

# Community Engagement in Diverse Neighborhoods: Success, Challenges, & Tools

Steven Deheeger, Josh Morden, Jerome Nathaniel, Catarina Rivera, Gabrielle Williams

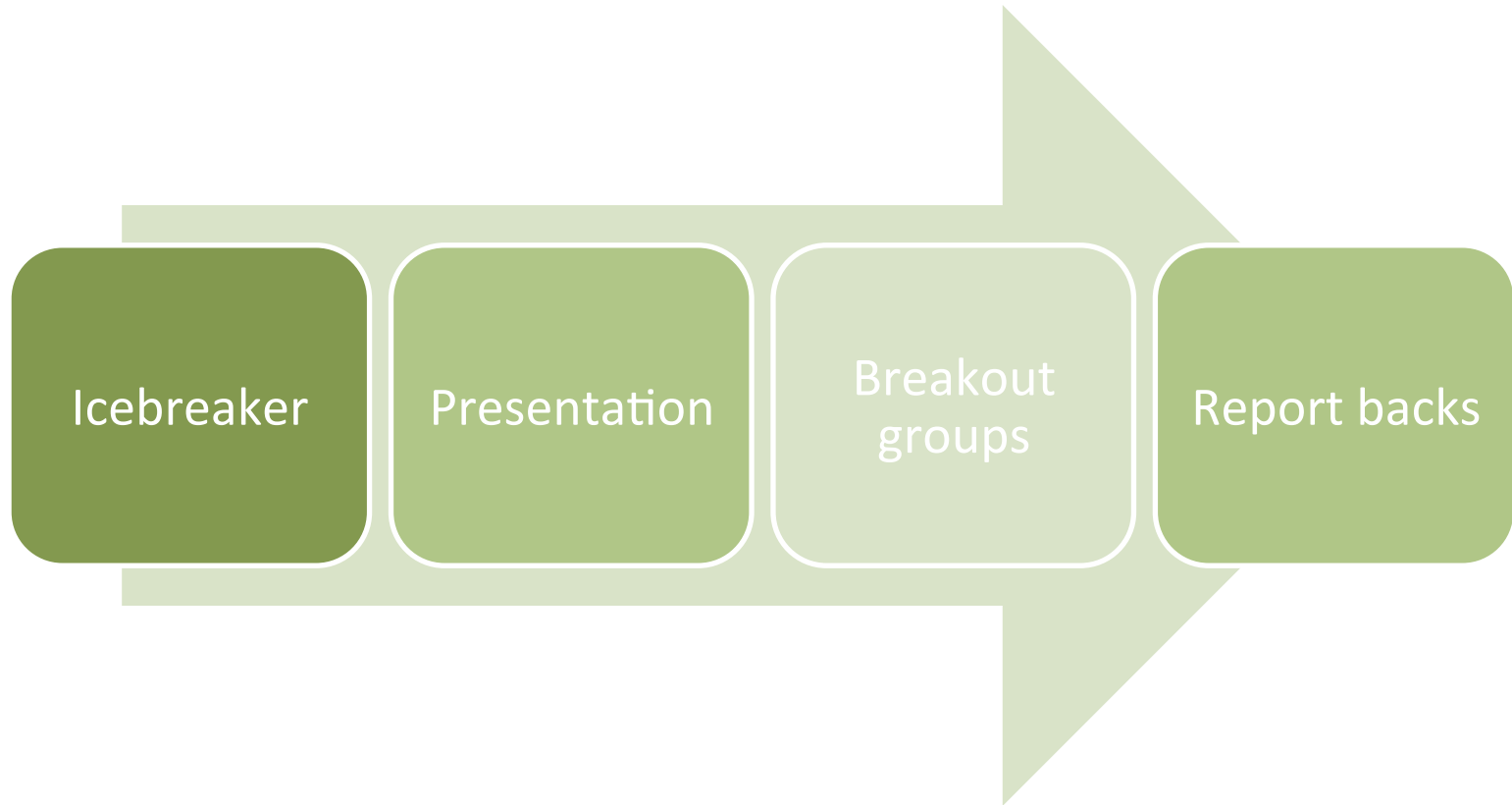


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# Session Outline



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# What is City Harvest?

City Harvest pioneered food rescue in 1982

This year, we will collect 59 million pounds of excess food from farms, grocers, restaurants, and manufacturers

We distribute it free of charge to 500 community food programs across NYC's 5 boroughs

We help feed the nearly 1.3 million New Yorkers struggling to put meals on their tables



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# What is City Harvest?

Our Healthy Neighborhoods initiative addresses long term food insecurity through community partnerships that work to increase access to affordable and wholesome food



Innovations in programming and operations

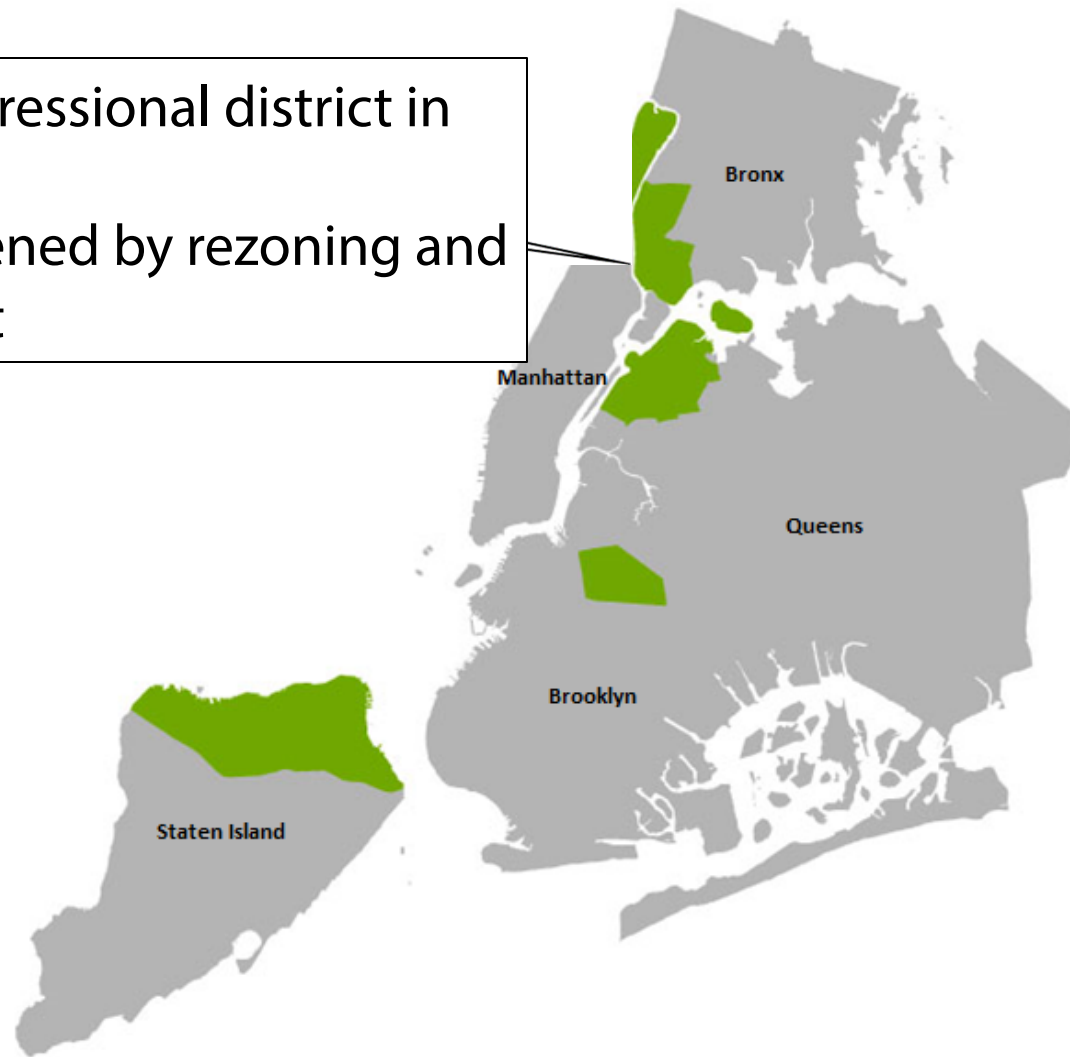


Focuses on community-based solutions, network-building, and tackling hunger and its root causes with local community leaders



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- Poorest congressional district in country
- Being threatened by rezoning and development



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**South Bronx: Steven  
Deheeger & Sajata**

TAKE BACK THE HOOD  
September 22nd  
3-6 pm







YES X NO  
participacion comunitaria? ☐ YES ☒ NO  
¿que opinas de la participacion?

ASI DECIMOS "BIENVENIDOS"

OUT FRONT

Corona Extra

X-9305

WE WANT  
FAIR  
HOUSING

No  
Auction  
No  
Co

Kennedy Chicken & Pizza

Nail  
Pedicure & Manicure

HOMES  
"NOT"  
HOMELESS

SKY YES TO  
THE  
NORTH  
WEST  
BRONX  
W.B.C.C.C.

SKY YES TO  
THE  
NORTH  
WEST  
BRONX  
W.B.C.C.C.

BRONX COALITION FOR  
A COMMUNITY VISION

GOOD JOBS +  
LOCAL HIRE  
BASIC WAGES +  
UNION PROTECTION  
ANTI-DISPLACEMENT  
POLICY

GOOD JOBS +  
LOCAL HIRE  
BASIC WAGES +  
UNION PROTECTION  
ANTI-DISPLACEMENT  
POLICY

REAL AFFORDABLE HOUSING  
VIVIENDA ASESQUIBLE PARA TODOS

REAL COMMUNITY PARTICIPATION  
PARTICIPACION COMUNITARIA REAL

COALITION FOR A COMMUNITY VISION  
CIÓN DEL BRONX PARA UNA VISIÓN COMUNI

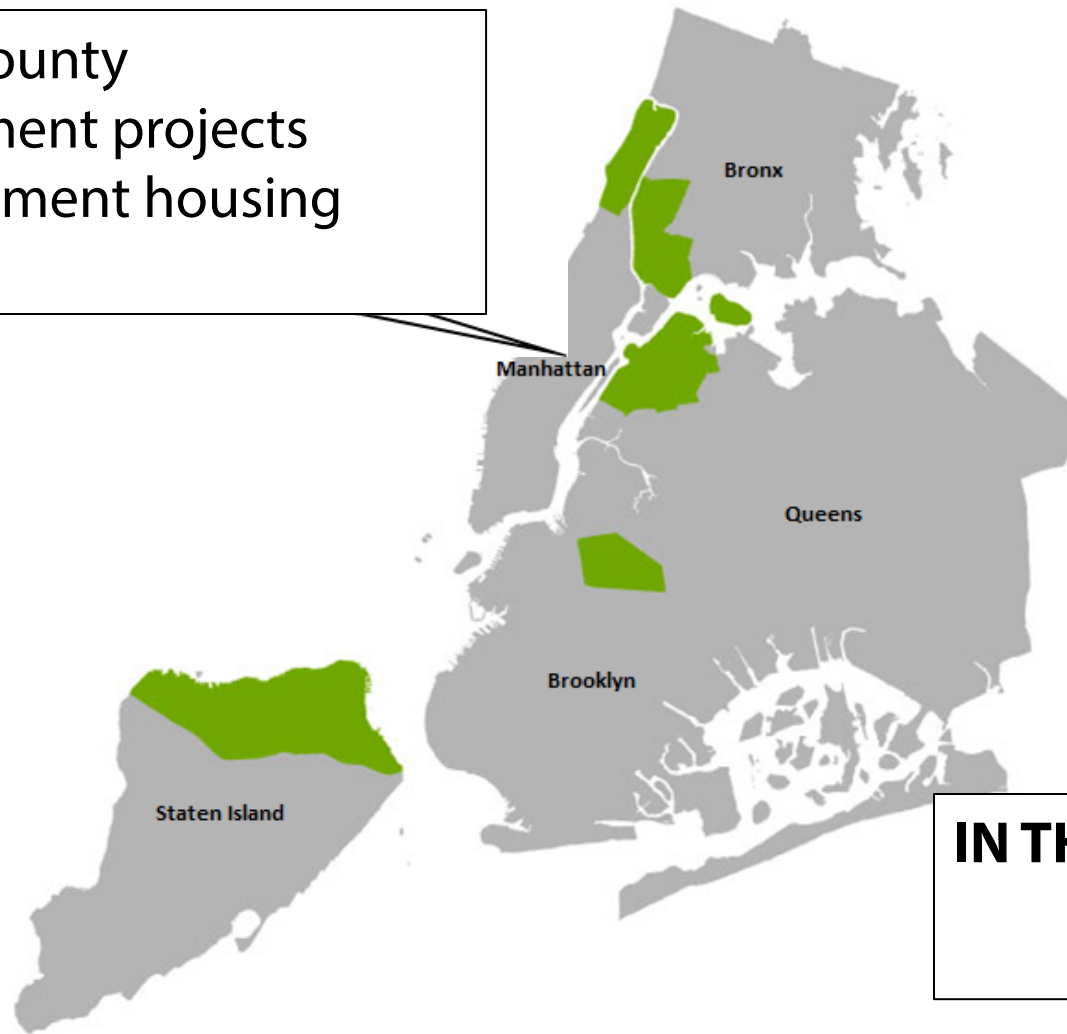
BRONXCOMMUNITYVISION.ORG • 718.716.8008 x125







- Most diverse county
- Most development projects
- Largest government housing site...



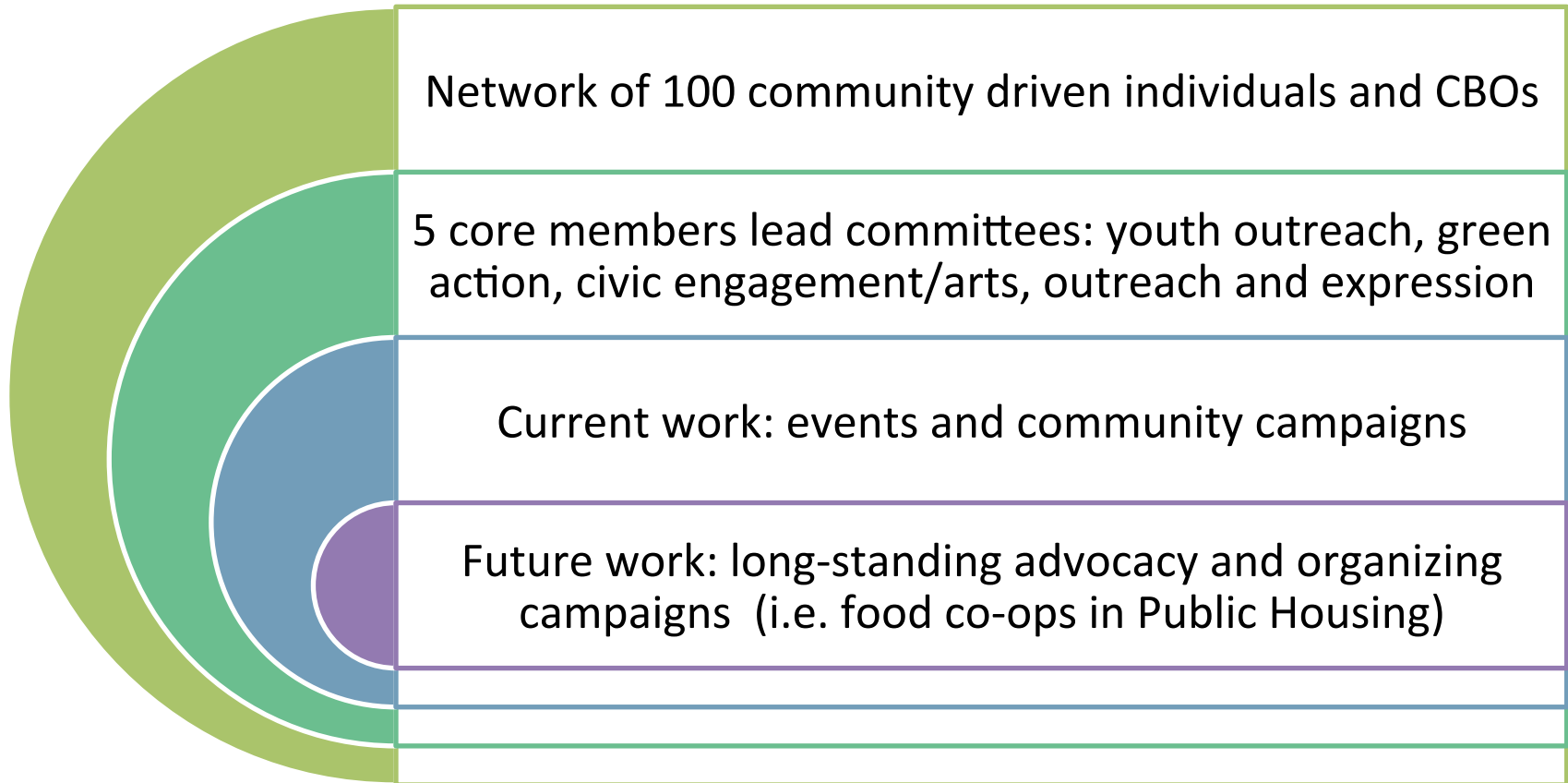
**IN THE WORLD!!!**



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**Northwest Queens: Jerome  
Nathaniel**

# Queens Action Council



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# Big Wins



- NYCHA crawl on the day of the Climate March
- 4 Public housing developments hosted 15 different food justice groups
- Linked the issues of sustainability to food access

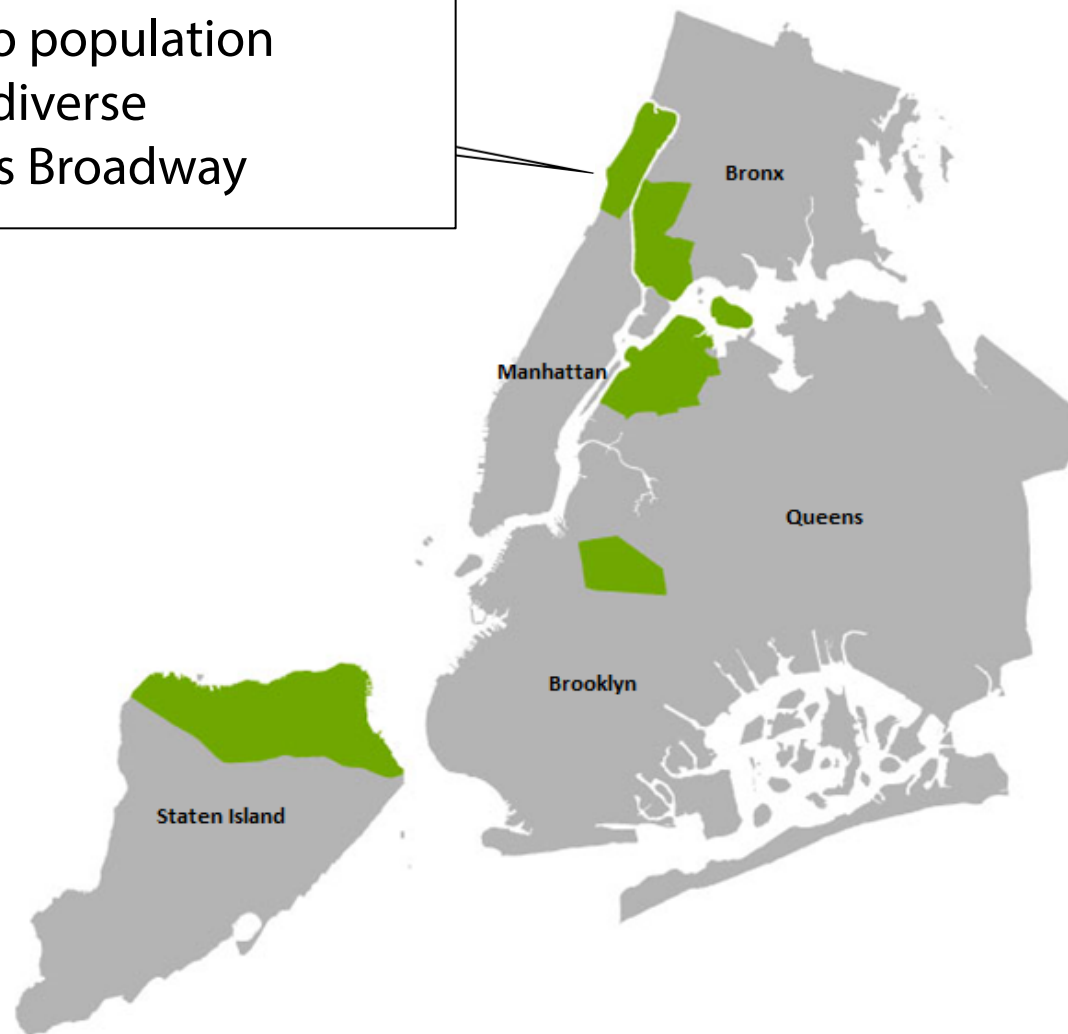


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- Majority Latino population
- Economically diverse
- Inequity across Broadway



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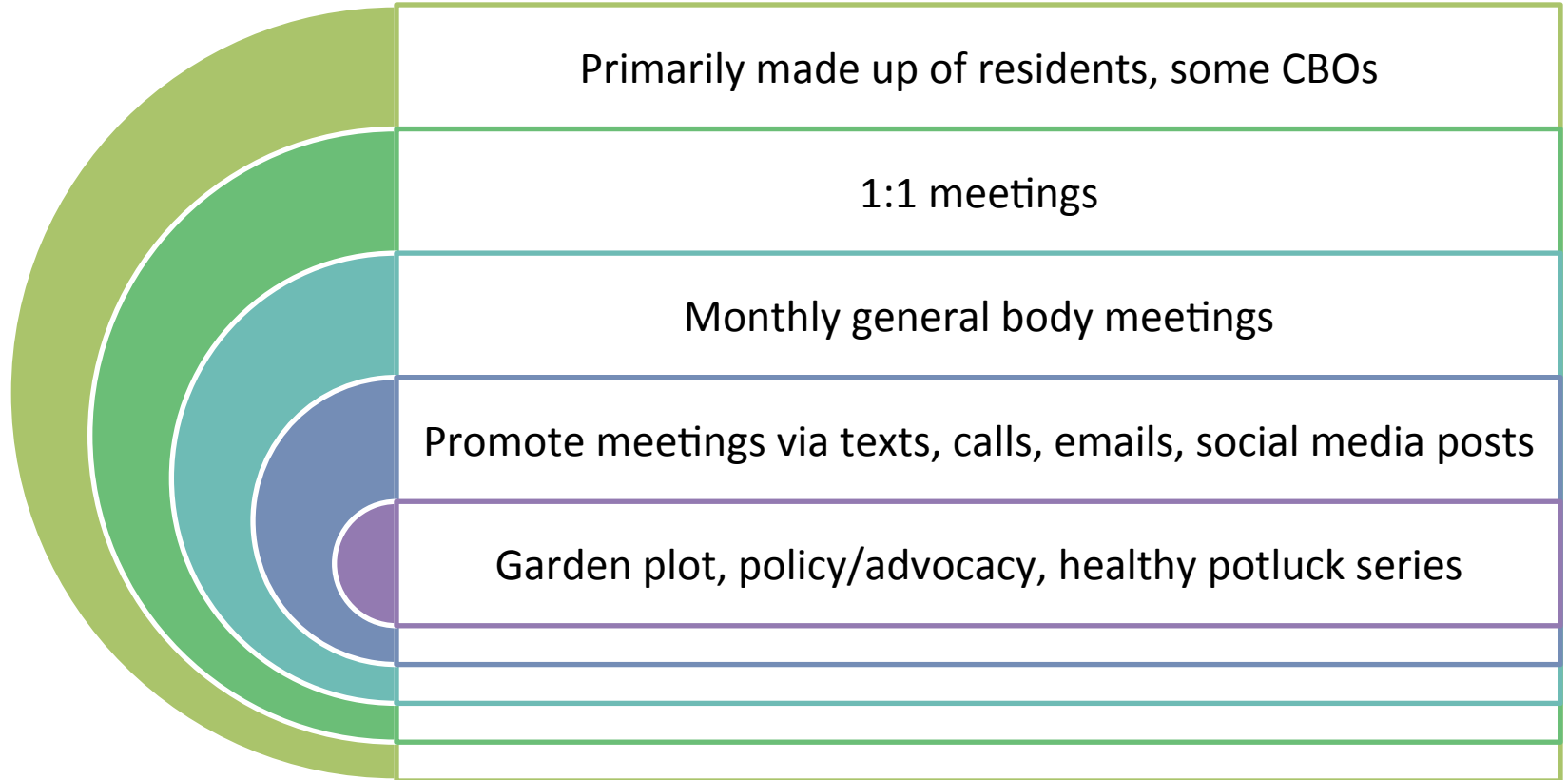
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**Washington Heights/  
Inwood: Catarina Rivera**



# Washington Heights/Inwood Food Council



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# Big Wins



- Completing first year
- Active leadership committee with 8 members
  - \$1100 grant



# Key Takeaways: Big Challenges

Building up new community group from scratch

Representing the unique demographics and culture of each community

Housing and gentrification = dominant neighborhood issues

Transient, non-cohesive communities

Food access often a peripheral issue for residents



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# Key Takeaways: Tips for Your Work

Schedule open-ended meetings to talk to people

Follow up, follow through

Ask people to lead

Accept diverse viewpoints and see their value

Food insecurity is not always top of mind for those who are affected by it

Be flexible and find relevant collaboration spaces



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# Building Capacity, Strengthening Communities

Josh Morden and Gabrielle Williams,  
Agency Relations team



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# From Boroughs to Tiers...

## Past

- Work with emergency food programs divided by borough
- Managed relationships as dictated by geography, logistics, compliance and pounds targets
- Capacity building addressed as discovered through compliance building.

## Present

- 4-Tier Model dividing our programs by capacity.
- Ability to address and link programs based on need and growth potential, as well as internal targets and development strategies.
- Strategic Management



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# Pantry Forward

- Pantry Forward- focused initiative to assist 10-pantries that distribute over 10 million pounds annually across NYC
- Pantries have been identified as programs on the verge of being stable, successful non-profit entities



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# Pantry Forward

- This cohort style project will be managed through 5 layers of support
  - More Food
  - Implementation Support
  - Mentorship Programs
  - Leadership Cohort
  - Consulting Entity



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# Breakout Groups



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# Breakout Groups

- Read the community profile
- Discuss questions with your group
- Select someone who will report back to the group
  - Root cause chosen
  - Strategy chosen
- 25 minutes



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# Report Backs



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# Thank you!

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# Thank you!

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  - Twitter: @CityHarvestNY



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