

Food for Our Front Lines

University of Maryland, Baltimore

FY20 and FY21



April 2, 2020

Dear Colleagues:

I certainly hope everyone is adjusting to telework life at home and doing well during the novel coronavirus (COVID-19) crisis. I wanted to take a moment to let you know how we can support our University of Maryland, Baltimore (UMB) colleagues who aren't able to work from home during the pandemic and have been diligently coming to campus every day. These employees have been working to keep their labs going, care for animals, maintain the cleanliness of our buildings, and keep everyone safe. While working from home has its own challenges, being an essential, on-campus employee who has to show up no matter what can cause stress and anxiety. It's difficult to leave your family at home and not know what you might be bringing back to them at the end of a shift.

At the same time, there are numerous small businesses surrounding our University that also are trying to figure out how to navigate this "new normal" until the time comes when we are all physically back to work and buying food from them every day. To help these businesses and support our colleagues still working on campus, UMB has established the Food for Our Front Lines program, which will deliver free, healthy meals from West Baltimore businesses to these essential staff members. We hope this brightens their day, shows how much we appreciate their sacrifice, and helps our community's eateries keep their doors open through this crisis.

To support this initiative, please visit the [Food for Our Front Lines webpage](#) to learn more and donate. No amount is too small.

Thank you for "shopping local" and for your generosity to our fabulous UMB co-workers.

Sincerely,

Ashley Valis, MSW

Executive Director, Office of Community Engagement

University of Maryland, Baltimore | Office of Communications and Public Affairs, 620 W. Lexington St., Baltimore, MD 21201

[SafeUnsubscribe™ Ivuolo@umaryland.edu](mailto:SafeUnsubscribe@umaryland.edu)



FOOD FOR OUR FRONT LINES

UMB to Order Food from Local Businesses and Provide Free Lunch to Essential Employees Working on Campus During the COVID-19 Pandemic

Your generous support can help more than 200 University of Maryland, Baltimore (UMB) employees working on the front lines of the novel coronavirus (COVID-19) pandemic and help support local businesses hit hard by this crisis in West Baltimore.

At UMB, everyday heroes are risking their lives, and the lives of loved ones, to keep our campus safe and operational. Many are working in minimum-wage jobs and in extreme conditions. Now, due to the closure of local restaurants and food venues, there is nowhere for these vital workers to eat during work hours.

Because of this unprecedented hardship, we are collecting donations to purchase an essential meal for essential UMB front-line workers. A donation of \$12.50 will provide a meal for one of the 200-plus employees working daily at our University.

This much-needed support will directly support local businesses in the West Baltimore community as they struggle to remain operational and survive this pandemic. This community simply cannot afford for these businesses to close their doors. These merchants not only provide vital services to West Baltimore residents and the greater UMB community, but they also provide employment for many.

Join the Food for Our Front Lines effort! Invest in the heroes of UMB while supporting our valued neighbors.

FOR MORE INFORMATION OR TO MAKE A GIFT, visit www.umaryland.edu/giving/frontline.



PHILANTHROPY

MAY 2020

PROGRAM DELIVERS GRATITUDE AND FOOD TO FRONT-LINE WORKERS

On a warm and sunny Friday afternoon, the University of Maryland, Baltimore (UMB) campus was quieter than usual. Due to restrictions put in place by the novel coronavirus (COVID-19) pandemic, students were learning from home and the majority of faculty and staff were teleworking. The campus was a ghost town with the exception of 200-plus essential employees who remained on-site.

"These essential employees are the backbone of the University," said Denise Meyer, associate director of Environmental Health and Safety (EHS) at UMB. "They're the main support for critical missions and functions keeping UMB operational during this time."

These dedicated employees include Police and Public Safety, Vet Services, Parking and Transportation, Housekeeping Services, Facilities and Operations, Payroll, Procurement, and more. Many of them are working in minimum-wage jobs and extreme conditions. With the closures of local restaurants and food venues, there is nowhere for these vital workers to eat during work hours.

As a thank you for their hard work during this time of crisis, UMB launched the Food for Our Front Lines program, with the mission to provide free lunches for UMB employees who must remain on campus to perform essential operations and keep the University's assets safe for the duration of the pandemic.

The first order of lunches was delivered to UMB's Health Sciences Research Facility III on April 3. Essential employees from multiple departments kept a 6-foot distance from one another as they gathered to pick up their free meals.

"This really touches our soul because at one point in time we didn't think anybody cared," said Ida Powell, a housekeeper with EHS. "[Nurses and doctors] are doing really great work keeping people healthy, but we're also here making sure that everything is clean and safe for those nurses and doctors to do their jobs. It feels really awesome to be appreciated in this way."



A UMB EMPLOYEE CHECKS OUT THE BOX LUNCHES OFFERED THROUGH THE UNIVERSITY'S FOOD FOR OUR FRONT LINES PROGRAM.

All of the lunches are catered by Baltimore businesses. Thanks to partnerships fostered by UMB's Office of Community Engagement, UMB identified six restaurants to order from: Culinary Architecture, Neopol Savory Smokery, Primo Chicken, Ruben's Mexican, Taco Town, and Zella's Pizzeria.

The meals are providing much-needed support to these locally owned businesses as they try to remain open and operational during the pandemic. These merchants not only provide vital services to West Baltimore residents and the greater UMB community, but they also provide employment for many.

To donate to the Food for Our Front Lines program, go to umaryland.edu/giving/frontline

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"All food businesses are trying to figure out how to stay busy and generate income," said Dorian Brown, co-owner of Neopol Savory Smokery. "The combination of UMB coming through with these sizable orders and a really loyal customer base has really helped keep the staff working and making delicious food."

Each box lunch costs about \$12.50 and includes a sandwich or salad, chips, and a cookie or dessert bar. To keep this program going through the pandemic, UMB put out a call for donations on April 1 to help pay the businesses for their services. Among the early donations was a generous pledge of \$10,000 from new UMB Foundation board member Pete Buzy and his wife Eileen.

"We plan to give out lunches for as long as we have funding to do it, so the donations really count," said Meyer, who helped to organize the Food for Our Front Lines program. "The more donations we get, the more often we can provide lunches throughout this pandemic."

— Jena Frick

Watch a [video](#) and see [more photos](#).



DORIAN BROWN OF NEOPOL SAVORY SMOKERY PACKS BOX LUNCHES TO BE DELIVERED TO UMB.

UMB cares: Virtual Thank You Cards Video



Members of the community at-large answered the call for notes of appreciation to the health care workers on the front lines of the COVID-19 pandemic.

We've compiled the cards into a video. Watch the video [here](#).

The campaign continues. Click [here](#) to learn how to participate.



Thank You for All You Are Doing to Keep UMB Going Strong!

At the University of Maryland, Baltimore (UMB), everyday heroes are risking their lives, and the lives of loved ones, to keep our campus safe and operational. In response, the greater UMB community is expressing gratitude for the sacrifice and service of its essential staff members and valued colleagues working tirelessly on the front lines of the novel coronavirus (COVID-19) crisis.

Read what UMB faculty and staff are saying about your extraordinary contributions to our UMB community.

Thank you for continuing to support our front-line health care workers and those staying at home through this crisis - you are rock stars!

- Anonymous

Thank you for all you do for our UMB family! Stay strong, stay safe!

- Anonymous

Thank you to those employees who are faithfully going in to work every day in the midst of this crisis. You are appreciated.

- Anonymous

Thank you so much for your sacrifice and service! Be safe!

- Anonymous

Dear front-liners - clinical and non-clinical - thank you for your dedication to a healthy Baltimore.

- Liesa Berg

Thanks to all our UMB essential employees for your dedication and hard work. It's great to support our West Baltimore small businesses!

- Laura Kozak

Thank you so much for your sacrifice! Without you, our lives would be so much worse. My family and I pray for the safety of you and your family!

- Jean Smith and Percy Smith

From the bottom of my heart, I appreciate everything you do for our campus and our community! Thank you so much!

- Jessica Kump

A huge thank you to all essential staff at UMB! Your dedication and commitment to the critical missions of the campus are incredible.

- Denise Meyer

Thankful and proud of our community for supporting one another during these difficult times.

- Salman Dhanani and Sal Dhanani



THANK YOU!

Your generous gift to the **Food for Our Front Lines** initiative helped support our dedicated University of Maryland, Baltimore (UMB) co-workers and colleagues working on campus during the height of the pandemic by providing nutritious lunches and helped small businesses in West Baltimore stay afloat during the quarantine.

FOOD FOR OUR FRONT LINES

\$60,300

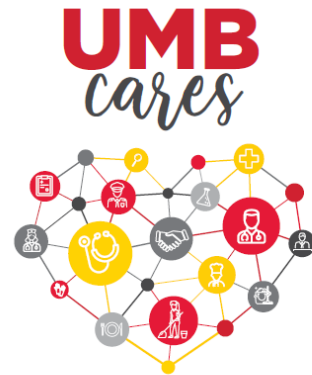
BUSINESS TO RESTAURANTS IN WEST BALTIMORE THAT ARE WOMEN-, MINORITY-, OR IMMIGRANT-OWNED

477

TOTAL DONORS

4,791

LUNCHES TO UMB'S FRONT-LINE EMPLOYEES



Office of Philanthropy
220 Arch St., 14th Floor
Baltimore, MD 21201

WE APPRECIATE YOUR GENEROUS GIFT TO THE FOOD FOR OUR FRONT LINES INITIATIVE. HEAR WHAT THOSE IMPACTED HAVE TO SAY:

"I would like to personally thank the individuals who so kindly donated to the Food for Our Front Lines initiative. Whenever I announced to my crew that we were getting lunch on a particular day, they were truly delighted, which was expressed with smiles of joy and comments of gratitude. I thank you on behalf of the UMB staff that reaped the benefits of your kindness. May God bless you all."

— CHAD GOINGS, HVAC TRADES MANAGER, UMB

"Culinary Architecture would like to thank UMB's donors for your generosity during the COVID-19 crisis. Each food order that was placed with us helped us keep our doors open another day and retain our staff. When a small business says that it is survival day-to-day, we mean it. The orders coming from UMB gave us some security and relief during this very stressful time. Thanks for the love!"

— SYLVA LIN, CULINARY ARCHITECTURE



April 7, 2021

Mrs. Stengel:

Can you believe it's been almost a year since you made your gift to the University of Maryland, Baltimore's (UMB) Food for Our Front Lines initiative? **Thank you** for providing lunches to UMB essential front-line workers and for helping local restaurants to remain operational throughout the COVID-19 pandemic. Because of your generous support, thousands of meals were served and numerous businesses survived.

I want you to be among the first to know that Food for Our Front Lines is back and [needs your support](#).

This year, your donation will provide lunches to employees and students who are staffing UMB's Vaccination Clinic at the SMC Campus Center. Behind the scenes, employees and students at the clinic have been working tirelessly to vaccinate UMB employees and community members. At the same time, community restaurants have had to find new ways to sustain business in the face of COVID-related restrictions. Each meal costs \$13 and is ordered from local businesses at no cost to our front-line heroes.

Please consider [renewing your gift](#) to the Food for Our Front Lines initiative — and becoming a hero to the heroes at the UMB Vaccination Clinic and to valued restaurants in the West Baltimore community.

Can we count on you again this year?

Yours truly,

James L. Hughes, MBA
Senior Vice President and Chief Enterprise and Economic Development Officer
Interim Chief Philanthropy Officer and Interim President, UMB Foundation, Inc.

Yes, count me in!

THE **CATALYST** CAMPAIGN
catalyst.umaryland.edu



April 13, 2021

Dear Colleagues:

Last year, the University of Maryland, Baltimore's (UMB) Office of Community Engagement established the Food for Our Front Lines initiative to purchase lunches for UMB's essential front-line workers and support local restaurants during the COVID-19 pandemic. Hundreds of employees and community members donated to this initiative, and, as a result of their generosity, thousands of meals were served and numerous businesses survived.

A year later, we have adapted to telework and, thanks to the vaccines and physical distancing measures, have slowly been able to acclimate to this "new normal." Behind the scenes, employees and students at UMB's Vaccination Clinic at the SMC Campus Center have been working tirelessly to vaccinate University employees and community members. At the same time, community restaurants have had to find new ways to sustain business in the face of COVID-related restrictions.

With these two factors in mind, we've relaunched the Food for Our Front Lines initiative. This year, [your donations](#) will provide lunch to employees and students at UMB's Vaccination Clinic at the SMC Campus Center. Each meal costs \$13 and is ordered from local businesses at no cost to our front-line heroes.

I hope you will become a hero to our heroes in the Vaccination Clinic and to our valued restaurants in the community by making a gift to the Food for Our Front Lines initiative. To learn more and make a gift, please visit our secure online giving website [here](#). No gift is too small.

Thank you for "shopping local" and for your generosity to the fabulous UMB Vaccination Clinic workers and students.

Sincerely,

Ashley Valis, MSW

Executive Director, Community Engagement and Strategic Initiatives

This note was authorized for distribution to the University of Maryland, Baltimore community by the Office of Community Engagement.



Office of Communications and Public Affairs
620 W. Lexington St., Baltimore, MD 21201



FOOD FOR OUR FRONT LINES

UMB Providing Free Lunches to Essential Personnel Working at the SMC Campus Center Vaccination Clinic

Last year, the University of Maryland, Baltimore (UMB) established the Food for Our Front Lines initiative to purchase lunches for UMB's essential front-line workers and support local restaurants during the COVID-19 pandemic. Hundreds of employees and community members donated to this initiative, and as a result of their generosity, thousands of meals were served and numerous businesses survived.

This year, UMB has relaunched the Food for Our Front Lines initiative with a mission to provide free lunches to employees and students who are staffing UMB's Vaccination Clinic at the SMC Campus Center. Behind the scenes,

these volunteers have been working tirelessly to vaccinate UMB students, employees, and community members. At the same time, community restaurants have had to find new ways to sustain business in the face of COVID-19-related restrictions. Each meal costs \$13 and is ordered from West Baltimore businesses at no cost to our front-line heroes.

Become a hero to our heroes in the Vaccination Clinic and to our valued restaurants in the community by making a gift to the Food for Our Front Lines initiative. Your generous support can make a difference!

Join the Food for Our Front Lines effort! Invest in the heroes of UMB while supporting our valued neighbors.

FOR MORE INFORMATION OR TO MAKE A GIFT, visit www.umb.edu/giving/frontline.





University of Maryland, Baltimore

Published by Paulette Wilson · April 5 at 9:40 AM · 🌐



Food for Our Front Lines is back! Learn how you can become an instant hero to students and employees who are staffing UMB's Vaccination Clinic at the SMC Campus Center, as well as to restaurants in West Baltimore challenged by the pandemic. Join us today:

<https://umaryland.givecorps.com/.../16589-food-for-our...>



17,443
People Reached

1,518
Engagements

[Boost Again](#)

Boosted on April 5 at 11:56 AM Finishes today
By UM Baltimore

| | | | |
|----------------|--------------|-------------|------------|
| People Reached | 15.5K | Link Clicks | 134 |
|----------------|--------------|-------------|------------|

[View Results](#)

63

11 Shares