



THE B.E.A.T. CENTER - 5 YEAR IMPACT REPORT

Mission

The B.E.A.T. Center was created to be a hub for community services for neighbors in need in Ocean County. At The B.E.A.T. Center, they can access food, education, and other resources to help end the cyclical causes of hunger. The B.E.A.T. Center is a partnership of Fulfill, JBJ Soul Kitchen, and The People's Pantry (now managed by Fulfill and called Fulfill's People's Pantry).



2016

We projected that in our first year, we would provide families in need with \$5 million in food, job training, and other supports, with \$5 million more each additional year.

2021

We exceeded our projections.

In five years, The B.E.A.T. Center has provided families in need with food and resources valued at more than \$30 million.



The Breakdown



Donated food for meals, procured and distributed from The B.E.A.T. Center	Nearly 10 million meals
Prepared meals for low-income children, pandemic impacted families, and the homeless	94,000 meals
Nutritious meals served by the JBJ Soul Kitchen regardless of economic barriers	23,000 meals
Value of benefits: SNAP (food stamps), affordable healthcare, tax refunds, and Earned Income Tax Credits	\$7.7 million
Culinary Arts Training graduates who found steady employment with a living wage	103 graduates
Hours logged by community volunteers for Fulfill, Fulfill's People's Pantry, and JBJ Soul Kitchen	98,000 hours
TOTAL VALUE Meals, benefits, wages, and volunteer hours	\$30,325,669



THE JBJ SOUL FOUNDATION
BJJ SOUL KITCHEN
Community Restaurant



Disaster Relief

Founded in the wake of Superstorm Sandy, disaster relief was always at the core of The B.E.A.T. Center. Our shore area has been more impacted than other areas of New Jersey due to its greater reliance on the tourism, retail, and hospitality industries. As unemployment grew, many began to seek food for the first time, including:



- Families who were laid off or lost their jobs in retail, restaurants, and tourism, school bus drivers, and other school staff

- Families who left high risk jobs in health care or food service to protect at risk family members at home



- Single parents who lost child support when the other parent could not work or lost their job
- Seniors afraid to leave their house to get food and could not afford delivery service from supermarkets during the pandemic

At the Height of the Pandemic in 2020

Between Fulfill's Distribution Center, JBJ Soul Kitchen, and Fulfill's People's Pantry, more than HALF A MILLION MEALS were distributed from The B.E.A.T. Center to the community during the height of the pandemic.



- Fulfill's People's Pantry served up to 900 households each week, up from about 200 households per week before March 2020. Fulfill's People's Pantry was one of the few that remained open in the area, serving people in need outdoors, following all COVID precautions.
- The B.E.A.T. Center's food distribution center became a depot for the pickup of "crisis boxes" of shelf stable food, available for pickup by area nonprofits, senior centers, schools, veteran organizations, townships, and pantries throughout Ocean County.
- The JBJ Soul Kitchen served more than 4,600 to-go meals to in-need guests and provided another 1,000 meals to community partners.



Contact Fulfill at:
732-918-2600
fulfillnj.org