



## Sonoma Family Meal Restaurant Network Response

Unlike the fires that swept through Sonoma County in 2017 and 2019, we are facing an entirely different disaster with coronavirus. SFM's usual model of bringing hundreds of volunteers together to cook is not in compliance with social distancing.

Our COVID-19 Model: **Paying our network of Sonoma County restaurants** to cook hundreds of lovingly prepared meals each day. It's a win-win for local businesses and food insecure seniors, immigrants, farm workers and families. The restaurants are paid \$8 per meal which allows them to keep a skeleton staff and the lights on.

**At this point, our models are running through the end of June. Our current funding will take us through the end of April. We need support to keep feeding our county.**

### Current Stats (4/5)

Current Restaurants in our Network: 17 (see attached for specifics)

**Three Week Meal Total: 15,187**

Current Non-Profits Served: 10

Increase in Need Per Week: 149%

**Weekly Cost Increase: 91%**

**Cost Per Week (4/6-4/10): \$77,000**

Estimated Cost Per Month: \$250,000

Estimated Total Number of Meals Needed (Thru June): 200,000

Estimated Total Cost: \$1 Million

### Our Operation

Sonoma Family Meal was born in the flames of the Tubbs fire by restaurant writer Heather Irwin. Connecting local restaurants, farms and chefs, the infant organization served more than 100,000 meals to anyone in need. That work continued, with SFM piloting a long-term recovery food project serving up to 72 families four meals per week, adding in several families displaced by flooding in 2019. During the Kincade Fire, we served another 8,000 meals to evacuees and first responders. COVID-19 has created a new challenge.

### Our Restaurant Network

SFM has a large network of supporting restaurants. For this event, we have chosen two models to support our restaurant community and neighbors in this time of need.

Donations directly to Sonoma Family Meal or **John Jordan Foundation Restaurant Disaster Relief Fund Match Drive** will support up to 25 qualified restaurants to meet basic costs and support a small staff— making it easier for them to reopen in the future. Our Patron model (Single Thread, Mateo’s Cocina Latina, Pizzando) allows restaurant supporters to donate to restaurants to both keep them operating and create meals for those in need, lessening the need for financial support from SFM.

### **Our Farm Partners**

*SFM Farm Partners:* Subsidizing local farms by purchasing produce for those in need. Local produce aggregator FEED Sonoma is creating 100 weekly CSA boxes for seniors and food insecure families. The trickle-down effect is also straining farmers and other food producers.

### **Non-Profit Partners**

SFM is currently working with Council on Aging, Corazon, Community Action Partnership, Catholic Charities, La Luz, Graton Day Labor Center, Undocufund, Vintage House, the City of Sonoma and others.

**Program Costs:** SFM employs one female executive chef and one part-time assistant. We are volunteer-run and have minimal overhead costs. Our financials are available on request.

**About Us:** Sonoma Family Meal was created in 2017 in response to the devastating toll of the wildfires in Santa Rosa. Press Democrat Dining Editor Heather Irwin helped to coordinate a city-wide emergency food response utilizing chefs, farmers, food producers and hundreds of volunteers to serve more than 100,000 chef-meals in four weeks. We did this without any official funding, just the donations of our community. In 2018, we became a 501c3, and continued serving families that remained displaced each week with 4 chef-made meals to take, well, wherever they were sheltering. That program continued until Dec. 2019. In Feb. 2019 we served families affected by flooding in West County. In Oct. 2019, we served more than 8,000 meals to evacuees and first responders, using 4 tons of food from local farmers, paying them \$14,000 to keep their businesses afloat. We are continuing that mission in 2020.

## **Current Restaurants Being Supported by SFM**

Our goal is to match local restaurants/caterers with local non-profits in need. Not every restaurant is capable of meeting our high standards for service, food safety and large-quantity cooking. We have asked for bids from local restaurants to assess their interest and match with need. We plan to swap out restaurants to “spread the love”.

### **Sonoma**

Girl and the Fig

Palooza

Picazo

### **Healdsburg**

Single Thread

Mateo’s Cocina Latina

Pizzando

### **Windsor**

Chacho’s Catering

### **Santa Rosa**

Gerard’s Paella

John Ash & Co.

Cookie Take A Bite

La Fondita

Cuvee Catering

### **Petaluma**

Wishbone

Preferred Sonoma Catering

### **Forestville**

Backyard

### **Monte Rio**

Raymond’s Bakery

### **Sebastopol**

FernBar

**Hoping to bring on at least 2 additional restaurants to serve Geyserville and Rohnert Park.**

**Non-Profit Partners/Meals Per Week**

**City of Sonoma: 1500**

**Council on Aging: 2000**

**Catholic Charities: 600**

**Corazon: 1320**

**La Luz: 480**

**Vintage House: 1500**

**Sloan Emergency Women's Shelter: 120**

**SAY: 90**

**Graton Day Labor Center: 900**

**Windsor Alliance: 840**