

SUSTAIN & SERVE NJ



CELEBRATING
5 MILLION
MEALS

The \$57.6 million program that helps nonprofit organizations buy meals from local restaurants and feed families in need reaches milestone of 5 million meals distributed

NJEDA
ECONOMIC DEVELOPMENT AUTHORITY



“ Restaurants are an essential part of our economy and their success is essential to our state’s recovery from the pandemic. Having so many entities leverage Sustain & Serve NJ funds to not only inject cash into restaurants but also partner with those restaurants to feed members of their community is an absolute grand slam.”

– GOVERNOR PHIL MURPHY

New Jersey’s restaurants were hit particularly hard during the COVID-19 pandemic, resulting in hundreds of closings and staff layoffs. Simultaneously, the economic uncertainty created by the pandemic exacerbated food insecurity in communities throughout the state. According to the U.S. Census Bureau’s Household Pulse Survey, at the outset of the pandemic in April 2020, nearly 800,000 New Jerseyans reported sometimes or often not having enough to eat in the past week.

The New Jersey Economic Development Authority (NJEDA) is the state’s principal agency for driving economic growth and aims to make New Jersey a national model for sustainable and equitable economic growth by investing in communities, fostering innovation, and supporting industries with high-quality jobs in the state. To respond to the economic impacts of the pandemic and build on Governor Phil Murphy’s commitment to a stronger, fairer New Jersey, NJEDA approved more than 92,000 grants, loans, and technical assistance totaling more than \$666 million to businesses and communities across the state.

Recognizing COVID’s significant economic impact on the restaurant industry, and in response to rising food insecurity — a key factor in ensuring the economic wellbeing of individuals and families across the state — the NJEDA developed the innovative Sustain & Serve NJ (SSNJ) program. The idea behind SSNJ is simple yet powerful: provide funding to on-the-ground organizations that can partner with restaurants impacted by the economic disruption of the pandemic and leverage the networks those organizations have built in communities across the state to distribute meals to people in need.

Since launching in February 2021, SSNJ has become a crucial element in the NJEDA's commitment to eradicating hunger, creating jobs, and strengthening the economic security of all New Jerseyans. Along with helping nearly 450 participating restaurants throughout the state remain open during the challenging pandemic period, in Spring 2023, the program reached the remarkable milestone of five million meals distributed by 36 participating organizations to New Jersey families facing food insecurity.

SSNJ began during the pandemic as a \$2 million pilot program and has grown into a nearly \$57.6 million initiative that continues to bring much-needed food to individuals and families while strengthening communities across New Jersey. Over the past two years, NJEDA has operated three phases of the SSNJ program, which have provided 36 organizations with grants ranging from \$100,000 to \$2 million to support the purchase of ready-to-eat meals from New Jersey restaurants affected by the pandemic and the distribution of those meals at no cost to recipients. New Jersey is the only state in the country to launch a program of this scale.

The innovative program has had a sizeable impact on communities recovering from COVID-19, helping to combat food insecurity – and increasing awareness of the issue – while also supporting small businesses in all 21 counties in the Garden State.

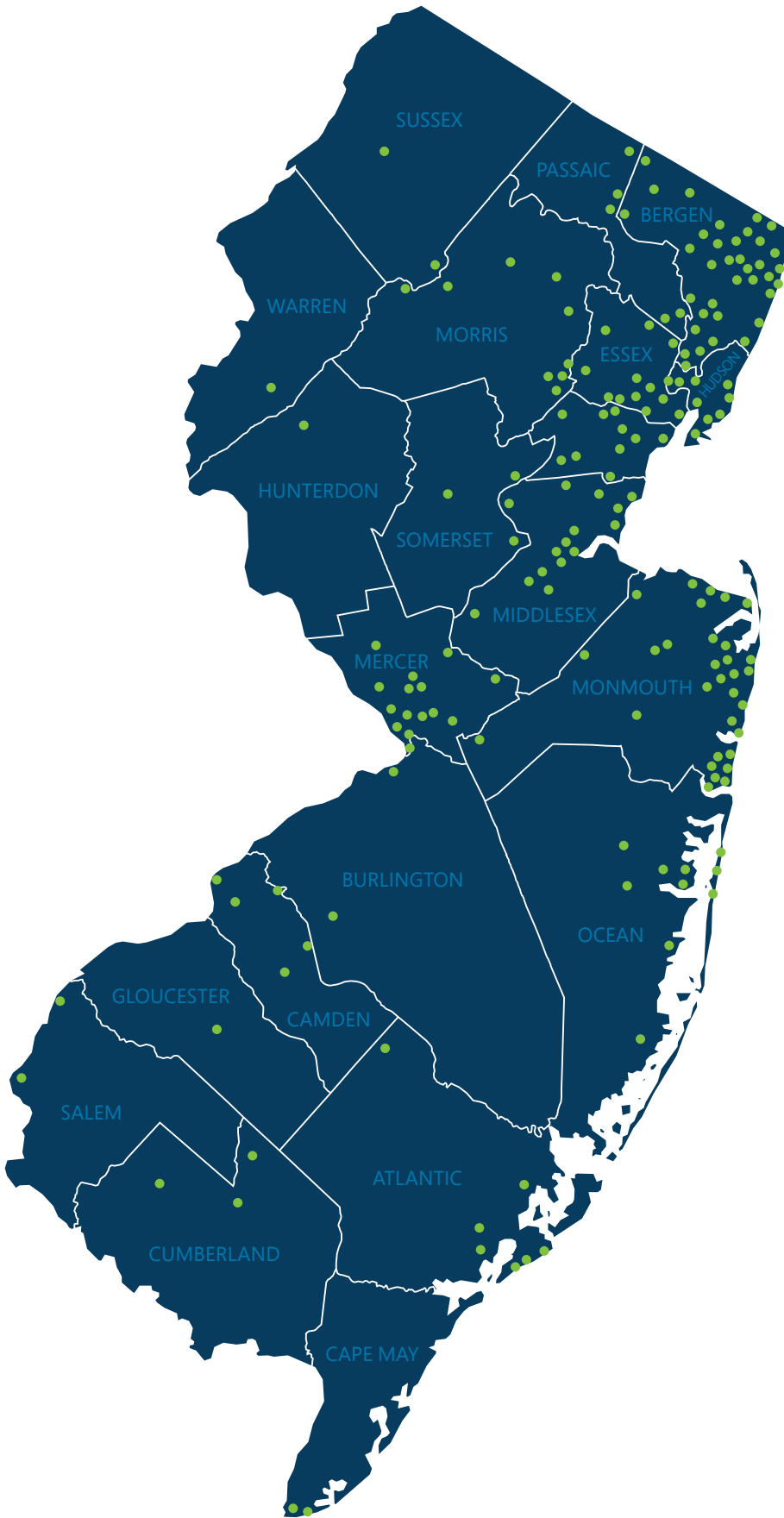
“From the outset of COVID-19, Governor Murphy has driven innovative programs to help New Jersey residents and businesses weather the economic effects of the pandemic,” said NJEDA CEO Tim Sullivan. “We are grateful to the Governor for strengthening New Jersey’s vital restaurant industry through initiatives like Sustain & Serve NJ. Bolstering this sector will help fuel our recovery efforts and propel our economy forward.”



“ We founded the Coalition as a direct result of the needs we were seeing from community members affected by the economic upheaval of the pandemic. Our meals have been described as ‘truly a Godsend’ and ‘a blessing to families.’”

**– DR. LEEJA CARTER,
FOUNDER AND EXECUTIVE DIRECTOR OF THE
COALITION FOR FOOD AND HEALTH EQUITY**

LOCATIONS OF PARTICIPATING RESTAURANTS



- Allendale
- Allentown
- Asbury Park
- Atlantic City
- Atlantic Highlands
- Bayonne
- Belford
- Belleville
- Belmar
- Bergenfield
- Bogota
- Boonton
- Bordentown
- Bradley Beach
- Branchville
- Brick
- Bridgeton
- Brielle
- Caldwell
- Camden
- Cape May
- Carlstadt
- Chatham
- Cherry Hill
- Clark
- Clementon
- Cliffside Park
- Clifton
- Clinton
- Cranford
- East Brunswick
- East Windsor
- Eatontown
- Edison
- Egg Harbor Township
- Elizabeth
- Englewood
- Englewood Cliffs
- Englishtown
- Ewing
- Fairview
- Fanwood
- Farmingdale
- Florham Park
- Forked River
- Fort Lee
- Freehold
- Galloway
- Garfield
- Glassboro
- Green Village
- Hackensack
- Haddon Township
- Haledon
- Hamilton
- Hammonton
- Harrington Park
- Harrison
- Haskell
- Hightstown
- Hillsdale
- Hoboken
- Holmdel
- Irvington
- Iselin
- Jersey City
- Kearny
- Kendall Park
- Lake Como
- Lake Hopatcong
- Lakehurst
- Lakewood
- Lavallette
- Lawrence Township
- Lawrenceville
- Leonardo
- Linden
- Linwood
- Little Falls
- Little Silver
- Livingston
- Lodi
- Long Branch
- Madison
- Mahwah
- Manahawkin
- Manalapan
- Manasquan
- Manchester
- Maplewood
- Margate
- Matawan
- Maywood
- Medford
- Metuchen
- Middletown
- Millburn
- Millville
- Monmouth Junction
- Monroe
- Montclair
- Montgomery
- Morristown
- Neptune
- Netcong
- New Brunswick
- New Milford
- Newark
- North Arlington
- North Bergen
- Northvale
- Nutley
- Oakland
- Ocean Township
- Orange
- Palisades Park
- Paramus
- Parsippany-Troy Hills
- Passaic
- Pennington
- Penns Grove
- Pennsville
- Perth Amboy
- Pine Brook
- Piscataway
- Princeton
- Princeton Junction
- Raritan
- Red Bank
- Ridgefield Park
- Ridgewood
- Ringoes
- Ringwood
- River Vale
- Robbinsville
- Rochelle Park Township
- Rockaway
- Roselle
- Rumson
- Rutherford
- Sayreville
- Scotch Plains
- Sea Girt
- Seaside Heights
- Seaside Park
- Short Hills
- Shrewsbury
- Skillman
- Somerset
- South Amboy
- South Hackensack
- South River
- Spring Lake
- Summit
- Teaneck
- Tinton Falls
- Toms River
- Trenton
- Union
- Upper Montclair
- Ventnor
- Verona
- Vineland
- Voorhees
- Wall
- Wallington
- Wanaque
- Washington
- Washington Township
- Wayne
- West Cape May
- West Long Branch
- West Orange
- West Windsor
- Westfield
- Westwood
- Wharton
- Woodland Park
- Wyckoff

MILESTONES THROUGH SUMMER 2023:



Across three funding phases, SSNJ program grantees have received grants of up to \$2 million for bulk purchases of meals from New Jersey restaurants in 179 municipalities across all 21 counties. The grants have enabled nonprofits to provide nutritious, restaurant-quality meals at no cost to households facing food insecurity.

SSNJ has supported a diverse array of organizations, from long-standing established community-based meal providers such as food banks and soup kitchens to grassroots efforts that sprung up in direct response to the pandemic's dual impacts on restaurants and growing hunger in communities, and to social service and health care organizations that took on the additional responsibility to feed the people coming through their doors for other services.

At the same time, the program has prevented many New Jersey restaurants from shutting their doors during a COVID-19 pandemic and recovery period that brought with it a dwindling customer base, labor shortages, supply chain issues, and inflation, helping to fuel the state's overall economic recovery by enabling these businesses to hire and retain staff.

“This program has really helped me keep our doors open and serve our community.”

– **MOHAMED ELRAWY,**
OWNER, PITA SQUARE RESTAURANT
(NEWARK, NJ)

“Under Governor Murphy’s leadership, we are taking a holistic approach to ensuring New Jerseyans’ basic needs are addressed and have placed a large focus on food security. Sustain & Serve NJ has the ability to transform lives – both by bolstering the restaurant industry and bringing nourishment to New Jerseyans in a respectful and dignified manner.”

– **TARA COLTON,**
NJEDA EXECUTIVE VICE PRESIDENT
OF ECONOMIC SECURITY



	PHASE 1	PHASE 2	PHASE 3	TOTALS ***
LAUNCHED	FEBRUARY 2021	AUGUST 2021	JULY 2022	FEB 2021-SUMMER 2023
ORGANIZATIONS APPROVED	28	29	31	36
PARTICIPATING RESTAURANTS	331	334	324	449
COUNTIES/MUNICIPALITIES	19/129	19/129	21/150	21/179
MEALS DELIVERED	1.45 MILLION	2.04 MILLION	1.9 MILLION*	5.39 MILLION*
SUPPORT PROVIDED	\$14.3 MILLION	\$19.8 MILLION	\$23.5 MILLION**	\$57.6 MILLION

* Projected by August 31, 2023.

** Phase 3 was announced in July 2022 with \$17.5 million in awards. In December 2022, Governor Murphy announced an additional \$5 million in state funding for Phase 3 to help grantees purchase meals from local restaurants and feed families over the holidays and through the winter and spring.

*** Some restaurants and organizations participated in more than one phase.



From community leaders and nonprofit organizations to legislators and restaurant owners, New Jerseyans have applauded the Sustain & Serve NJ program as a “win-win-win” for the state.

“Restaurants are the heartbeat of local communities and their success is absolutely essential to our economic recovery from the COVID-19 pandemic.”

– *NJEDA CEO TIM SULLIVAN*

“The pandemic laid bare how many New Jerseyans are on the verge of food insecurity and being able to share meals is a wonderful way to build trust in our communities.”

– *NJ STATE POLICE BENEVOLENT ASSOCIATION PRESIDENT PAT COLLIGAN*

“Sustain & Serve NJ is just one of the programs Governor Murphy has initiated to help New Jersey make it during this period of time. It is abundantly clear that the governor and his administration understand so well the pain and challenges of those at all income levels being faced in New Jersey. His mandates that have been articulated from the beginning of COVID-19 through this current economic crisis, putting food on the tables of all New Jerseyans, illustrates his commitment to people, his compassion to all of New Jersey. New Jersey Pride, New Jersey Strong, that's our Governor, that's my Governor. Thank you, Governor Murphy, for your vision to see us throughout this time in history.”

– *ALL ACCESS COMMUNITY DEVELOPMENT CORPORATION CHAIRMAN/ EXECUTIVE DIRECTOR RANDY GLOVER*

“This additional \$5 million committed to Sustain & Serve NJ partners will go extra lengths in making sure more families see hot and freshly prepared foods on their tables this holiday season, into the New Year, and beyond. And that's incredibly critical as our food banks report sharp increases in food insecurity among our communities.”

– *ASSEMBLY SPEAKER CRAIG J. COUGHLIN*

“I first became involved with Soup Kitchen 411's FeedNJ (Sustain & Serve NJ) program last spring to make sure local restaurants got much-needed business, and I could not be more thrilled with the economic impact it has had in Monmouth County.”

– *SENATOR VIN GOPAL*

“The Sustain & Serve NJ program has been a win-win-win for everyone involved. It's a win for us, a win for our patrons, and a win for the restaurants that we're helping to support.”

– *TRENTON AREA SOUP KITCHEN (TASK) ASSOCIATE EXECUTIVE DIRECTOR OF OPERATIONS PAUL JENSEN*

“The economic downfall caused by the COVID-19 pandemic has impacted families and local businesses all across the country, and neighborhoods in northern New Jersey are certainly not immune from this devastation. The Sustain & Serve NJ program will allow us to simultaneously broaden our reach while continuing to support restaurants in our area that are reflective of the diversity of our community.”

– *OUR COMMUNITY DINNER TABLE FOUNDER SAMUEL CHONG*

“This program afforded us the ability to pay our property taxes, pay our electric bills, but more importantly, it kept our people employed, the people that we're responsible for on a daily basis.”

– *RYAN'S DELI & CATERING OWNER JAMES SMITH (SEASIDE HEIGHTS, NJ)*

“The structure of Sustain & Serve NJ is smart and proactive in terms of the dual benefits it provides. In addition to helping restaurants keep their lights on and their workers employed, the program provides an opportunity for them to make a positive difference for their communities.”

– *NJ RESTAURANT AND HOSPITALITY ASSOCIATION PRESIDENT AND CEO DANA LANCELLOTTI*

Since February 2021, 36 program grantees, working across every county in the state of New Jersey, have been awarded grants as part of SSNJ. Each organization plays a crucial role in addressing food insecurity and supporting the wellbeing of their communities.

ORGANIZATION	HEADQUARTERS	LOCATION OF PARTICIPATING RESTAURANTS	COUNTY(IES)
A Need We Feed	Jackson	Asbury Park, Brielle, Farmingdale, Forked River, Holmdel, Lakehurst, Lavallette, Manahawkin, Manchester, Red Bank, Seaside Heights, Seaside Park, Toms River	Monmouth, Ocean
All Access Community Development Corporation	Hackensack	Bergenfield, Englewood, Hackensack, Maywood	Bergen
Asbury Park Dinner Table	Asbury Park	Asbury Park	Monmouth
AtlantiCare Foundation	Egg Harbor	Atlantic City, Egg Harbor Township, Galloway, Hammonton, Margate, Ventnor	Atlantic
Chef Lou's Army	Manasquan	Lavallette, Long Branch, Manasquan, Sea Girt, Toms River, Wall	Monmouth
City of Jersey City	Jersey City	Jersey City	Hudson
Coalition for Food and Health Equity	Jersey City	Englewood, Hoboken, Jersey City, Kearny, Livingston, Montclair, Newark, North Bergen, Rochelle Park, West Orange	Bergen, Essex, Hudson
Community Foundation of New Jersey (Newark Working Kitchens)	Morristown	New Brunswick, Newark	Essex
Congregation Bnos Devorah	Lakewood	Lakewood	Ocean
Elizabeth Education Association	Elizabeth	Cranford, Elizabeth	Union
Eva's Village	Paterson	Haledon	Passaic
FLAG of Cranford	Cranford	Cranford, Maplewood, West Orange	Essex, Union
FoodBank of Monmouth and Ocean Counties (Fulfill)	Neptune	Asbury Park, Atlantic Highlands, Belmar, Brick, Freehold, Holmdel, Lake Como, Little Silver, Long Branch, Manasquan, Middletown, Neptune, New Brunswick, Ocean Township, Red Bank, Rumson, Rutherford, Seaside Heights, Spring Lake, Toms River, Wall	Middlesex, Monmouth, Ocean
Front Line Appreciation Group	Chatham	Chatham, Florham Park, Green Village, Madison	Morris
Front Line Appreciation Group of Millburn Short Hills	Short Hills	Millburn, Short Hills	Essex
HealthBarn Foundation	Lyndhurst	Ridgewood	Bergen
HMH Hospitals Corporation	Edison	New Milford, Rochelle Park, South Hackensack	Bergen
Holy Name Medical Center Foundation	Teaneck	Allendale, Bergenfield, Cliffs Park, Clifton, Fort Lee, Garfield, Hackensack, Hillsdale, New Milford, Palisades Park, Paramus, South Hackensack, Teaneck, Washington Twp, Wyckoff	Bergen
Joseph Kushner Hebrew Academy	Livingston	Livingston	Essex

ORGANIZATION	HEADQUARTERS	LOCATION OF PARTICIPATING RESTAURANTS	COUNTY(IES)
Meals on Wheels of Mercer County	Ewing	Ewing, Lawrenceville, Pennington, Trenton, West Windsor	Mercer
Metuchen Downtown Alliance	Metuchen	Metuchen	Middlesex
Mid-Atlantic States Career and Education Center	Pennsville	Pennsville	Salem
Morristown Rotary Club	Morristown	Morristown, Verona	Bergen, Morris
New Jersey Chaplains Association	Lakewood	Lakewood	Ocean
New Jersey Farmers Cooperative	Cape May	Cape May, West Cape May	Cape May
Our Community Dinner Table	South Hackensack	Bergenfield, Englewood, Fort Lee, Palisades Park, Rochelle Park, Union	Bergen
Power Changes Lives	Morris Plains	Belleville, Bergenfield, Boonton, Bordentown, Brick, Bridgeton, Carlstadt, Clark, Clementon, Clifton, Clinton, Cranford, East Windsor, Elizabeth, Englewood, Englewood Cliffs, Englishtown, Freehold, Hamilton, Harrington Park, Hackensack, Haskell, Irvington, Jersey City, Keyport, Lake Hopatcong, Lawrenceville, Linden, Linwood, Little Falls, Lodi, Long Branch, Mahwah, Millville, Monmouth Junction, Montclair, Morristown, New Brunswick, Newark, North Arlington, Oakland, Ocean Twp, Orange, Parsippany-Troy Hills, Princeton, Red Bank, Ridgefield Park, Ringoes, River Vale, Robbinsville, Rochelle Park, Short Hills, Somerset, South Amboy, South Hackensack, South River, Teaneck, Toms River, Vineland, Voorhees, Washington, Wayne, West Orange, West Windsor, Woodland Park, Wyckoff	Atlantic, Bergen, Burlington, Camden, Cape May, Cumberland, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Passaic, Union
Rescue Mission of Trenton	Trenton	Ewing, Hamilton, Lawrenceville, Trenton	Mercer
Share My Meals	Princeton	Lawrence, Lawrenceville, Princeton, Montgomery, Skillman	Mercer, Somerset
Soup Kitchen 411 (FeedNJ)	Hightstown	Asbury Park, Bayonne, Belleville, Belmar, Belford, Belmar, Bogota, Bradley Beach, Branchville, Brick, Camden, Cherry Hill, Clark, Cranford, East Brunswick, East Windsor, Eatontown, Edison, Elizabeth, Englewood, Englishtown, Ewing, Fairview, Fanwood, Florham Park, Freehold, Glassboro, Haddon, Haledon, Hamilton, Harrison, Hoboken, Hightstown, Hightstown, Hightstown, Iselin, Jersey City, Kearny, Kendall Park, Lawrenceville, Leonardo, Linden, Little Falls, Little Silver, Livingston, Long Branch, Manalapan, Matawan, Medford, Metuchen, Middletown, Millville, Monroe, Montclair, Morristown, Netcong, Neptune, Newark, New Brunswick, North Bergen, Nutley, Ocean Twp, Orange, Parsippany-Troy Hills, Passaic, Pennington, Penns Grove, Perth Amboy, Pine Brook, Piscataway, Princeton, Princeton Junction, Raritan, Red Bank, Ridgewood, Ringwood, Rochelle Park, Rockaway, Roselle, Sayreville, Scotch Plains, Seaside Heights, Shrewsbury, South Amboy, South River, Summit, Tinton Falls, Toms River, Trenton, Union, Vineland, Wallington, Wanaque, Washington Twp, West Long Branch, West Windsor, Westfield, Wharton, Wyckoff	Bergen, Burlington, Camden, Cumberland, Essex, Gloucester, Hudson, Mercer, Middlesex, Monmouth, Ocean, Passaic, Salem, Somerset, Sussex, Union
TASK Inc (Trenton Area Soup Kitchen)	Trenton	Allentown, Belford, East Windsor, Ewing, Hamilton, Lawrenceville, Pennington, Princeton, Trenton, West Windsor	Mercer
The Cliffside Park Hall of Fame Foundation	Cliffside Park	Cliffside Park, Hillsdale, Northvale, Ridgefield, River Vale, Rochelle Park, South Hackensack, Washington Twp, Westwood	Bergen
The Foundation for University Hospital	Newark	Belford, Belleville, Edison, Harrison, Irvington, Newark, Rutherford	Bergen, Essex
The Summit Foundation (FLAG Summit)	Summit	Summit	Union
Tomchei Shabbos D' Lakewood (Family Food Relief of New Jersey)	Lakewood	Lakewood	Ocean
Toni's Kitchen, a Food Ministry of St. Luke's Church	Montclair	Caldwell, Montclair, Upper Montclair	Essex

Dozens of local and national print, digital, and TV media outlets have reported on NJEDA's Sustain & Serve NJ program since its inception, noting its innovative approach at addressing food insecurity and the myriad challenges small businesses faced – and continue to face – in relation to the pandemic. The following samples provide a glimpse into the coverage.

The New York Times

11/15/2021

How to Feed the Hungry While Helping Struggling Restaurants Survive

A New Jersey program that partners nonprofit organizations with restaurants is helping people and small businesses stay afloat during the pandemic.

abc NEWS

7/16/2022

The Economic Development Authority's Sustain & Serve NJ initiative began as a \$2 million pilot program to help with food security, in conjunction with supporting the state's restaurant industry in 2020. The program has evolved into a \$45 million

4 NEW YORK

12/21/2022

Newark Program Pays Struggling Restaurants to Feed Low-Income Residents



northjersey.com 6/29/2021

BERGEN

NJ is renewing a program to help restaurants and people in need. The first round drew raves

NEW JERSEY BUSINESS MAGAZINE

7/8/2022

\$17.5M for 30 Nonprofits in Phase 3 of NJEDA's Sustain & Serve NJ Program

ROI

roi-nj.com

6/2/2021

Proof that Sustain and Serve program is more than serving its purpose

Soup Kitchen 411 recently purchased its 100,000th meal in NJ, helping places such as Café Torres in Perth Amboy stay open

FEDERAL RESERVE BANK of NEW YORK

12/8/2021

Seeking Solutions for the Costs and Challenges of Food Insecurity

Potential Models

- **Sustain & Serve NJ:** Tara Colton, an executive at the New Jersey Economic Development Authority, highlighted the **Sustain & Serve NJ** program as an example of an initiative that combines each of the recommendations: coalition building, innovative use of funds, and sustained commitment. The program uses CARES Act dollars to provide nonprofits with grants to buy meals from New Jersey-based restaurants; those meals are then distributed for free to low- and moderate-income households. Since its launch in 2020, the \$34 million program has distributed more than 3.5 million warm meals from more than 400 restaurants, with plans for significant expansion.

Gothamist A non-profit newsroom, powered by WNYC.

7/25/2022

First COVID, now inflation. \$52M program to feed NJ's hungry is keeping restaurants open

©CBS NEWS NEW YORK 8/5/2022
New Jersey program started early in pandemic continues to feed families in need with help from local restaurants



njeda.com



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