

## A NEW LOOK AT MOVEABLE FEAST

Thank you for helping drive Moveable Feast's 30-year commitment forward to provide food as medicine. Together, we're breaking barriers to provide essential nutrition customized to the needs of those living with chronic illnesses, helping them achieve better health and quality of life.

To reinforce our commitment to food access and health equity, Moveable Feast's look, feel, and message should reflect our firm belief in the power of food – and the force of our work. We have taken time to rethink our approach to best educate supporters, partners in healthcare, and community members alike on our impact, and we've invested in a refreshed brand presence to better represent the future of Moveable Feast.

The color red remains at the forefront of our visual brand to acknowledge our founding as an HIV/AIDS support organization, and our logo has evolved to represent our full-service delivery model. A shift in tagline text from "fight disease" to "fortify health" represents our focus on improved health outcomes and quality of life.

Our movement to reach, teach, and feed Marylanders living with serious chronic illnesses continues to gain momentum. Medically tailored meals have been recognized on a national level for their contribution to improved health and reduced costs. Now is the time to effectively communicate our impact and increase our visibility so we can set a place at the table for anyone in need of our services.



Photo by Wide Angle Youth Media

## 2021-2023 STRATEGIC PLAN

### Year 2 accomplishments



#### Center Racial and Social Equity

- Intercultural Development Inventory (IDI) completed as staff.
- Staff trained on Micro-aggressions, Harm Reduction and Applying The Equity Filter.



#### Grow and Develop People

- Improved onboarding process resulting in a 95% satisfaction rate in categories of job preparedness and company culture.
- Approved and implemented a new Compensation Policy with market and equity increases for staff.



#### Demonstrate and Improve Impact

- Implemented diabetes intervention plan including doubling amount of fresh produce for all clients.



#### Partner to Expand Reach

- Increased healthcare partnerships resulting in over \$450,000 in revenue.



#### Engage the Community in Our Mission

- Contracted creative agency to develop new brand materials to better communicate our mission and vision.

# HOW WE MOVE THE FEAST

We partner with providers to ensure that our services reach those most in need of medically tailored nutrition. Below is an outline of the steps in our evaluation and approval process.

## STEP 1 CLIENT REFERRAL

This can be a referral from a:

- Doctor
- Nurse
- Licensed social worker
- Case manager
- Community health worker or Dietitian

## STEP 2 DETERMINE ELIGIBILITY

Our Client Services team determines service eligibility through an intake assessment.

## STEP 3 CLIENT ASSESSMENT

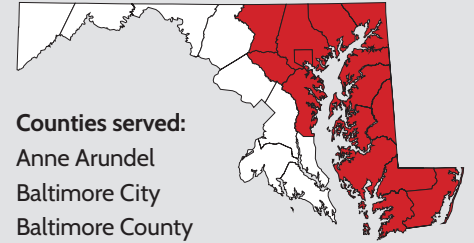
Client meets with staff; based on the assessment, the client either starts meal delivery or has a consultation with a dietitian.

## STEP 4 SERVICE BEGINS

Client starts to receive medically tailored meals, fresh produce, nutrition supplements (if needed), and nutrition counseling (if applicable).

# MEDICALLY TAILORED IN MARYLAND

Of our 1,700+ clients, many live outside of Baltimore City, in one of the other 14 counties we serve.



### Counties served:

Anne Arundel	Kent
Baltimore City	Queen Anne's
Baltimore County	Somerset
Caroline	Talbot
Carroll	Wicomico
Cecil	Worcester
Dorchester	
Harford	
Howard	

# OUR DIETITIANS MAKE A DIFFERENCE

Chronic kidney disease (CKD) is one of several chronic illnesses Moveable Feast is addressing with medically tailored nutrition, and the urgency is clear. 35 million Americans are living with CKD. That's 1 in 7 people, but what you eat can reduce your risk level and Moveable Feast dietitians are teaching people how.

This July, staff dietitians Isabel and Brandy hosted an on-site cooking demo for clients and community members living with CKD. They understand the importance of empowering people through education, helping to explain what foods to avoid and what foods to enjoy when living with CKD.

They walked through a "Moroccan Rice and Lentils with Spiced Vinaigrette" recipe and explained why plant-based foods are more beneficial to those living with CKD due to limited amounts of potassium and phosphorus. For someone living with CKD, this is critical information and can significantly decrease CKD mortality rates at-large.

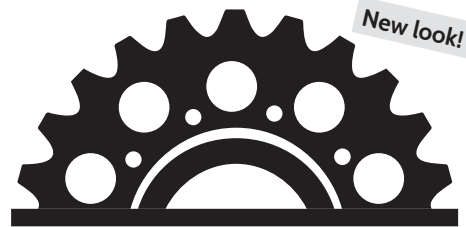


# FROM YOUR PLATE TO OUR PURPOSE:

*Celebrate 30 years of Dining Out For Life*



Now in its 30th year, Dining Out For Life is a national annual fundraising event that raises money for AIDS service organizations across the country. Baltimore's chapter of Dining Out For Life supports Moveable Feast. On Thursday, October 5, 2023, participating restaurants in Baltimore City and across Maryland will donate a percentage of sales to our organization. Funds raised will help drive our commitment to treating chronic illnesses with FOOD AS MEDICINE. Mark your calendars and enjoy your dine-out or carry-out meal to improve the health of Marylanders.



## RIDE FOR THE FEAST

### 2023 IMPACT

Thank you to everyone who biked, volunteered, sponsored, or attended team fundraisers to support Moveable Feast's 21st Ride for the Feast on May 13, 2023. Each year this event continues to bring people together to fortify the health of our communities in Maryland. Because of the efforts of those who participated, we're able to continue delivering food as medicine.

## VOLUNTEERING WITH PRIDE

On June 24, 2023, we walked with pride through the streets of Baltimore, as we do each year, in love and support for the LGBTQAI+ community. Thank you to all the wonderful volunteers who joined that day.



**19** teams  
**173** riders  
**100+** volunteers  
**21** sponsors  
**\$568,060 RAISED!**



Photo by Pivotal Visuals

Presented by



Special thanks to Titanium sponsors



### JOIN US IN OUR KITCHEN!

*Volunteers Needed*

Monday – Friday  
8:00 AM – 11:30 AM  
12:30 PM – 2:30 PM

# 3-COURSE MEAL

Three questions for a Moveable Feast staff member



Terri Gross joined the Moveable Feast team in September 2022. She leads a team of four staff members dedicated to client needs from

the beginning to the end of service with Moveable Feast. After years of working with people in the areas of health and education, Terri was excited to work with an organization whose vision and mission aligned with her core values and desire to address social disparities in today's society.

**What three words come to mind when you think about the service we provide to our clients?**

Healthy, Supportive, Resourceful

**What would you like Moveable Feast supporters to know about the client population we serve?**

Moveable Feast clients represent Marylanders who are conscious of the nutritional value of meals and how it directly relates to their health.

**What do you enjoy most about working for Moveable Feast?**

I enjoy working with a great team of dedicated professionals and our awesome clients! Coming together to feed people, fortify health and foster hope is very purposeful and I'm happy to be a part of making an impact on people's lives.

*Moveable Feast is a 501 (c)(3) charitable organization, contributions to which are tax-deductible. A copy of our current financial statement is available upon request by contacting our accounting office. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the office of the Secretary of State, State House, Annapolis, MD 21401 for the cost of copying and postage.*



**MOVEABLE  
FEAST**

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**SAVE A STAMP – SCAN TO DONATE** Your support means more people can get the nutrition they need during a difficult time in their life.

## GETTING ON BOARD

Getting on board with our refreshed brand



Keisha Clarke-English brings her passion for communications, advertising, campaign development, and strategic planning to Moveable Feast's Board of Directors as a member of the Brandy Strategy Task Force.

Keisha has implemented award-winning integrated marketing communications campaigns throughout her career. First, working at local advertising agencies in Baltimore before going on to work for BGE, where she's now the Director of Project Management, at Exelon's Office of the CEO.

As it relates to Moveable Feast's brand presence Keisha says, "For a service organization like Moveable Feast, brand recognition is important because it helps foster a meaningful connection with the community, which cultivates loyalty and trust. People want to engage with brands who do good and make them feel good – brands that make them feel heard and seen."

The recent brand refresh will allow Moveable Feast to maintain a significant presence in the community, supporting fundraising efforts and increasing awareness of our work. We would like to extend a special thanks to Keisha and other Brandy Strategy Task Force members, James Seidl and Manny Miyar, for their time and talent. And thanks to all of our dedicated board members that go above and beyond to help us achieve improved food access and health outcomes for the people we serve.

## BOARD OF DIRECTORS

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FEAST**

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