



Food Access: Making the Healthy Choice the Easy Choice

When the COVID-19 pandemic gripped the Greater Lehigh Valley, the adverse health effects became immediately apparent. Many found themselves unexpectedly out of work and facing serious choices with limited resources. Would they pay the electric bill or buy diapers? Could they afford the rent and food for their families?

As a result of the pandemic, emergency food pantries supported by United Way of the Greater Lehigh Valley (UWGLV) served 88% more people. Although that initial spike has plateaued, recent research from United Way of Pennsylvania shows that feeding their families remains a top concern among Pennsylvanians living paycheck to paycheck.

One in 10 Lehigh Valley residents face food insecurity, including one in six children, according to the latest data from Feeding America. With new partnerships with Air Products Foundation and U.S. Hunger, UWGLV is more committed than ever to addressing the issue of food access in the Greater Lehigh Valley.

This summer, UWGLV and Air Products Foundation launched the Air Products Fresh Food Promise as a direct response to increased demand for emergency food programs. For every new donor to United Way, Air Products Foundation will make an additional contribution in support of our food access work to provide fresh, healthy food for local families.

In collaboration with the Lehigh Valley Food Policy Council and U.S. Hunger, UWGLV launched the region's newest emergency food solution program: Full Cart Virtual Food Pantry. This innovative program offers families in Community Schools free, healthy food delivered directly to their homes. Full Cart allowed us to serve and ship 93 boxes of shelf-stable food directly to the front door of approximately 342 individuals in need—that's equivalent to more than 11,625 servings of food.

UWGLV also strengthened its partnership with Kellyn Foundation to serve even more of our community with the goal to "Make the Healthy Choice the Easy Choice." The Kellyn Foundation started almost 15



years ago with a mission to develop, support, facilitate and implement programs that encourage family and community physical and emotional wellness. Kellyn Foundation inspires kids to make smarter food choices and form healthy habits in fun and exciting ways.

“United Way has been such a critical partner for Kellyn Foundation for many, many years. They encourage us and support us with educating the children and especially reaching our senior population,” said Dr. Meagan Grega, Co-Founder and Chief Medical Officer, Kellyn Foundation.

Your support allows UWGLV to support programs throughout the Greater Lehigh Valley and assure that no child goes hungry.

