

Innovative Partner Programs





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CUMAC

Feeding People • Changing Lives

Food is Just Our First Step

- ▶ MISSION
- ▶ IMPACT (2023 – FOOD)
- ▶ TICB- Marketplace
- ▶ HOW WE GET TO THE “ROOT”
- ▶ Social Media: Promoting Health



from “Emergency” Food - to - Proactive Food Policy
from Transactional - to - Transformational



[Governor Murphy in service to CUMAC guests during the height of the pandemic](#)

CUMAC’s mission is
to fight hunger
and its root causes
through a holistic,
trauma-informed approach
that provides groceries
and basic necessities
to families and individuals

OUR IMPACT

2023 BY THE NUMBERS

Served:



53,726 guests



26,480 families

By helping:



32,707 adults



13,270 children



7,749 seniors

In partnership with:



948 volunteers



4,579 volunteer hours



2,789,423 lbs of food served

41% increase in service

- Hunger Cliff (March 2023)
- Persistent & Rising Inflation

25% of guests come one time per year

- CUMAC as a reliable safety net

40% of guests come “regularly” (6+ times/year)

- CUMAC as part of a household budget
- Deepened and diversified services are key to progress

“Radical Hospitality” is critical



TRAUMA-INFORMED CARE... *our daily-basis work*

As practitioners we must...

Realize

the impact of trauma on human development

Recognize

the signs and symptoms of trauma as they occur

Respond

by fully integrating trauma-informed policy and practice

Resist

re-traumatizing those we support despite our own triggers

TRAUMA-INFORMED CARE IN ACTION :

Market Place

CUMAC's appointment-based Choice Marketplace:

- Gives power to our guests
- Reduced waiting times
- Increased control and dignity
- Reduced crowds and noise

Choice and proactive food policy

- Increase Dignity
- Culturally appropriate foods

Home Delivery and Satellite location



Trauma-Informed Community Building: How CUMAC gets to the ROOT

- Benefits Enrollment Center
 - *Financial Instability*
 - Food Benefits
 - Housing Utilities
 - Health Insurance
- Freedom Village
 - *Isolation*
 - Pop-up Choice Market
 - Daily Office Hours, Programming
- PCCC Partnership
 - *Stigma*
 - Co-Shopping
 - Multicultural Wellness and Resource Advisory Board
- Place of Promise
 - *Housing Instability*
- Case Management
 - *Resource Gaps*
- Community Info Sessions (Weekly)
 - *Education Divide*
 - Financial Health, Budgeting
 - Nutrition, Health
 - Empowerment, Dignity
- Staff ACEs Learning (Monthly)
 - *Trauma & ACEs*
- Community ACEs Trainings (Monthly)
 - *Trauma & ACEs*

Because CUMAC takes intentional steps *beyond just food*, our service model is poised to help...

Decrease

- Food Insecurity
- Toxic Stress
- Health Disparities
- Generational Trauma
- Generational Poverty

Increase

- Resilience
- Trust
- Stability
- Retention
- Sense of Dignity

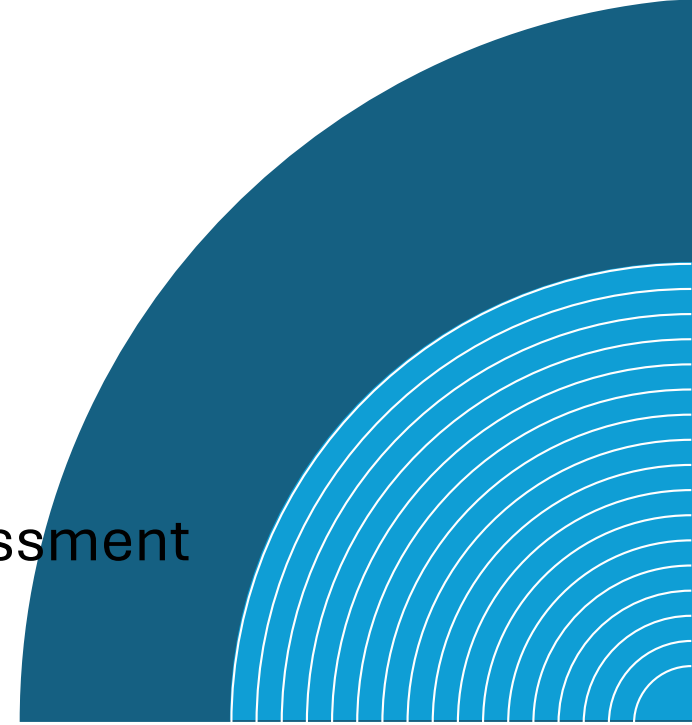
TRAUMA-INFORMED COMMUNITY BUILDING... *our long-term strategy*

Dedication to Improving Service Over Time

- Biannual in-depth community needs assessment
- Ongoing feedback loop with clients
- Increases guest engagement and trust

Hiring from community we serve

- Teaching/reinforcing ACEs and resilience learning
- Professional development opportunities
- Fair, living wage
- Improved wellbeing and retention



Leveraging Social Media

Instagram

Log In Sign Up



STRIKEOUT HUNGER JACKALS
 a weekend of food insecurity awareness at historic Hinchliffe Stadium

Join the Jackals this National Hunger Awareness Month to support the ecosystem of organizations fighting for food security in Paterson City

SATURDAY, JUNE 8th at 6:05 PM
SUNDAY, JUNE 9th at 4:35 PM

Buy your tickets through:

CUMAC Feeding People • Changing Lives

If you have issues with this process, please email events@cumacnyc.org for assistance

Swipe for a **CUMAC Hack**

Easy cooking appliances

CELEBRATING **VOLUNTEERS**
 WE THANK YOU ALL!

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EDUCATION SESSION:
 WHAT WE DO & HOW WE HELP

VITAMIN 97

Do you have questions about CUMAC and what we do?
 Let's talk about how you can protect yourself from communicable diseases.
 Let's talk about healthy recipes that you can include in your diet!

223 Ellison street Paterson NJ 07505

May 8, 2024 11:00am-12:00pm

For more information, call ex 35 862-318-6458

Paterson NJ Health

SAUTÉED PEPPERS

Ingredients:

- Bell peppers
- Salt
- Thyme
- Oil

These pair nicely with: grilled or roasted meats, seafood, pasta or rice, tacos and fajitas, sandwiches or salads! So many options!

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Peppers and Beef!

TikTok @cumacfeedpeople

STUFFED PEPPERS

Ingredients:

- 3 bell peppers
- 2 tablespoons cooking oil
- 1 pound Italian sausage
- 1 yellow onion, diced
- 1/2 teaspoon garlic powder
- 1 1/4 tsp salt, divided
- 3/4 cup chicken broth
- 1 cup shredded mozzarella

Keep it up.

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Intentional focus on:

- Asset-based storytelling
- Food rescue journey
- Community focus
- Healthy & alternative cooking methods

THANK YOU

Jessica Padilla Gonzalez

Chief Executive Officer

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