



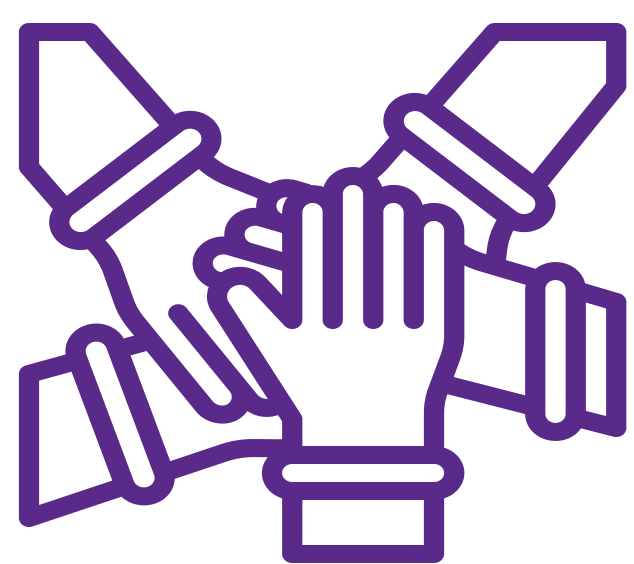
WILLIAMS-ROSS PURPLE PANTRY



The mission of the Williams-Ross Purple Pantry is to decrease food insecurity among ECU students and increase access to food and personal care items.

History and Facts about Food Insecurity in Higher Education

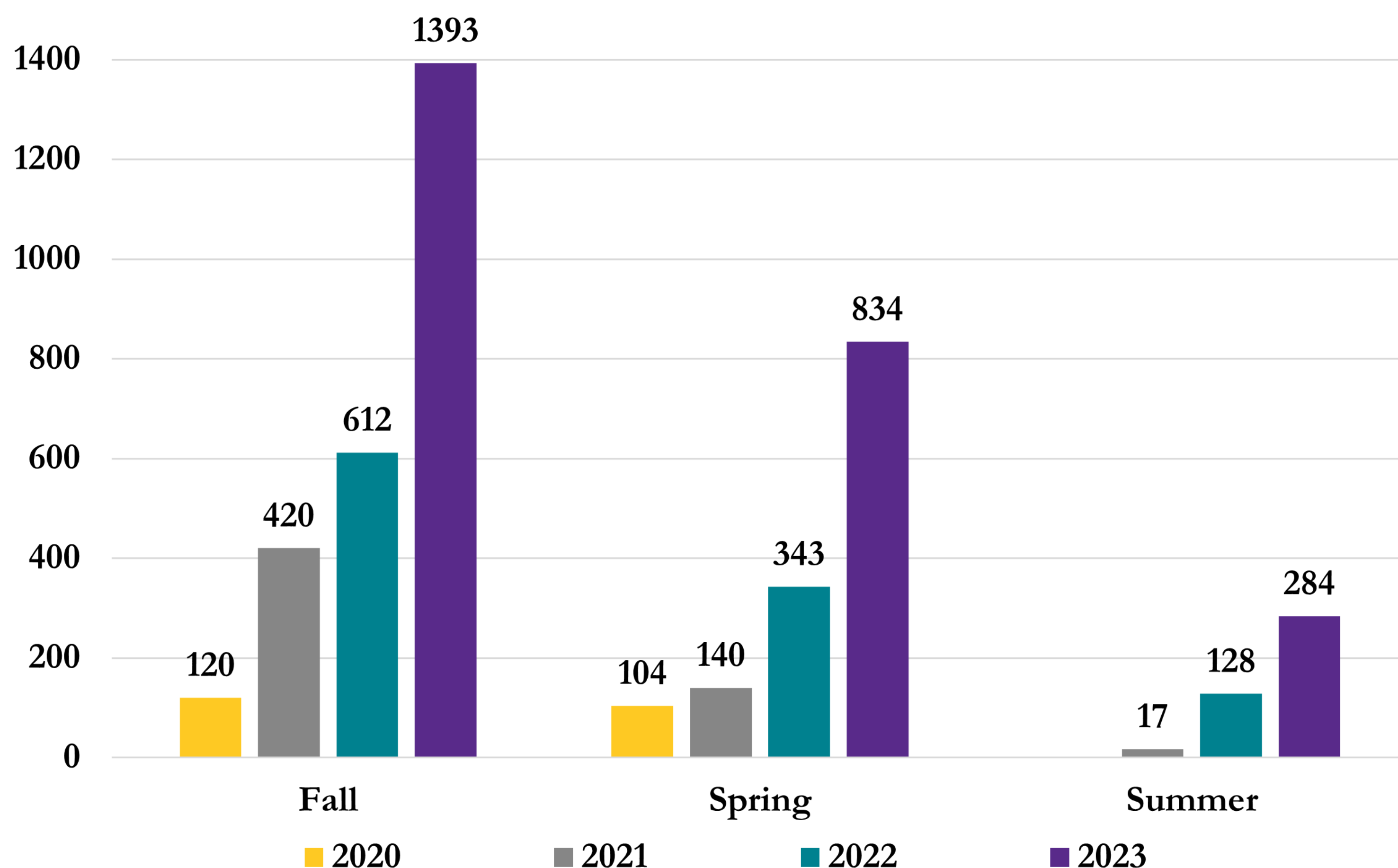
- competing financial, academic, & personal pressures force difficult choices for basic needs
- Purple Pantry opened Spring 2018, housed in the Center for Leadership & Civic Engagement
- research suggests food insecurity negatively affects academic performance
- campus partners: SGA, College of Engineering & Technology, Dean of Students, ECU Dining
- most college students do not qualify for federal food assistance programs
- affiliated with Food Bank of Central and Eastern NC, & Churches Outreach Network
- 15% (4,000) of ECU undergraduates experience hunger & food insecurity (2018)
- 14% of people in Pitt County are food insecure (Food Bank of CENC, 2023)



- 175 student volunteers
- 1 graduate assistant staff member
- Usage has increased each term
- 2023 visits more than doubled visits in 2022!

**Data collection on student visits and shoppers began Spring 2020.

Purple Pantry Visits Increase Spring 2020 - Fall 2023



About Purple Pantry Shoppers



91% NC residents



88% under 25 years of age



76% undergraduate students



71% female

Analysis of student shopper data Spring 2020-Fall 2023 (N=526). Changes in the data collection process did not allow adequate comparison of all categories.

How to support our work in the Williams-Ross Purple Pantry

- donate online to our Amazon Wishlist
- coordinate a donation drive for your organization
- drop off items at the Center for Leadership & Civic Engagement, Main Campus Student Center Room 208
- support Swipe Out Hunger with dining hall meal donations for off-campus students
- pledge to the ECU Hunger Initiatives Fund
- contact us--purplepantry@ecu.edu or 252-328-2735



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