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Greater Chicago Food Depository Launches Spanish-Language Marketing Campaign
“Ayuda Sin Condiciones” campaign aims to assist Hispanics in need of food assistance throughout Chicago and Cook County

CHICAGO – The Greater Chicago Food Depository, Chicago’s food bank, announced the launch of “Ayuda Sin Condiciones” (Help with No Strings Attached), a marketing campaign committed to reaching Hispanic communities throughout Chicago and Cook County. This campaign demonstrates the Food Depository’s commitment to help anyone in need of food – with no strings attached.

“We want to be sure all of our neighbors know where they can turn to if they are in need of food,” says Joan Chow, Chief Marketing Officer of the Food Depository. “We are here to help regardless of language, legal status, or other factors. No one should ever go hungry.”

“Ayuda Sin Condiciones” was developed in partnership with PACO Collective (PACO), an inclusive marketing agency based in Chicago. Working closely with the Food Depository team, PACO used qualitative research to understand awareness of food assistance programs among local Hispanic communities, the barriers that could keep a household from seeking assistance and drivers to participation.

“Working closely with our communities is one of the most important parts of our business, so we couldn’t be more excited to work alongside the Greater Chicago Food Depository,” stated Ozzie Godinez, Chief Executive Officer and Co-Founder of PACO Collective. “Together we have created this authentic and meaningful campaign that is going to play a vital role in the lives of our families, friends and neighbors, especially during this time of need.”

“One of the biggest challenges we see is relatively low trust from the Hispanic community that stems from unfamiliarity with the Food Depository and the services we offer,” says Chow. “There are misconceptions about who is eligible for food assistance or that receiving help will require sharing sensitive information with the government, which ultimately sparks fear. We are here to support all of our neighbors during times of need and don’t ask anything in return.”

In recent years, the Food Depository has worked to increase its services and advocacy for Hispanic communities in partnership with trusted neighborhood organizations. The Food Depository offers benefits outreach services in Spanish to connect eligible households with the

Supplemental Nutrition Assistance Program (SNAP) and Medicaid. The Food Depository has also worked with the Protecting Immigrant Families Illinois committee, advocating against new federal policies intended to harm immigrants or dissuade them from seeking assistance. Still, the Food Depository recognizes the need to do much more.

The need for food assistance in Hispanic communities existed before the COVID-19 pandemic, but the crisis of recent months has amplified that need. According to a recent report from Northwestern University Institute for Policy Research, 42% of Hispanic residents with children and 30% of Hispanic residents overall in the United States faced food insecurity in April 2020. In Chicago and Cook County, Hispanic communities have been impacted by some of the highest numbers of confirmed COVID cases and dramatic increases in unemployment over recent months.

The campaign includes a series of Spanish-language media content to raise awareness of the Food Depository's services and dispel misconceptions. The first wave of the campaign will appear in a mix of in-kind and paid media, including out-of-home, print, digital and radio. Additionally, the Food Depository has launched a Spanish-language section of its website - BancoDeAlimentosChicago.org

As COVID-19 dramatically increases food insecurity, the Food Depository is working harder than ever. For information on available resources or to find a food distribution near you visit BancoDeAlimentosChicago.org. For more information on the campaign and to access Spanish resources, please reach out to Roxana Delgado at Roxana@pacocollective.com.

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About the Greater Chicago Food Depository:

The Greater Chicago Food Depository, Chicago's food bank, believes a healthy community starts with food. The Food Depository is a non-governmental organization at the center of a network of more than 700 partner organizations and programs – food pantries, soup kitchens, shelters, mobile distributions and other partners – working to bring food, dignity and hope to our neighbors across Chicago and Cook County. The Food Depository addresses the root causes of hunger with job training, advocacy and other innovative solutions. The Food Depository is a proud member of Feeding America – the national network of food banks. By working to help those most in need go from hungry to hopeful, the Food Depository is building a Greater Chicago. Learn more at chicagosfoodbank.org.

About PACO Collective:

PACO Collective is an award-winning inclusive boutique agency that empowers brands to transcend cultural boundaries in today's "minority majority" market. PACO is committed to working with brands that want to embrace the changing dynamics of American life and are invested in creating meaningful connections with consumers through cultural messaging and insight. Based in Chicago, PACO is a full-service agency offering public relations, marketing, digital and creative services. To learn more visit www.pacocollective.com.