Your Local Food Bank

FEEDING AMERICA®

RIVERSIDE | SAN BERNARDINO

MEDIA KIT 2026-2027



Platinum Transparency 2026 Candid.

Charity Navigator ✦ FOUR-STAR ✦ 2026

Administration:
4035 Trail Creek Road, Riverside, CA 92505

Warehouse:
2950-B Jefferson Street, Riverside, CA 92504

951.359.4757 | FeedingIE.org

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ORGANIZATIONAL OVERVIEW

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. Today, FARSB is the primary food source for nearly 250 local nonprofit organizations, distributing over 3.3 million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more.

With the help of these community partners, FARSB makes up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over 5.7 million people every year.*

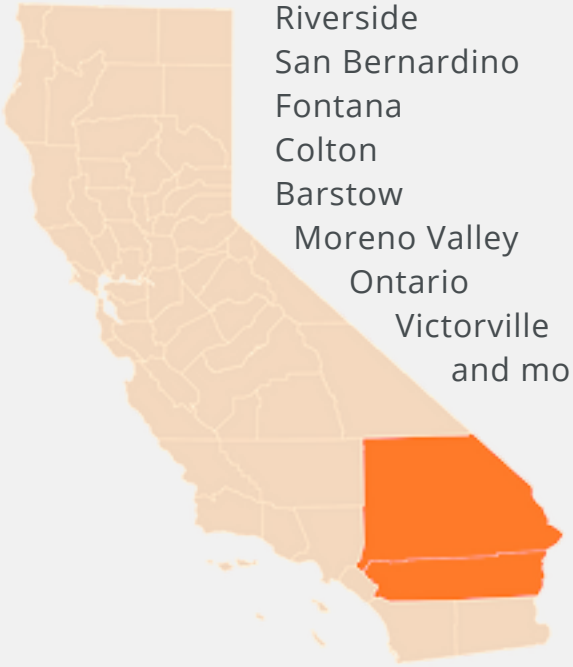
MISSION STATEMENT

Our mission is to alleviate hunger in the Inland Empire. We envision a community where everyone has access to an adequate and nutritious food supply.

**Numbers reflect Fiscal Year from July 1, 2024 through June 30, 2025*

THE INLAND EMPIRE

We feed Riverside and San Bernardino Counties, an area best known as "the Inland Empire" or "I.E." The I.E. is located east of Los Angeles and is home to major cities including:



Riverside
San Bernardino
Fontana
Colton
Barstow
Moreno Valley
Ontario
Victorville
and more!

FISCAL YEAR 24-25 FACTS AND FIGURES*

4	MEALS SERVED PER $1 DONATED
231	COMMUNITY PARTNERS AIDED OUR EFFORTS
1.5K	CALFRESH APPLICATIONS WERE SUBMITTED
3.2K	UNIQUE VOLUNTEERS DONATED THEIR TIME
5.9K	HOME DELIVERIES WERE CONDUCTED
22.1K	VOLUNTEER HOURS WERE SERVED
632K	DOLLARS WERE SAVED BY VOLUNTEERS
5.7M	INDIVIDUALS WERE SERVED
25.4M	POUNDS WERE RESCUED FROM LANDFILL
39.4M	POUNDS OF FOOD WERE DISTRIBUTED
98%	OF EACH DONATION DIRECTLY FED FAMILIES

**Numbers reflect Fiscal Year from July 1, 2024 through June 30, 2025*

IMPACT STATEMENTS

Just $1 can help provide up to 4 meals to kids, families, and individuals facing hunger or food insecurity in the Inland Empire (IE) community.

FARSB works to rescue food from grocery stores, manufacturers, and food producers to ensure access for people who need it.

98% of all donations go directly to vital food distribution programs serving Riverside and San Bernardino Counties.

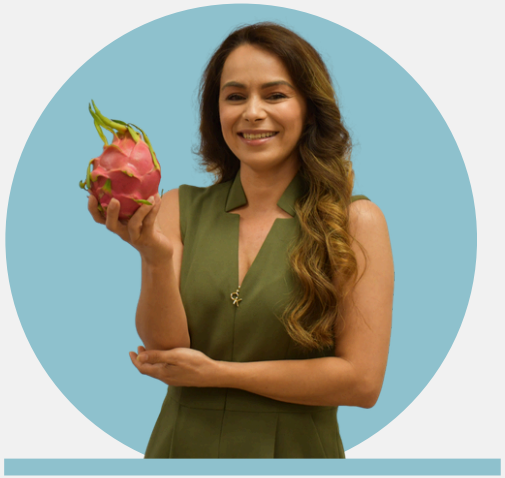
Guidestar awarded FARSB the Platinum Seal of Transparency in recognition of their contribution to key financial and programmatic information. Based on Guidestar's findings, FARSB has transparently adhered to good governance and achieved its mission through strong fiscal responsibility.

CEO OVERVIEW



From left to right: FARSB Staff - Jose Ruiz, Luis Molina, Jessica Valentine, Paulina Soria, Vanesa Rangel-Mercado, and Carolyn Fajardo.

**Staff members as of January 2025.*



VANESSA RANGEL-MERCADO

Vanesa serves as Interim CEO of FARSB, having over 12 years of experience with the organization. In her career, she focuses on building strong partnerships with nonprofit organizations and expanding access to nutritious food for families across Riverside and San Bernardino Counties.

In addition to serving as Interim CEO, Vanesa continues to lead the food bank's Partner Relations department, supporting a network of hundreds of nonprofit partners working together to improve food access in the IE.

As a member of the IEHP Foundation Vibrant Health Leadership Cohort, she collaborates with regional leaders to advance health equity and community well-being. Vanesa has also helped establish internal policy and advocacy initiatives to strengthen community impact.

She holds a B.S. in Business Management and is committed to leading with collaboration, integrity, and a deep appreciation for Community Partners who make FARSB's mission possible.

BRANDING GUIDELINES

Acceptable Names

- Feeding America Riverside | San Bernardino
- Feeding America Riverside and San Bernardino Counties
- Nickname/Acronym: FARSB; pronounced “Farz-bee”
- **NOT "FEEDING AMERICA"**

Logo Usage Agreements

Prior to logo usage, requests MUST be submitted with a completed logo usage form and turned in to the FARSB Development team to ensure requests align and will be properly used.

Fonts

Ariel, Ariel Bold, Ariel Black (for Microsoft and Adobe programs) Open Sans, and the Open Sans variations (for Canva programs)

CORRECT

Your Local Food Bank
FEEDING AMERICA
RIVERSIDE | SAN BERNARDINO

INCORRECT

FEEDING AMERICA

ALWAYS use the logo that has the "Your Local Food Bank" flag across the top and the "RIVERSIDE | SAN BERNARDINO" at the bottom.

Primary Color Palette

SPOT: PMS 144 C/U
CMYK: 0.50.100.0
RGB 233.121.0
HEX: E98300

SPOT: PMS 371 C/U
CMYK: 53.14.89.56
RGB: 83.104.43
HEX: 53682B

Secondary Color Palette

SPOT: PMS 550 C/551 U
CMYK: 40.6.12.5
RGB: 142.193.205
HEX: 8EC1CD

SPOT: PMS 1805 C
CMYK: 0.90.65.30
RGB: 177.45.57
HEX: B12D39

SPOT: PMS 458 C/U
CMYK: 22.11.84.0
RGB: 207.202.80
HEX: CFCA50

SPOT: PMS Cool Grey 7 C
CMYK: 53.27.26.17
RGB: 150.149.151
HEX: 969597

SPOT: PMS 5763 C
CMYK: 56.31.76.11
RGB: 117.137.88
HEX: 758958

SPOT: PMS 518 C
CMYK: 50.79.48.42
RGB: 83.51.71
HEX: 533347

SPOT: PMS 7540 C
CMYK: 70.58.55.37
RGB: 70.86.79
HEX: 464C4F

DOWNLOADABLE MEDIA ASSETS

VIDEOS



DOWNLOAD VIDEOS

LOGOS

Your Local Food Bank

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RIVERSIDE | SAN BERNARDINO

DOWNLOAD LOGOS

PHOTOS



DOWNLOAD PHOTOS

BOILER PLATE

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. FARSB opened in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. Today, FARSB is the primary food source for nearly 250 local nonprofit organizations, distributing over 3.3 million pounds of food monthly to emergency food pantries, high-need elementary schools, senior centers, after-school programs, and more. With the help of these community partners, they make up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over one million households every year. Feeding America Riverside | San Bernardino proudly holds the 2026 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit www.FeedingIE.org.

SOCIAL MEDIA GUIDELINES

HANDLES

Instagram: @feedingamericaie
Facebook: @feedingamericaie
LinkedIn: @feedingamericaie
TikTok: @feedingie
YouTube: Feeding America Riverside | San Bernardino

MESSAGE

Our social media platforms advocate for those facing food insecurity and highlight the efforts of our mission to fight against hunger in the Inland Empire. Our content is developed with informative posts to inspire and spread awareness of fighting against hunger. Our foodbank encourages all to do the same when posting or sharing FARSB content.

HASHTAGS

#WeFeedTheIE
#HungerFreeIE
#FeedingTheIE
#FeedingIE
#FARSB



CONTACT INFORMATION

MARKETING / BRANDING INQUIRIES

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