

September 29th, 2026

Evangelize NY: Press Release

Evangelize NY is a community-focused, faith-based organization dedicated to addressing food insecurity, homelessness, and systemic inequities through direct service, partnerships, and faith-based community engagement. Its mission is to provide both immediate relief and long-term pathways toward stability for underserved populations.

Evangelize NY (ENY) is proud to announce the continued development and measurable impact of its Food Recovery Initiative (FRI), a targeted, community-driven program designed to eliminate barriers to food access and reduce food insecurity across the Greater Rochester area. The Food Recovery Initiative was established in response to systemic barriers identified through local and national research, including transportation limitations, concentrated poverty, food deserts, inflation, and the expiration of pandemic-related benefits.

FRI operates as a three-part solution:

- Food Pantry Delivery Program – Provides direct, no-cost food deliveries to families, eliminating transportation and financial barriers.
- Restaurant & Grocery (R&G) Recovery Program – Recovers surplus food from local restaurants and grocery partners to redistribute high-quality meals to families in need.
- Farm Food Rescue Program – Connects with local NY-based farm and farmers market providers to collect surplus food supply and re-distribute to low-income families in need.

Through localized partnerships and community-based collaborators, Evangelize NY has built a scalable and sustainable model that connects underserved populations with consistent, nutritious food access.

Food Distribution Impact

Since the program's launch and particularly from December 2025 to present, Evangelize NY has demonstrated rapid growth in both direct distribution and community outreach:

Total Food Distributed (December 2025 – Present): Evangelize NY has distributed approximately **11,136.5lbs** of food to low-income and homeless families in need throughout the

Greater Rochester Area. This has been made possible through holiday food giveaways, prepared meal distribution, Food Recovery Initiative programs, and street outreach meal kits.

ENY Food Recovery Initiative Giving:

1,036.5lbs

These deliveries included proteins, fresh produce, dairy, and shelf-stable items tailored to family size and dietary needs, demonstrating ENY's commitment to both quantity and quality of food access.

Community Reach & Engagement

Evangelize NY's outreach model integrates food distribution with holistic community support services.

- **907** *individuals and families reached with food support*
- **301** *individuals prayed over or supported spiritually*
- **703** *individuals provided with spiritual resources, including 185 physical bibles*

Public Assistance

Evangelize NY has grown beyond the initial direct service approach to becoming a cross-sector service organization. This is reflected through the development of the organization's Public Assistance department. ENY Public Assistance initiatives are primarily focused on creating and identifying equitable housing opportunities for families and individuals in need. Additionally, the organization works with clients to identify public support options meant to benefit their current living situation. Through the implementation of the Roadmap for Equality and strategic partnerships, ENY is laying down the groundwork for the expansion of this side of the ministry.

Partnership Development and Growth

ENY has been fortunate to connect with many of Rochester's most actionable, like-minded and well-positioned organizations. These connections have allowed us to not only grow, but to expand the organizations' footprint beyond direct service.

Food Insecurity:

Cameron Community Ministries

Max Gordon x The Hideaway

Flower City Pickers

Prospective Partners – St. Peters Kitchen, Open Door Mission

Public Assistance:

Cameron Community Ministries

Greater Rochester Transportation Center Foundation

Prospective Partners – Greater Rochester Chamber, YAMTEP, Catholic Charities

Homeless Assistance:

Person Centered Housing Options

Partners Ending Homelessness

Open Door Mission

Prospective Partners – Catholic Charities, House of Mercy, Harambe Community Action

Evangelism:

Encounter Church

Open Door Mission

Church in the Wild Roc

Love in Action

Wakem Up Ministries

Major Program Installments:

Savor the City Vol.1

Ask me about Jesus Vol. 1

Data Day Vol.1

Stines Day of Giving Vol.1

Baptize NY Vol.1 Campaign

Regular Street Outreach Initiatives

Baptize NY Vol. 1 Campaign

What began as a singular event became a historic run of weekly baptisms in the wilderness of Lake Ontario. Baptize NY Vol.1 grew from a one-time event set for August 15th and became a campaign of **baptisms for 18 individuals**. BNY will be concluded by the first ever mass-scale public baptism at Open Door Mission, led by Evangelize NY – November 13th, 2026.

Grants

ENY was awarded a **\$1,500** grant for bus passes through the Greater Rochester Transportation Center Foundation on September 25th, 2026.

Looking Ahead

Evangelize NY continues to expand the Food Recovery Initiative through:

- Increased delivery capacity and frequency
- Expanded restaurant and grocery recovery partnerships
- Expanded Farm Food rescue partnerships
- Collaboration with housing and workforce development agencies
- Ongoing data-driven program refinement
- Increased evangelism opportunities through book studies, outreach and baptisms

As always, reach out to the ENY staff with any questions or partnership inquiries.

God bless,

Israel Ortiz, MJHR

[Evangelize NY](#)

Chief Executive Officer/Founder

Contact: (585)397-5368

iortiz@eny-roc.org