social media content**

The JPEG images below are available to download - right click the image to save. These graphics can accompany the below social media copy.

* WA Food Fund is a new relief fund to support the vital orgs feeding our neighbors across the state – @NWHarvest @SecondHarvest\_, @FoodLifeline. Food donations are down and demand is crushingly high. Every $ donated helps provide food for a family in need. wafoodfund.org
* 1.6 million people in WA are at risk of not having enough to eat during ‘shelter in place’. Please donate to the WA Food Fund – every $ goes to frontline orgs working across the state. Supporting our most impacted neighbors is as simple as a $5 donation. wafoodfund.org
* With all the challenges facing Washingtonians right now, food access shouldn’t be one of them. Please consider donating to the WA Food Fund, a new relief fund to help keep our food banks & pantries stocked across the state. Show your support: wafoodfund.org



