



2020: A YEAR IN REVIEW

This year was a time of significant change and transformation for Mandela Partners, catalyzed by the COVID-19 pandemic and subsequent Shelter in Place regulations. In response to COVID-19, Mandela Partners quickly pivoted its Community Produce Stand Program to address food insecurity in the communities we serve. We leveraged funds raised through our Emergency Relief Fund to provide full produce boxes and Community Supported Agriculture (CSA)-style bags of mixed fruits and vegetables in partnership with our in-house produce distributor, Mandela Produce Distribution. We offered produce free of charge to community members throughout Alameda County. This strategy helped mitigate financial losses and generate income among our network of "Black, Indigenous, and people of color" (BIPOC) sustainable growers.

Sourced produce from **29** BIPOC sustainable growers



Created over
\$196,000
in additional revenue to local farmers—a **61% increase** since 2019

296,000
pounds of produce was distributed to residents through local food access points



Mandela Produce Distribution increased revenue by
88% from 2019



COMMUNITY FIRST

In August, Mandela Partners fully transitioned the Community Produce Stand Program into a retail CSA Program--which includes a robust online ordering platform, video marketing campaign, and multiple drop-off sites in Oakland. Mandela Partners and our food distribution hub is well poised for continued growth in 2021.

Partnered with **29** community food distribution sites to provide free produce and family meals



Provided **1,500** family meals weekly in partnership with **13** BIPOC local food businesses

1,000 families

weekly received free produce boxes/bags and healthy meals during the pandemic



IN THESE TIMES OF CRISIS
SOMETIMES WE CANNOT GO TO
PLACES WHERE THEY CAN HELP US,
ESPECIALLY FOR FRESH FOOD.
THANK YOU, THANK YOU FOR NOT
FORGETTING THE FAMILIES AND
COMMUNITY OF EAST OAKLAND.

Mother, Family of Four

We doubled down on promoting our Fresh Creds Program offered at partner corner stores, small grocers, and community CSA pick-up points -- allowing CalFresh/SNAP-enrolled customers a 50% discount on California-grown fruits and vegetables.



13,800

Fresh Creds transactions occurred at partner food access points, totaling **\$91,000** in redeemed Fresh Creds dollars for fruits and vegetables among CalFresh/SNAP beneficiaries





LaShawn Raybon, owner of I AM Cafe and part of the Mandela Community Meals Program

UPLIFTING FOOD ENTREPRENEURS

As part of our emergency relief efforts, we launched the Mandela Community Meals Program with local BIPOC owned food businesses--including Oak Harvest Kitchen, Zella's Café and Ashland Market & Café--with support from Alameda County, and additional aid from local and national organizations. Through the Mandela Entrepreneurs Program, we launched our workshop series in an online format focused on developing digital branding and creating online sales channels to further aid small businesses during and post-pandemic.

Our team also provided support through tailored one-on-one advising and access to capital. We administered micro-grants and subsidies to community food businesses to cover rent and utilities, and made flexible loans available to BIPOC entrepreneurs.

Distributed over
\$45,000 in loans
to BIPOC growers and
community food
businesses



[THE WORKSHOP] WAS AN
AWESOME EXPERIENCE AND ALL
OF YOU WERE A JOY TO HAVE AS
INSTRUCTORS. GREAT JOB
MANDELA PARTNERS!

Mandela Entrepreneurs Program Workshop
Participant

Dispersed **\$270,000** to
22 BIPOC businesses via seed
funding, rent/utilities subsidies,
and costs associated with
participating in the Mandela
Community Meals Program



Worked with **45**
entrepreneurs via
workshops and one-on-
one advising to support
the launch and growth
of their business



Mandela Partners is eternally grateful for our amazing network of community partners, funders, individual donors, and, of course, our talented team. This year could not have happened without you.

We are excited about what we will accomplish together in 2021!