



WEST SIDE
CAMPAIGN AGAINST HUNGER



ANNUAL REPORT

JULY 2024-JUNE 2025

LETTER FROM CEO & EXECUTIVE DIRECTOR GREGORY SILVERMAN

Dear friends,

The seeds we plant quietly take root long before we notice the first shoots. Whether it's an idea that grows into a pilot program, or a conversation that turns into an opportunity for funding, small moments can become big things.

Fiscal Year 2025 was a year of sowing intentionally and planning for the long term. We embarked on a strategic planning process that will guide our next three years. We saw record numbers at our flagship 86th Street food pantry, which showed us that our new models for expansion are necessary. We also grew home delivery and deepened partnerships with organizations serving families and older adults. Our warehouse, opened in January 2024, became fertile ground for smarter, more efficient purchasing. We continued strengthening the supports that help families move from crisis toward stability. Through The Roundtable, we worked alongside peers to advocate for policies that ensure those seeds can grow citywide. Each one is the beginning of something bigger: easier access, richer relationships, healthier communities.

As we look ahead, we are focused on tending what we've planted — growing into new neighborhoods and expanding home delivery, strengthening our research, and advocating for an ecosystem where every New Yorker can access nourishing food.

Thank you for believing in this work and for helping build a city where all of us can grow and thrive. The seeds we plant together today will shape what's possible tomorrow.

With gratitude,



Chef Gregory Silverman
CEO & Executive Director



OUR IMPACT

5.3

million pounds of
healthy food distributed

52%

fresh produce

100,000+

New Yorkers Served

1,600

families connected
to benefits

\$3.5+

million in SNAP
benefits secured

\$800,000 (or 20%)

saved through efficient food purchasing

3,000+

individual volunteers

32,000

volunteer hours



WSCAH BOARD AND STAFF FY2025

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- Robyn Huffman**
Co Vice-Chair
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- Ana Semetis**
- Greg Silverman**
- Rebecca Solheim**
- Brooke Sunshine**
- Haydeth Tavira**
- Angel Tirado**
- Steven Yee**

PLANTING SEEDS FOR THE FUTURE

Cultivating a Strategic Plan

In FY2025, we embarked on a comprehensive strategic planning process to plot our course through FY2028. The process drew on a rich body of research conducted over six months, including participation from Board members, staff, funders, field experts, volunteers, customers, and community partners. The research surfaced critical themes shaping our future: the growing food insecurity needs of New Yorkers amid federal funding uncertainty, our continued evolution from a neighborhood

pantry to a citywide field leader and convener, the opportunity to deepen our impact through expanded partnerships, and the imperative to meet customers where they are. This rigorous, inclusive process ensures that our July 2025–June 2028 Strategic Plan is grounded in the voices of those we serve and guided by the best thinking in our field. **The process resulted in four goals:**

1

Meet Our Community “When and Where They Are”

Expand neighborhood-based food access, optimize our operations, and deepen partnerships to provide customers with more choices.

3

Lead in Our Field

Drive systemic change to expand access to healthy food through increased participation in advocacy, community-focused engagement, and research-based innovation.

2

Grow Our Business and Our Impact

Expand partnerships and diversify revenue sources to innovate, strengthen services, and meet rising needs.

4

Sustain Our Work to Sustain Our Community

Strengthen our foundation by investing in leadership and staff development, visibility, and strategic growth to secure our future and amplify our impact.

We look forward to reporting progress on these goals in future reports.



TAKING ROOT IN NEW NEIGHBORHOODS

Through the first half of the fiscal year, we saw record numbers at our flagship 86th Street food pantry — more than double the number of customers served during the peak of the pandemic. Customers were traveling from across the city on subways and buses to access the high-quality and abundant food that WSCAH is known to provide. To support customer experience and work toward meeting our first goal in the strategic plan, we looked at ways to deepen and expand our innovative models of bringing food closer to where people live and work and providing choices for how and where they access healthy food.

One of those models was our Community Hubs, set up like farm stands at trusted community-based organizations, in Northern Manhattan and the Bronx. These Hubs allow customers to receive the same high-quality fresh produce and pantry goods closer to home, eliminating the time, cost, and physical burden of traveling long distances to access food. In FY2025, we planned for the launch of six additional Community Hubs in the zip codes with the highest concentrations of customers currently receiving food at 86th Street.

At the same time, we explored expansions in home delivery and healthcare partnerships to reach people who may have difficulty traveling to pick up food.



One example of a new model is a pilot project we tested with Mercato, an online marketplace for local grocery stores, in which customers were given \$50 per month to spend on fruits and vegetables. The pilot launched in February 2025 serving ~150 households in three under-resourced zip codes in Northern Manhattan and the Bronx. They could also use their SNAP benefits for any eligible food item and received a yearlong membership for free delivery from Mercato. This allows the customer to place as many orders as they want throughout the year to be delivered to their home, free of charge.

These initiatives planted the seeds for future years of expansion in locations, technology, and partnerships to make it easier for our community to access the healthy food they need.





Even saving a couple dollars or more when I can is incredibly helpful. The food assistance helps me do that, save money here and there because there are so many other costs to living. I have to stretch my dollars out to pay for electricity, heat, water, gas, rent, and transportation, all of those things have a cost and they add up.

— Maria, WSCAH/NMIC customer



SOWING NEW APPROACHES IN HOME DELIVERY

WSCAH's home delivery programs ensure that customers who have difficulty traveling — because they are homebound, managing chronic medical conditions, pregnant, or caring for young children — still receive nutritious, culturally familiar food with dignity.

In FY2025, our longstanding partnership with NewYork-Presbyterian continued to support families experiencing food insecurity, delivering nutritious food to their homes through its Food FARMacy program. What began in 2019 as a small pilot — providing fresh produce, shelf-stable grain, protein, and dairy to 50 pediatric patients and their families through a mobile market in Washington Heights — has grown to a citywide program. Between June 2024 and July 2025, Food FARMacy **served 2,221 patients who are pregnant, post-partum, or managing nutrition-sensitive conditions.**

We also launched a new home delivery partnership with Citymeals on Wheels, expanding our reach to homebound older adults. **More than 70 older-adult households** received monthly deliveries, with the program expected to reach **300 households** in FY2026. This partnership uses new technology that allows older adults to choose the type of food box they receive through an AI-powered voice ordering system. The CUNY Urban Food Policy Institute will evaluate the customer experience with voice ordering and assess its effectiveness in bridging the technological divide many seniors encounter when using other online tools. We also remain committed to advancing research that informs best practices in the emergency food sector. Our most recent journal article “Using Digital Technology to Facilitate Choice for Food Pantry Customers: An Evaluation of a Pilot Program” was published in February 2025 by the *Journal of Nutrition Education and Behavior*. This study explored the feasibility and acceptability of our digital choice ordering system, which allows customers to choose from a variety of food box types from the convenience of their phones. Key findings include that over 96% of the survey respondents rated their experience using the ordering system as positive or very positive. Many participants also highlighted how the digital choice program at the Community Hubs saved time — eliminating the need to wait in long lines and reducing travel time for those who previously visited WSCAH's 86th Street location.

This work strengthens the case for bringing nutritious food directly to families in ways that honor their time, autonomy, and health.





BRANCHING OUT IN FOOD AS MEDICINE

Food is medicine — and WSCAH is bringing that principle to life through a growing portfolio of healthcare partnerships that connect food-insecure New Yorkers with the nourishing groceries they need to heal, manage chronic illness, and thrive.

In addition to expanding our Food FARMacy program, we also added a third cohort of 90 households to our Montefiore Bronx Health Collective partnership. This program is actively measuring how access to fresh produce improves outcomes for people living with diabetes or pre-diabetes. We also launched a new collaboration with Memorial Sloan Kettering Cancer Center to provide

healthy groceries to food-insecure patients undergoing cancer treatment. Lastly, we built our internal capacity to serve as a screening, service navigation, and food pantry provider under New York State’s Medicaid 1115 waiver, a landmark policy that allows community-based organizations like WSCAH to receive Medicaid reimbursement for providing services.

Together, these programs represent a fundamental shift in how our healthcare system treats hunger — not as a personal failing, but as a health crisis that demands a clinical response. WSCAH is proud to be at the table as that response takes shape.

SHORING UP THE SAFETY NET WITH BENEFITS ACCESS

SNAP is an incredibly effective anti-hunger program, with 1.8 million New York City residents already receiving benefits. Many of our customers may be eligible for SNAP, yet may not be enrolled. Our Benefits Access team helps our customers access and keep these crucial benefits. Also, food insecurity is rarely the only challenge facing WSCAH customers, and our team helps address income, housing, and health coverage by providing individualized screening, enrollment, referrals, and follow-up support for public benefits.

To expand in-person access, we increased enrollment services at Council member Shaun Abreu's district office to a weekly schedule, giving constituents more consistent opportunities to connect with our Benefits Access Specialists in their community.

We also launched new in-person partnerships with the Washington Heights Workforce1 Career Center, where job seekers can learn about employment opportunities and supports, and Masa, an organization serving Latinx youth and families in the South Bronx. These neighborhood-based partnerships allow our staff to meet customers where they are, integrating benefits into the trusted spaces where they already seek support.

In addition, a comprehensive rebuild of our Salesforce database, the system that stores customer information, improved our team's ability to assist customers with their benefits eligibility and applications.

These enhancements make our benefits work more responsive and personalized, helping customers stay connected to essential services at moments when they need it most.



Even though I am only able to pick up once a month, I always feel supported by WSCAH and the food they give me. I have also received help with filling out and filing SNAP applications which has been a huge help to me and my family. The benefits access team has helped me apply, reapply, and send in any necessary documentation for my SNAP benefits, since the pandemic everything has become very digital in terms of sending in paperwork and at times it can be overwhelming and confusing but the team at WSCAH has helped me every step of the way until whatever issue I am having is solved.

— Marbin, WSCAH customer

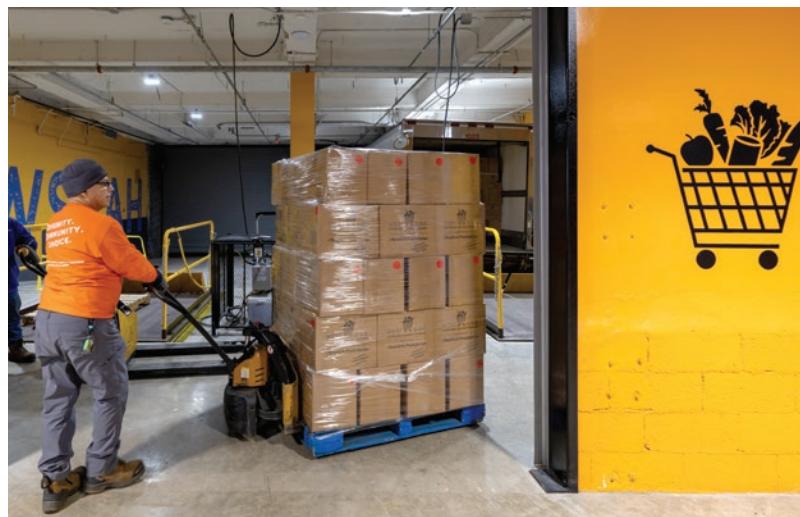
TENDING TO EFFICIENCY AT OUR NEW WAREHOUSE

Our 13,000 square foot warehouse on 180th Street, which opened in January 2024, has continued to play a central role in expanding our purchasing power and improving overall efficiency. With significantly increased dry, refrigerator, and freezer capacity, we are now able to place larger, more strategic bulk orders, stock a greater variety of perishable and non-perishable items, and accept more donated produce than ever before. We also have the space and infrastructure to readily expand distribution to work with more partners and to reach more community members.

In FY2025, we collaborated closely with Roundtable partners on bulk purchasing and in-kind food rescue, leveraging the expanded capacity of the warehouse. We also strengthened our partnership with Sharing Excess, a food rescue nonprofit, which brings in an additional 20,000 pounds of produce a month, such as leafy greens and berries, that previously would have been too costly or too fragile for us to store and distribute effectively. As a result, we have been able to maintain both the quality of our food and the proportion of fresh produce, all at a more sustainable cost.

These efforts led to a 20% reduction in food purchasing costs, saving \$800,000 against a projected \$5 million budget, while continuing a multi-year trend of increased distribution.

By purchasing strategically and collaborating with peer organizations, we ensure that donor dollars stretch further to enhance the overall experience for our customers through consistent, high-quality produce, greater variety, and easier, more reliable access to food.



WSCAH is a founding member and fiscal sponsor of The Roundtable: Allies for Food Access. The Roundtable is a coalition of nine of the largest food pantries, soup kitchens, and emergency food providers in New York City.

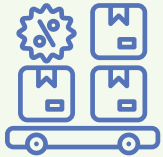
THE ROUNDTABLE

ALLIES FOR FOOD ACCESS



Collaboration That Strengthens the Sector

WSCAH leads as fiscal sponsor and founding member of The Roundtable: Allies for Food Access, NYC's first and only dedicated network of emergency food providers. Founded in 2018, The Roundtable now operates citywide, with nine members providing **over 60 million meals annually across 800 sites in all five boroughs**. In FY2025, we welcomed Citymeals on Wheels as our newest member.



Strategic and Bulk Purchasing

The Roundtable analyzes thousands of lines of purchasing data annually, providing actionable insights and coordinating bulk purchases on staple items.

Average savings: 35% against standard distributor pricing.

In addition, a new partnership with Sharing Excess expanded access to high-quality rescued produce. **500,000 lbs of produce delivered | 1.8 million lbs of carbon emissions avoided.**



Advocacy Impact

Entering the FY2026 budget cycle, The Roundtable's advocacy preserved critical funding levels and helped secure **\$15 million in new city resources** for food access programs, with Roundtable members receiving \$3.1 million.



GRAIL — AI-Enabled Purchasing Intelligence

Launched July 2025, the General Receipt and Invoice Ledger (GRAIL) dramatically expands purchasing analysis capacity by streamlining invoice entry through AI-enabled Optical Character Recognition — from 4,500 rows of data over five years to a projected 7,000+ rows in FY2026 alone — helping members make smarter purchasing decisions and stretch scarce resources further. In 2024, we laid the groundwork for this important project.



Technical Assistance

The Roundtable's TA program is designed to provide community feeding programs with support from subject matter experts and peers within the emergency feeding space. It supports at least three community feeding programs annually through site visits, purchasing analysis, mentorship, and building capacity across the sector.

SEEDS IN THE GROUND: ADVOCATING FOR A STRONGER EMERGENCY FOOD SYSTEM

As a founding member and fiscal sponsor of The Roundtable: Allies for Food Access, WSCAH continued to drive collaborative advocacy aimed at increasing resources for frontline providers and New Yorkers facing food insecurity, and strengthening NYC's emergency feeding system.

Throughout FY2025, Roundtable members participated in numerous hearings, rallies, and legislative meetings at both the city and state levels. Engagements included testimony at New York City Council budget hearings, joint legislative hearings on Medicaid and health funding, closed-door policy briefings, and rallies supporting NYC's Community Food Connection funding.

In FY2025, Roundtable members worked closely with advocacy consultant Wachs Strategies to develop and launch a comprehensive advocacy framework focused on four priorities:

- 1 Increase overall funding for community-based and frontline emergency food providers;**
- 2 Make technical improvements to facilitate direct funding to frontline providers;**
- 3 Secure public funding for The Roundtable's core programs and activities; and**
- 4 Drive adoption of The Roundtable's programs and approaches by policymakers.**



VOLUNTEERISM: BY THE NUMBERS



73

corporate groups



16

school groups



30

community organizations



20

evening and weekend events



3,000+

individual volunteers



32,000

volunteer hours

Our volunteers — individuals, families, corporate teams, and school partners — power WSCAH’s work every day. From packing produce to supporting distributions across the city, they bring energy, compassion, and a shared commitment to healthy food access with dignity for all WSCAH customers.

As the first full year of operations at our Washington Heights location, our volunteer program grew significantly in both scale and impact. In FY2025, total volunteer hours increased by 23% compared to the previous year, expanding our capacity to deliver nutritious food to our community.

VOLUNTEER SPOTLIGHT: KELLIE WARNER



Your connection to WSCAH

I was looking for a local volunteer opportunity related to food insecurity when I saw an advertisement for “WSCAH ROCKS THE BLOCK” in 2022. I signed up for the event, loved everything about it, and have been volunteering ever since. That was four years ago.

Your motivation or “why” for volunteering

My maternal grandparents moved to the United States with very little and worked hard to build a life and provide for my mom and her three siblings. They believed that, despite not having much, they should help others in need. My mom instilled the same with my sister and me. The more I have learned about WSCAH, the more I admire the commitment to its core values of dignity, community, and choice despite myriad challenges (e.g., COVID-19, financial, political, etc.). I love being part of a community that provides reliable access to healthy food and dignity when seeking help. My volunteer shift is a highlight of my week, every week.

WSCAH IN THE WORLD

Hangry for Change

In FY2025, WSCAH used our podcast series to share stories, elevate voices, and highlight solutions in the fight against hunger. Each episode gave listeners a closer look at the challenges New Yorkers face and the innovative work driving change. From spotlighting senior hunger to showing advocacy in action, we shared the humanity behind the emergency feeding system.



IN THE NEWS: FOX5's Good Day New York

WSCAH CEO Greg Silverman and Board member and customer Martina Santos appeared on FOX5's Good Day New York, bringing our dignity-centered approach to food access to New York viewers. The segment showcased both leadership perspective and lived experience, reinforcing our role as a trusted, community-rooted organization fighting for food security every day.

IN THE NEWS: Marketplace

WSCAH was featured in a Marketplace article highlighting the barriers that prevent eligible seniors from accessing SNAP benefits. Benefits Access Specialist Erica De Jesus and CEO Greg Silverman spoke to the critical need for hands-on, community-based outreach — and how WSCAH is meeting people where they are to help them get the food assistance they deserve.



EVENTS

Plentiful Plates

WSCAH ambassadors, supporters, partners, and community members gathered for Plentiful Plates at Tavern on the Green, which once again generously hosted the event, for an inspiring evening focused on impact, advocacy, and connection. Raising more than \$150,000 to advance our mission, guests participated in an advocacy campaign, writing postcards to elected officials to urge expanded SNAP benefits and increased funding for emergency food providers. They also learned about the collaborative work of the Roundtable and its nine members, and explored our Food FARMacy and, collectively, we showed what's possible when people unite to support our neighbors.



WSCAH ROCKS THE BLOCK

Over 1,000 neighbors, supporters, and families joined us on 86th Street for our fourth annual WSCAH ROCKS THE BLOCK for service, fun, and action. Guests packed nearly 26,000 pounds of healthy food for distribution, engaged in an advocacy campaign for frontline food providers, and participated in a scavenger hunt highlighting WSCAH's work to strengthen food access. The day also featured family-friendly activities, visits from elected officials, and moving readings from Writing Against Hunger winners, reflecting on the link between food and dignity.

The event showcased the power of community coming together — not just to celebrate, but to take action for a healthier, more food-secure NYC.



Each year, WSCAH invites young writers to raise their voices against hunger through poetry and essays as part of our annual community event – WSCAH ROCKS THE BLOCK. Writing Against Hunger empowers students to reflect on food justice, community, and equity – putting their creativity to work for change. The following poem is one of our 2025 winners in the age 13-15 category.

How it Used to Be

By Ana Hernandez

It wasn't always like this.

Once, she filled our plates simultaneously,
Confident and laughing,
Mouth full,
Pressed kisses to my forehead,
Lips smelling of pepper and lime.

But now, she waits.
Pretends she's full, stomach hollow,
Cuts her portion in half, then in quarters,
Pushes the last bite toward me,
With a smile that doesn't reach her eyes.

Her ribs are a quiet confession,
Whispers of the pain she endures,
She says she isn't hungry,
That the weight just "falls off sometimes",
That she "likes it this way".

But I remember.
I remember a mother who never let herself shrink,
Who sang while she cooked,
Who saved the last spoonful for herself,
Instead of scraping her plate clean in silence.

I want to tell her I see it,
That I hear the way her stomach pleads in the night,
That her love should never lead to her starving,
But she meets my gaze soft but certain,
And I chew my meal in guilty silence.

It wasn't always like this,
But as time goes on and memories fade,
All I can do is lull myself to sleep with thoughts,
Of how it used to be.

This work is very important because it helps families. A lot of us are not making enough to sustain ourselves right now, especially to go out and buy a turkey or pork shoulder. It is a blessing to be able to share this with our family.

— Santa G., WSCAH customer



NOURISHING FAMILIES DURING THE HOLIDAY SEASON

Through the 2024 holiday season, WSCAH distributed over 14,000 turkeys, pork shoulders, and grocery vouchers for our non-meat-eating customers. This was in addition to the four-day supply of healthy groceries containing more than 50% fresh produce. As requested by our customers and to honor the cultural traditions of our

community, this was the first year that we gave out more pork shoulders than turkeys. WSCAH also offered holiday distributions in partnership with local leaders and community-based organizations across NYC, bringing festive and nutritious food directly to neighborhoods where our customers live.



DONOR SPOTLIGHT: AMERICAN SECURITIES

American Securities, one of our longest-standing partners, has been a driving force behind WSCAH’s mission, providing hands-on volunteer support, vital financial contributions, and unwavering commitment to ensuring all New Yorkers have access to fresh, healthy food.



Each fall the team runs a peer-to-peer fundraising campaign for our Healthy Foods Holiday Challenge that supports our holiday distributions of turkeys, pork shoulders, and vouchers for vegetarians. They also generously donate their time to volunteer at our 86th Street location to ensure our customers receive their food with a smile. And we are so pleased that Katie Jacoby, an Associate on the American Securities Investment team in NYC, ran in the TCS New York City Marathon on behalf of WSCAH!

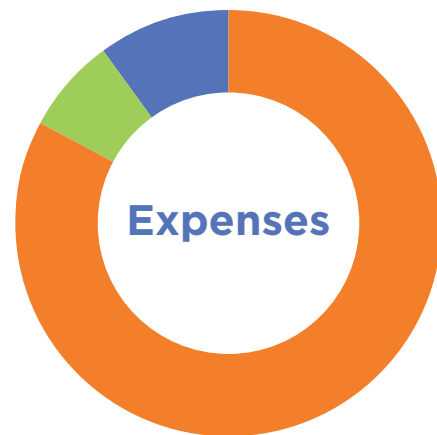
This partnership exemplifies the power of collaboration and community. We are deeply grateful for American Securities’ ongoing dedication to hunger relief and lasting impact on our community. We look forward to continuing to make a difference together.

REVENUE

WSCAH’s FY25 revenue reflects continued generosity from individual donors, foundations, corporations, and government partners. Philanthropic support remained strong, and operational efficiencies — driven by bulk purchasing and expanded rescued food partnerships — helped WSCAH reduce costs while expanding service.



Total assets:
\$13 million



- Foundations & Corporations - 26%
- Food Distribution / Food is Medicine - 24%
- Individuals - 21%
- In-Kind and Donated - 19%
- Government - 7%
- Other Sources* - 3%

- Programs - 83%
- Fundraising - 10%
- Management (General & Administrative) - 7%

The information shown here was abstracted from WSCAH’s audited financial statements for June 30, 2025. Audited financial statements are on file at West Side Campaign Against Hunger, 263 West 86th Street, New York, NY 10024. A copy of the audited financial statement filed with the New York State Office of Charities Registration may be obtained online at www.wscah.org and on request from West Side Campaign Against Hunger.

DIGNITY.COMMUNITY.CHOICE.

West Side Campaign Against Hunger (WSCAH) alleviates hunger by ensuring that all New Yorkers have access with dignity to a choice of healthy food and supportive services.



WEST SIDE
CAMPAIGN AGAINST HUNGER

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