



Healthy food on every table

2018 Annual Report





**HEALTHY FOOD ON
EVERY TABLE**

harvestpack.org

Dear Harvest Pack Supporters,

Welcome to our 2018 Annual Report. Now in our sixth year, Harvest Pack continues to expand our meal packing events both in Minnesota and across the United States, to help meet the ever-increasing demand for healthy meals from food insecure people. The USDA reports 6.8 percent (8.7 million) of U.S. households had *low* food security (households unsure of having, or being able to obtain enough food for their families) and 4.3 percent (5.6 million) of U.S. households had *very low* food security (household members' normal eating patterns were disrupted, some with self-reported food consumption below levels considered adequate) at some time during 2018. Internationally, the United Nations describes the number of hungry people continues to increase, with an estimated 124 million people in 51 countries experiencing food insecurity at moderate and severe levels in 2018.

2018 marked the highest number of meals donated to date: a total of 1,357,909 Harvest Pack oatmeal and rice-soy casserole meals. This work was accomplished by engaging our greatest number of volunteers yet: 6,477, people of all ages and abilities, volunteered with their employers, schools, community groups, and faith-based organizations. The need for Harvest Pack's healthy meals remains high, and we are proud to partner with many new, and repeating volunteers and event hosts.

Harvest Pack initiated a new campaign around healthy fresh food, Grow the Harvest. To complement our rice/soy casserole we started sharing tomato seeds with some of our meal packing events. To excite student volunteers, "Harvey the Harvester" was added as our tomato mascot. With the support of the students, we distribute a few seeds and directions to detail how the program works. A few seeds will produce dozens of tomatoes and hundreds more seeds. Our goal is for each person to grow tomatoes in their home space and share them with family and food shelves. Harvest Pack's website (<https://www.harvestpack.org>) has more details around this program success.

Feeding hungry people nutritious food requires many partnerships: thank you for working with us to make a real difference for local neighbors and citizens around the world in need. I invite you to read further about our accomplishments and be inspired to join us in putting healthy food on every table.

Share the Harvest,



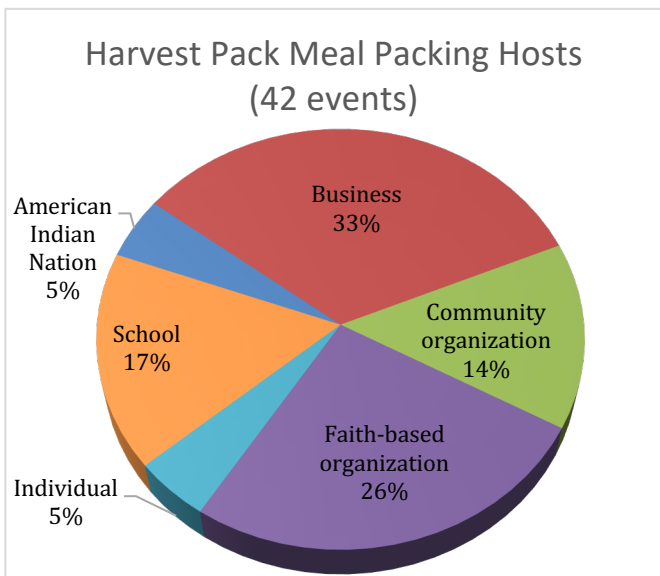
William McNally
Executive Director
Harvest Pack

2018 Harvest Pack Highlights

- Donated the greatest quantity of meals in our organization's history
- Engaged the highest number of volunteers to date at our meal packing events
- Grew our Harvest Pack team: both staff and board members
- Achieved the highest GuideStar Seal of Transparency rating: Platinum Level
- Introduced #GrowTheHarvest campaign
- Began zero food waste events

Where We Worked

In 2018 Harvest Pack held 42 meal packing events in eleven states across the United States. This total included repeat and new event hosts from schools, businesses, community groups, faith-based organizations, and individuals. More businesses chose to host Harvest Pack events than in the previous year, showing the importance of supporting team building in the workplace combined with short-term volunteerism impact in the local community. School event hosts also increased, and we were glad to reach students with nutrition and food insecurity information through these fun and educational meal packing events. The number of faith-based organization hosts decreased from the prior year. West Coast events produced some of the largest meal donation totals. Over half of all events were held in the Midwest region, building out from our organization's headquarters in St. Paul.



Community Engagement

Harvest Pack partnered with a variety of event hosts from across the United States - businesses, schools, community groups, faith-based organizations, and individuals. Event hosts packed meals to donate as near as their local schools and food shelves and shared the harvest with others in need across the U.S. For example, event hosts in Minnesota donated to the Hurricane Michael relief efforts in Florida and to an American Indian nation in South Dakota. Additional generosity extended beyond our borders with donations to our partner ICM in the Philippines.

Our Volunteers



*Thank you to our **6,477** volunteers!*

In 2018, 6,477 people of all ages, abilities, and from many areas in their communities volunteered to pack meals with each other for Harvest Pack meal recipients. This number of volunteers represented a 32% increase over the previous year's total – an encouraging sign more people are engaging with Harvest Pack and understand the significance of our work to address hunger and food insecurity with healthy meals. Volunteers and event hosts shared these stories:

"Harvest Pack is absolutely a first-class organization. They worked with us every step of the way to prepare for our packing event and were totally organized and helpful, making it very easy for us. William was always happy to spend time answering questions. Participants found it a worthwhile use of their time to pack meals for hungry people while having fun along the way. HP also did a great job of engaging young children." – DB

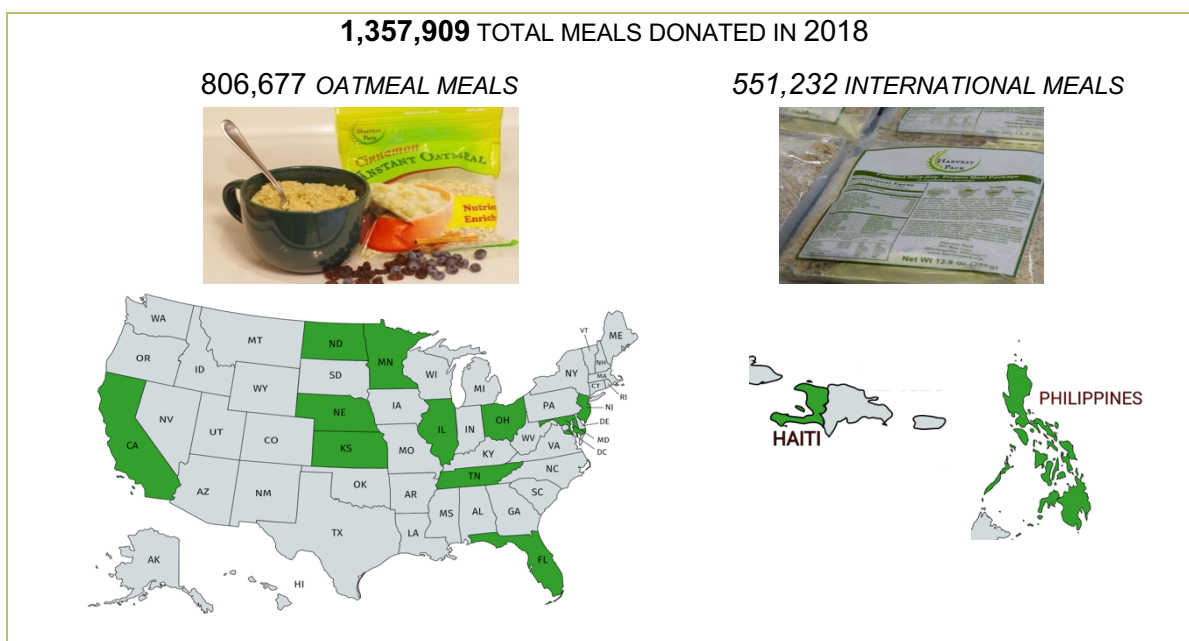
"Wow - my daughter and I loved creating meals with Harvest Pack. The day before our packing session, our family read/saw Last Stop on Market Street at the Children's Theater. It meant so much to us to be able to put into practice, the great lesson the kids (and I) learned at the show. To be able to pack food for others the next day was a gift. Thank you for the work you do. The local connection is important and inspiring. Keep up the great work. I hope many others continue to sign up for packing sessions - we will certainly do so again." - MO



"Our nonprofit wanted to host an event and package meals that would be distributed locally so we contacted Harvest Pack. After hearing the presentation, we were sold. William came out for the event and it went extremely well. We packaged thousands of meals that were handed out to Meals on Wheels and a couple other local food banks. Harvest Pack is a wonderful organization doing amazing work for our underprivileged. We will absolutely schedule another event with them!!" – DS

Where the Meals Were Donated

Harvest Pack oatmeal meals were kept within the event hosts' communities, directly addressing local hunger. Recipients of the meal donations included local food shelves, food banks, weekend food backpack programs for children in both urban and rural areas. A few event hosts directed their donations to special need situations, such as the hurricane relief efforts in Florida. Harvest Pack rice-soy meals were donated to partner organizations in Haiti and the Philippines. In 2018, Harvest Pack packaged 1,103,941 meals and donated 1,357,909. There were 806,677 meals donated locally, and 551,232 meals donated internationally.



Measurements of Success



As a company organized around bringing meal-packing events to hosts, Harvest Pack measures yearly success in several ways. We donated more meals, increasing from a total of 1,099,846 in 2017 to 1,357,909 in 2018. These meals were packed by our greatest number of volunteers yet: the number of people volunteering at our events increased to 4,912, up from 4,519 in the previous year. The number of meal packing events remained constant from 2017.

Donation supply demands from partner organizations continued to increase as well. Harvest Pack event hosts usually donate their meals right back to their communities, providing a healthy meal option to support non-school day food backpack programs and local food shelves. In Minnesota, Harvest Pack's main distribution partners were The Sheridan Story and Community Emergency Services in Minneapolis, and Volunteers Enlisted to Assist People in Bloomington.

Our partners continually underscore the impact of Harvest Pack donations as critical to their hunger relief efforts, both in terms of allowing the flexibility and ability to stretch their budget, and, for the high value nutrition the Harvest Pack oatmeal provides. Similarly, recipients of our rice-soy meal appreciate the nutrient fortified meal and ability to customize their food to local preferences.

#GrowTheHarvest Campaign

Limited access to fresh produce and healthy affordable food is a fundamental problem within communities suffering from food insecurity. Fresh fruits and vegetables are a vital source of nutrients that the body needs, and Harvest Pack believes it should be within everyone's reach. Thus in 2018 Harvest Pack started #GrowTheHarvest campaign.

At select events, volunteers receive seeds to grow tomato plants from home. Whether volunteers want to grow them in their garden or indoors, instructions on Harvest Pack's website (<https://www.harvestpack.org/grow-the-harvest>) explain how to yield quality tomatoes. Harvest Pack's ultimate goal is for volunteer tomato growers to donate their extra tomatoes to food shelves for people who need them the most.



Zero Wasted Food

Recognizing ingredient spills happen from time to time, and the importance of not wasting food, Harvest Pack began "zero wasted food" events in the spring of 2018. By partnering with a local animal sanctuary, we were able to donate any spilled food from our meal packing events, feeding the rescued and rehabilitated farm animals instead of wasting it in a landfill. It is estimated at least 250 pounds of ingredients were donated to the sanctuary in 2018.

Donor Appreciation & Fiscal Responsibility

Harvest Pack's generous donors gifted a total of \$98,586 in financial contributions in 2018. These funds provided an additional 410,774 meals to those in need. Additionally, the in-kind donation of labor from our 6,477 volunteers totaled a value of \$67,895.

Maintaining fiscal responsibility is essential in the Harvest Pack organization. Harvest Pack worked hard to ensure 93% of every event dollar went directly to our mission by carefully managing expenses. This accomplishment was recognized by earning the GuideStar Seal of Transparency rating of "Platinum" the highest possible level.



93% of donations
directly provide more
healthy meals

Financial Position

In 2018, Harvest Pack packaged 1,103,941 meals and donated 1,357,909, including the finished meals that were produced in 2017 and scheduled to be donated in 2018. There were 267,160 finished meals produced in 2018 that are scheduled to be added to the 2019 donation. A total of 806,677 meals were donated to local event hosts' communities. Unlike similar organizations, Harvest Pack is dedicated to keeping a majority of our food donations within the communities where they are packed. Maintaining support for our international partner programs, 551,232 meals were donated to our partner programs in Puerto Rico, Haiti and the Philippines.

BALANCE SHEET	2018	2017
Assets	302,208	281,819
Liabilities	31,640	20,953
Net Assets	270,568	260,866
Total Liabilities and Assets	302,208	281,829
Revenue		
Support:		
In-kind Contributions	85,556	63,516
Event Contributions	83,382	155,359
General Contributions	15,204	13,665
Sales:		
Events	188,090	149,514
Product Sales	241,749	207,833
Shipping and Handling	13,814	31,088
Other	1,710	2,922
Gross Support and Revenue	629,505	623,897
Cost of Goods Sold	(343,910)	(229,440)
Net Support and Revenue	285,595	394,457
EXPENSE		
Program Services	226,829	208,348
Support Services	45,311	40,094
Fundraising	6,612	8,736
	278,752	257,178
Change in Net Assets	6,843	137,279

On behalf of the Harvest Pack family, the neighbors we serve, and all who volunteer and partner together in our mission to put health food on every table, thank you! With your continued support, we look forward to donating even more healthy meals to people in need and making a tangible impact on hunger in our communities. Share the Harvest!

2018 Staff

Trish Bosquez, Accountant
Frances de Kooker, Operations Manager
Dick Dill, East Coast Event Leader
Matt Fulton, Community Champion
Merry Grande, Assistant Director Operations
Doris Linnerooth, Financial Manager
William McNally, Executive Director
Kim Reed, West Coast Event Leader
Heather Swanson, Development Director
Courtney Travis, Communications Maven

Board of Directors

Enrique Barrera
Tanya Beckwith
Heather Hirschey
Samantha Juneau
Doug Rude, Board Chair
Denise Willenbring

