



2020 – 2021
Program Impact Report

Presented by:





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- Participating Restaurant Testimonials
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- Media Placements & Program Exposure
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Program Summary

We All Eat Program launched in October 2020

Funded by Fort Bend County CARES Act resources

Administered by Texas Black Expo

PROGRAM OBJECTIVES:

- Provide meals to Fort Bend Co. residents faced with food insecurity due to COVID-19 pandemic
- Sustain local Fort Bend Co. restaurants by providing resources necessary to maintain their patronage, retain their employees and keep their doors open

Impact Statistics

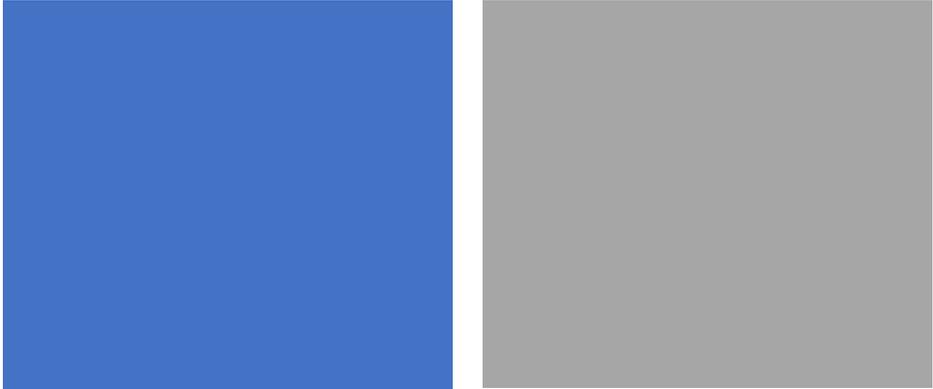
Recipient Statistics	
Number of Fort Bend Co. Families Served	1,882
Number of Fort Bend Co. Individuals Served	7,382
Number of Meals Served	424,276
Restaurant Statistics	
Number of Participating Restaurants	20
Number of Restaurant Employees Hired for Program	60
Number of Admin. Employees Hired for Program	23
Total Revenue Paid to Restaurants	\$4,854,164.40

*** As of May 21, 2021 ***

Testimonial: Yai's Thai Kitchen

The program offered us to get us back on our feet for our business as well as help the community. We were able to promote what we do here in our family restaurant through our food. We All Eat has been helping us rebuild our livelihood from the effects of COVID.

Simply put, this has been a heaven-sent program for us to participate in and we are so fortunate for Jerome and his team to take a leap of faith with us. We wanted to get involved to maintain our business, but also help others that were affected as well by providing meals. The community has truly rallied together.



**YAI'S
THAI
KITCHEN**

Testimonial: Red's Grill

With COVID, our sales dropped to an all-time low. We got involved with the We All Eat program because our sales were down. It sounded like a good way to increase sales, and it did.

Being involved in the We All Eat program has pulled us out of a downward fall from COVID back to being able to stay open. Most residents who pick up food seem very grateful with the program and say it's been a life saver to their family. It seems the program has helped us as store owners and the families in the area.



Restaurant Economic Impact Survey



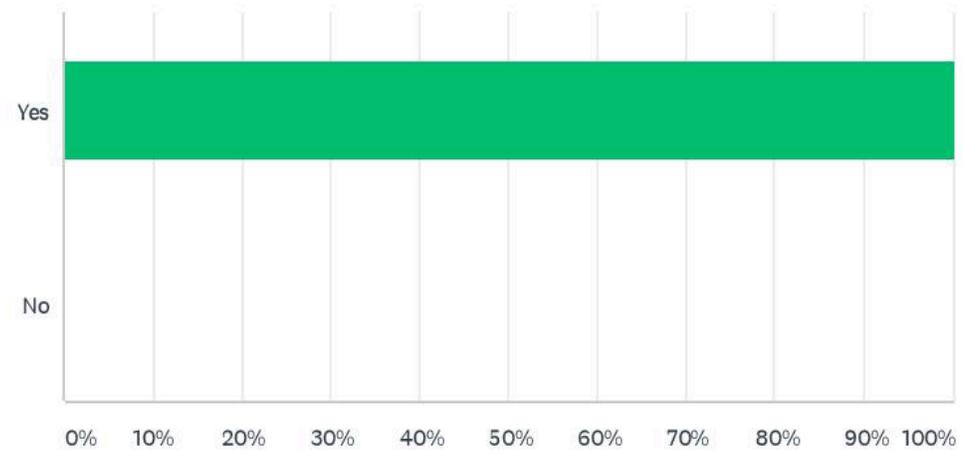
Q1: Which restaurant do you represent?

ANSWER CHOICES	RESPONSES	
Briyani and More	0.00%	0
Boogies Bar B Que	5.56%	1
Burger IM	5.56%	1
CrabHeads	5.56%	1
Fusion Kitchen	5.56%	1
Krush Bistro	5.56%	1
Louisiana Fried Chicken	5.56%	1
Micheaux	5.56%	1
Ninfas	5.56%	1
Off the Vine	5.56%	1
Otto's	5.56%	1
Reds Grill	5.56%	1
Sugars Cajun	0.00%	0
Sushi Mashi	5.56%	1
Trill Taco	0.00%	0
Yai Thai Kitchen	5.56%	1
Other	27.78%	5
TOTAL		18

Q2: Have you hired new employees as a result of the We All Eat program?

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Answered: 18 Skipped: 0

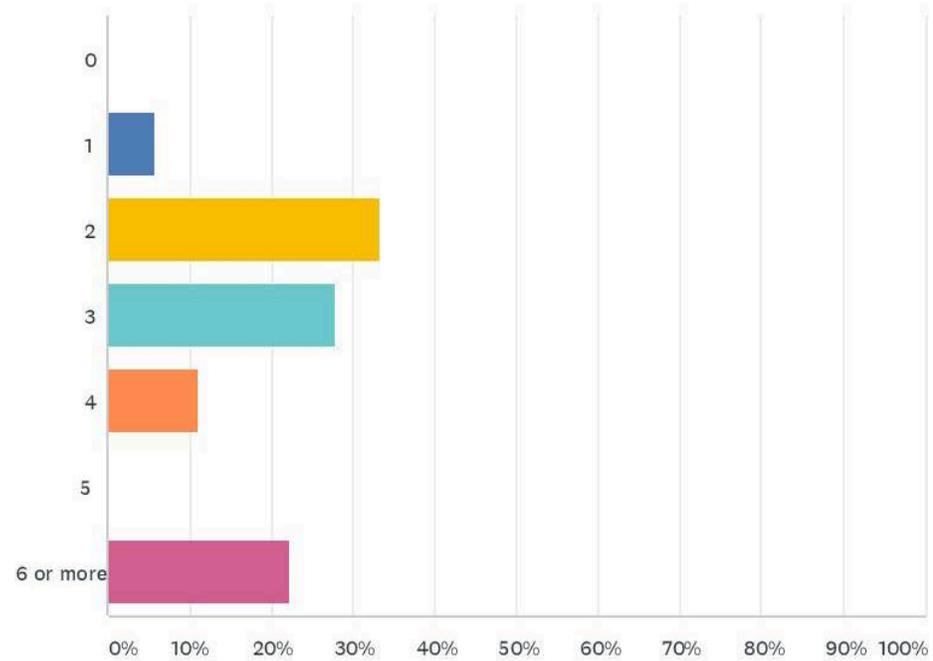


ANSWER CHOICES	RESPONSES	
Yes	100.00%	18
No	0.00%	0
TOTAL		18

Q3:How many employees have you hired as a result of the We all Eat program?

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Answered: 18 Skipped: 0

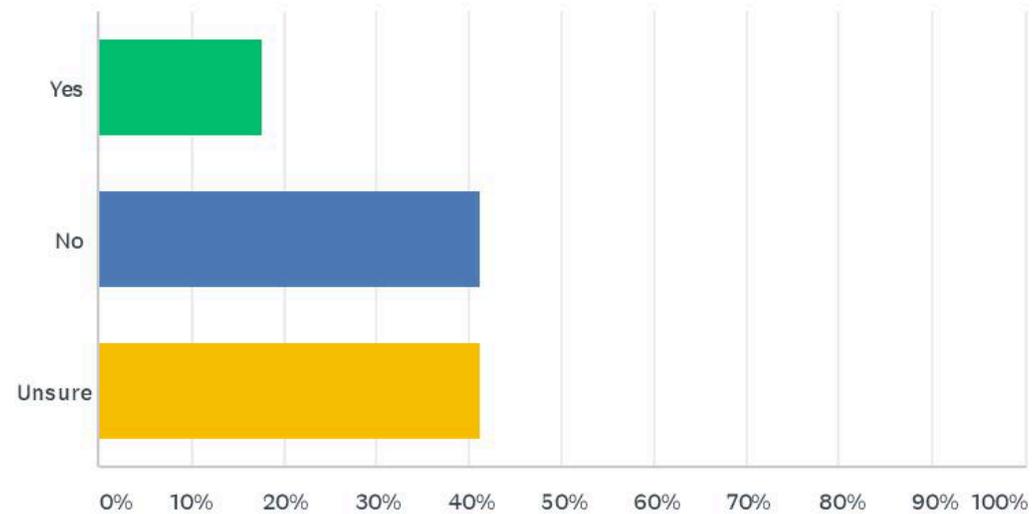


ANSWER CHOICES	RESPONSES	
0	0.00%	0
1	5.56%	1
2	33.33%	6
3	27.78%	5
4	11.11%	2
5	0.00%	0
6 or more	22.22%	4
TOTAL		18

Q4: Would your restaurant still be in business without the We All Eat program?

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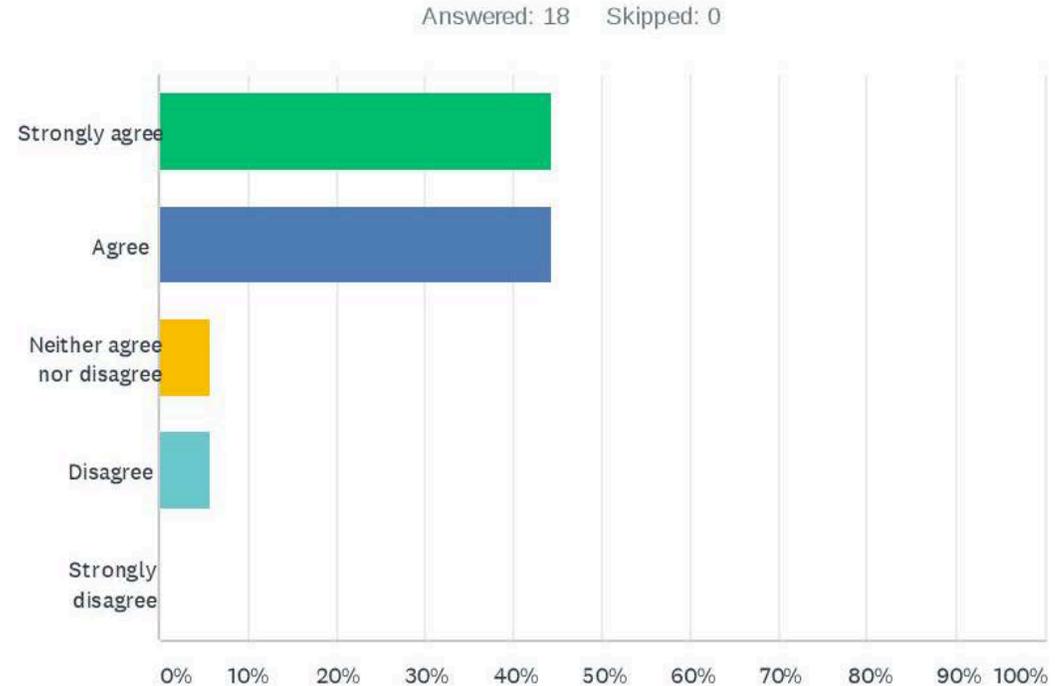
Answered: 17 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes	17.65% 3
No	41.18% 7
Unsure	41.18% 7
TOTAL	17

Q5: The primary reason we are still in business is the We All Eat Program.

Q5 The primary reason we are still in business is the We All Eat Program.



ANSWER CHOICES	RESPONSES	
Strongly agree	44.44%	8
Agree	44.44%	8
Neither agree nor disagree	5.56%	1
Disagree	5.56%	1
Strongly disagree	0.00%	0
TOTAL		18

Q6: Please provide any comments that you feel would help the county in understanding the impact of the We All Eat program.

“The We All Eat program is helping both the community and restaurants. Restaurants are getting more recognition and exposure, which helps give sales volume a tremendous boost. Many restaurants have gone out of business prior to the start of this program. We are glad we stuck around to be a part of this amazing program.”

“It is economically helping all. It touches, consumers, suppliers, vendors and employees, and thus is lifting the community.”

“We All Eat has been a life-saving blessing for our business. As families continue to struggle, they feel some relief in knowing they don’t have to worry about what to do for dinner. It’s already prepared for them.”

“The We All Eat program helped us to keep the business running at really bad time that started last year. Thanks to Fort Bend County that approved the We All Eat program, we are still in business.”

“We All Eat has been a great blessing to us as a small business. During the pandemic time, it afforded us to stay ahead while also helping people eat.”

“The program is very impactful for my business. It is truly a blessing to the owners and the community. During these trying times, the assistance this program has brought to our community is unmatched. Thankful to Fort Bend County and most of all, The Black Expo, for birthing this program.”

Small Businesses → Huge Economic Impact



Sources: Small Business Administration and U.S. Census Bureau



Restaurant Media
Impact & Program
Exposure



Media Placements

Katy News

Est. Audience: 6,419

Forward Times

Est. Audience: 459

KPRC Local 2 News

- News at 10
 - Est. Audience: 220,086
- Newsmakers
 - Est. Audience: 32,175

The Real Talk Show

Est. Audience: 590,458

Fort Bend Independent

Est. Audience: 45,000

Agility PR

Est. Audience: 2,387

Total Est. Audience Exposure

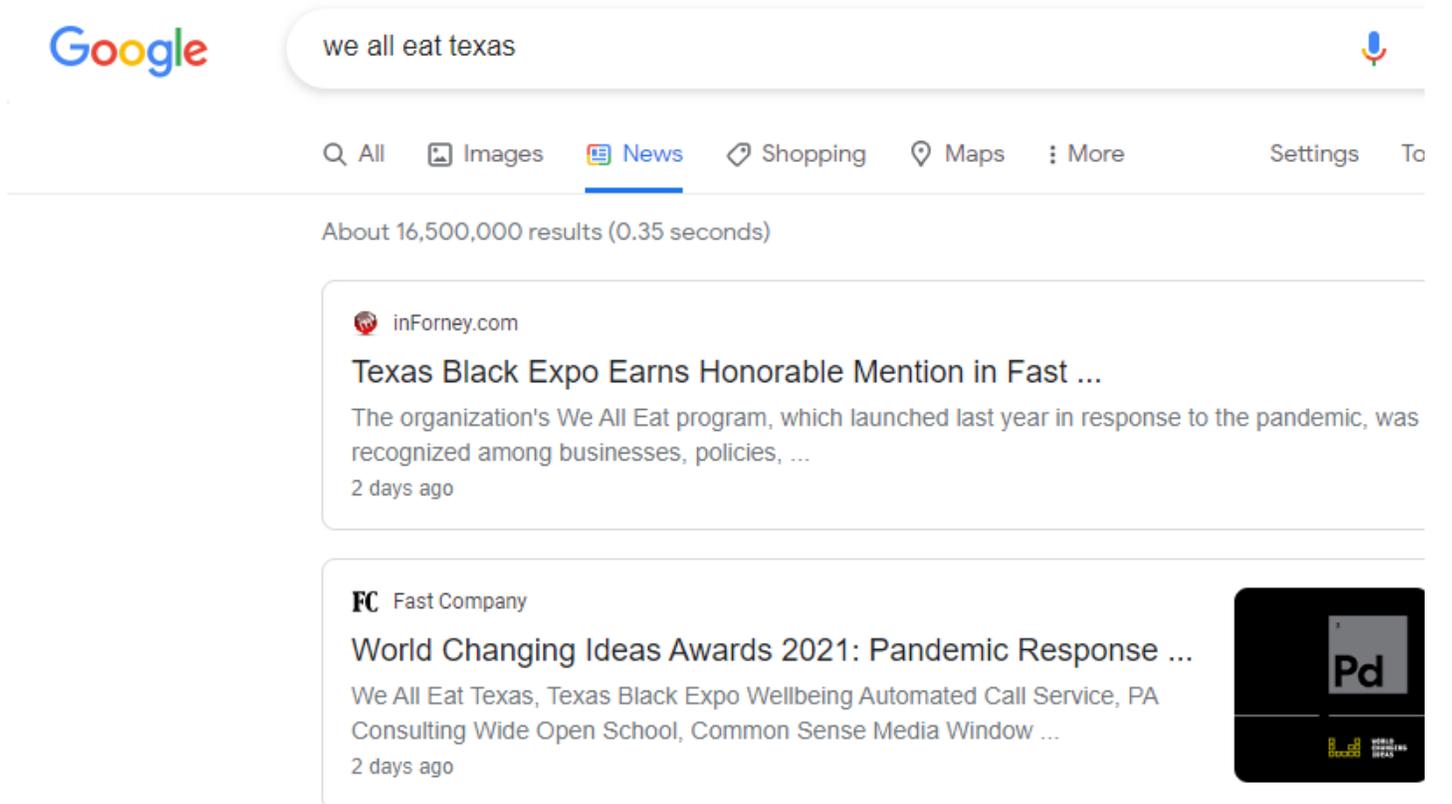
Total National TV Audience: 2,362,136

Total Online News Audience: 2,387

Total Local TV Audience: 93,838

TOTAL AUDIENCE: 2,458,361

Google
Search
Results for
We All Eat



The image shows a Google search results page for the query "we all eat texas". The search bar at the top contains the text "we all eat texas" and a microphone icon. Below the search bar, navigation tabs for "All", "Images", "News", "Shopping", "Maps", and "More" are visible, with "News" selected. The search results indicate "About 16,500,000 results (0.35 seconds)".

The first search result is from inForney.com, titled "Texas Black Expo Earns Honorable Mention in Fast ...". The snippet reads: "The organization's We All Eat program, which launched last year in response to the pandemic, was recognized among businesses, policies, ...". It is dated "2 days ago".

The second search result is from Fast Company (FC), titled "World Changing Ideas Awards 2021: Pandemic Response ...". The snippet lists: "We All Eat Texas, Texas Black Expo Wellbeing Automated Call Service, PA Consulting Wide Open School, Common Sense Media Window ...". It is also dated "2 days ago".



The logo for the World Changing Ideas Awards 2021 is located in the bottom right corner of the search results area. It features a black square with the letters "Pd" in white, and the text "WORLD CHANGING IDEAS AWARDS" in yellow and white below it.

WAE National
Exposure on
The Talk Daytime
Talk Show
(Est. Audience
590,458)



WAE Regional
Exposure on
Houston
Newsmakers TV
Show
(Est. Audience
32,175)

Fort Bend uses Cares Act money to feed residents



What to do with the millions of dollars in Cares Act money received by Fort Bend County? A public private partnership is now in place to help struggling restaurants while also feeding those who are suffering as a result of the pandemic. “On the on hand you have individuals suffering from food insecurity and on the other hand you have restaurants having to close their doors and lay people off, said Jerome Love, the

WAE Recognized by Fast Company's 2021 World Changing Ideas Awards



visibility Reports Help

Highlights Pickup Traffic Audience Engagement

Texas Black Expo Earns Honorable Mention in Fast Company's 2021 World Changing Ideas Awards

English PR Newswire ID: 3151015-1 Clear Time May 04, 2021 9:00 AM ET [View Release](#)

Print Email Export

Pickup

6M

TOTAL POTENTIAL AUDIENCE

107

TOTAL EXACT MATCHES

TOP EXACT MATCH PICKUP

Black Enterprise 1M visitors/month ^[1]	PRWeb 1M visitors/month ^[1]	StreetInsider 855K visitors/month ^[1]
KTVN-TV CBS-2... 404K visitors/month ^[1]	WBOC-TV CBS-1... 383K visitors/month ^[1]	Killeen Daily... 193K visitors/month ^[1]
Tyler Morning... 155K visitors/month ^[1]	FinancialCont... 129K visitors/month ^[1]	WRAL-TV CBS-5... 129K visitors/month ^[1]
Townhall Finance 129K visitors/month ^[1]	Tamar Securities 129K visitors/month ^[1]	IBTimes 129K visitors/month ^[1]
Rockford Regi... 129K visitors/month ^[1]	Great America... 129K visitors/month ^[1]	Franklin Cred... 129K visitors/month ^[1]

WAE Coverage in
The Fort Bend Independent
(Est. Audience 45,000)



Fort Bend County Funds \$1.3 Million To Provide Free Meals To Those Affected By Pandemic

SESHADRI KUMAR Saturday, 24 October, 2020, 12:00 AM



**Need help providing meals
for your family?**

Get Access to Daily Meals from

WAE Coverage in *Houston Forward Times* (Est. Audience 459)

The screenshot shows the Houston Forward Times website. The main article features a photograph of five people standing in front of a brick building with a sign that reads "Sugar's CAJUN CUISINE". They are holding a sign that says "We All Eat". The article title is "Texas Black Expo Joins Fort Bend County to Launch We All Eat Program to Help Local Residents and Restaurants Impacted by COVID-19". The byline is "by Jeffrey L. Boney | October 21, 2020 | 0 comment".

Houston Forward Times

HOME STATE & LOCAL NATIONAL NEWS BUSINESS EDITORIAL SPORTS LIFESTYLE BLACK & FORWARD MEDIA SHOP

Sugar's CAJUN CUISINE

TEXAS BLACK expo

We All Eat

Featured State & Local

Texas Black Expo Joins Fort Bend County to Launch We All Eat Program to Help Local Residents and Restaurants Impacted by COVID-19

by Jeffrey L. Boney | October 21, 2020 | 0 comment

LET'S SOCIALIZE

FACEBOOK TWITTER INSTAGRAM YOUTUBE

FORWARD TIMES SPECIAL EDITION

ABOVE: (L to R) Fort Bend County Precinct 2 Commissioner Grady Prestage, Texas Black Expo Founder Jerome Love, Darryl Austin, LaTayne Bruce, and State Rep. Ron Reynolds

The state of Texas is currently facing one of the largest spikes in food insecurity in the state's history, leading to a growth in demand for food assistance thanks to the COVID-19 pandemic. The COVID-19 pandemic has not only impacted the health of individuals across Texas, but it has severely crippled local restaurants, food suppliers and producers who are feeling the negative effects of the pandemic as well.

WAE Coverage in *The Katy News* (Est. Audience: 6,419)

THE Katy News



Home Announcements Arts/Entertainment Education Health Houston Katy ▾ Library ▾ Nationwide Spor

Fort Bend Co. Combats Food Insecurity with We All Eat Program that Helps Residents, Restaurants

Oct 19, 2020

In an effort to combat food insecurity and provide an economic stimulus to local restaurants, **Jerome Love**, founder of Texas Black Expo has partnered with **Fort Bend County** to launch the **We All Eat program**. A press conference announcing the program will take place Monday, October 19, 2020, at 10:00 a.m. at **Sugar's Cajun Cuisine**, located at 3424 FM 1092 Rd #290, Missouri City, TX 77459.



Texas is currently facing one of the largest spikes in food insecurity in the state's history, leading to a growth in demand for food assistance thanks to the COVID-19 pandemic. Additionally, local restaurants and food suppliers and producers are also feeling the negative effects of the pandemic as well. According to the Texas Restaurant Association, an estimated 30 percent of restaurants will be forced to close as a result of COVID. Without a solution, this could have a devastating impact on the Fort Bend County community.

WAE Coverage in *PR Wire* (Est. Audience 2,387)



Black Philanthropist Quietly Provides 350K Meals to Fight Food Insecurity

Tuvi Blends

Published Wed, Mar 24, 2021 07:32 EDT



HOUSTON, TX / AGILITYPR.NEWS / March 24, 2021 / Award-winning author and motivational speaker **Jerome Love** and **Tuvi Brilliant Blends** announce **The Good Life Virtual Summit** to take place **April 16-18, 2021**. The three-day event will include presentations, workshops, panel discussions, and demonstrations concerning Diet & Nutrition, Physical Fitness, Health & Wellness, Mental Health and more. Free and open to the public, The Good Life Summit brings together some of the world's most renowned experts and fitness enthusiasts to offer tips and advice on how to live a good life through physical and mental wellness.

The event is flanked with **30 respected Health & Wellness experts** who will address critical public health issues and share their knowledge on how to live healthier lives. Some of the summit's featured guests include:

- *Practicing Physician, International Speaker, Leader & Advocate in the field of Functional Medicine and 13-Time New York Times Bestselling Author seen on The Dr. Oz Show, The View and Good Morning America, **Dr. Mark Hyman***



Conclusion

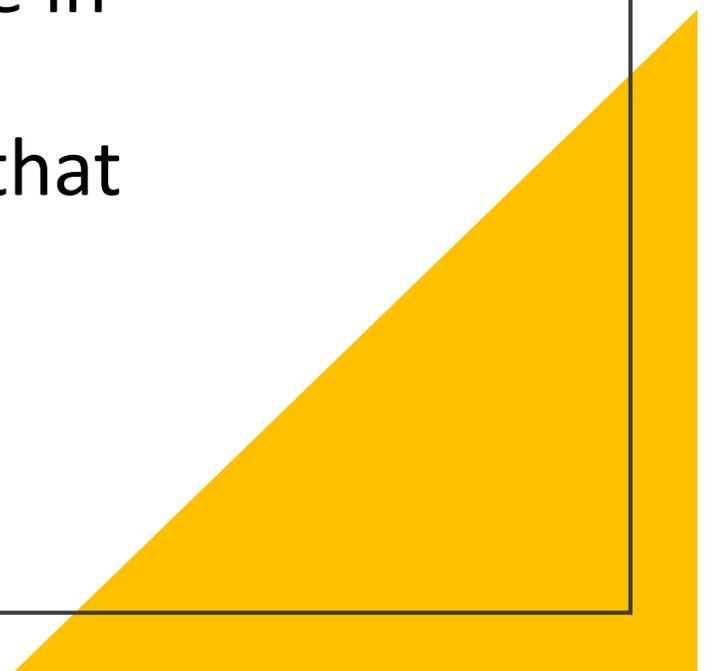
Conclusion 1:

The We All Eat program has been an **effective solution to the problem** of COVID-19 pandemic-related food insecurity, making a significant impact on the sustainability and quality of life of Fort Bend County residents.



Conclusion 2:

The We All Eat program played a critical role in helping Fort Bend County **restaurants keep their doors open**, many of which reported that they would not likely still be in business without the program.



Conclusion 3:

The We All Eat program made it possible for scores of Fort Bend County **residents to maintain employment** during a time when unemployment was at an all-time high.

It also made it possible for restaurants to hire new workers, which was unheard of in the restaurant industry due to unprecedented restaurant closings nationwide.

Conclusion 4:

Fort Bend County's generous investment of nearly \$5M to produce the **We All Eat program was unique, exceptional and notable.**

As a result, the County received national exposure and recognition for it as a "World Changing Idea," and local recognition for being a county that took action to care for its businesses and residents.



With
Gratitude...

Texas Black Expo wishes to thank Fort Bend County for the opportunity to administer the We All Eat Texas program.

It has been an honor and a privilege to play an essential role in serving the needs of businesses and residents of Fort Bend County during this critical season.

The Texas Black Expo

Questions?