



*Healthy food on every table*

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2017 Annual Report





HEALTHY FOOD ON  
EVERY TABLE  
[harvestpack.org](http://harvestpack.org)

Dear Harvest Pack Supporters,

Welcome to our 2017 Annual Report. The demand for Harvest Pack has never been stronger. New evidence in a 2017 United Nations report shows the number of hungry people is on the rise: 821 million people – around [one out of every nine people](#) in the world - were undernourished in 2017. Nationally, [40.0 million people, including 6.5 million children](#), lived in food-insecure households in 2017. Food shelves across the country continue to see an increased demand for both the amount of food and quality. In Minnesota alone, food shelf visits totaled [3.4 million, an all-time high](#). Data also showed food shelf clients - nearly unanimously - are specifically [requesting healthy staples](#). Neighbors across the United States and the world understand the vital necessity to feed healthy food to their families. We are proud to share Harvest Pack is meeting these needs better than ever:

2017 MARKED OUR 5 MILLIONTH MEAL PACKED IN OUR 5-YEAR HISTORY! #5MILLIONIN5!

Businesses, community organizations, and schools across the US came together to provide funding and contribute meaningful volunteer hours to accomplish this milestone. Individuals gave financial gifts (undoubtedly encouraged by Harvest Pack's 2017 "Gold Seal of Transparency" [GuideStar rating](#), awarded to the top 0.5% of registered nonprofits for sound financial practices) to fund event support. Harvest Pack works hard to ensure 90% of every event dollar is invested right back into donated meals.

But Harvest Pack's work is much broader than simply bringing a meal-packing opportunity to an event host. Harvest Pack events help educate people of all ages about the significance of their volunteerism: the difference each volunteer makes by packing nutritious meals, the impact of the donated food to those in need, the importance of good nutrition and accessibility of healthy food to everyone.

This is community connectedness at its best, and we are proud to work together on this vital need.

Share the Harvest,



William McNally  
Executive Director  
Harvest Pack



Doug Rude  
Board Chair  
Harvest Pack Board of  
Directors

## 2017 HIGHLIGHTS

- Celebrated our **5-year anniversary**, and, our **5 MILLIONTH meal** served!
- Held first open house of new warehouse and office space in St. Paul, MN
- Achieved GuideStar Gold Seal of Transparency rating

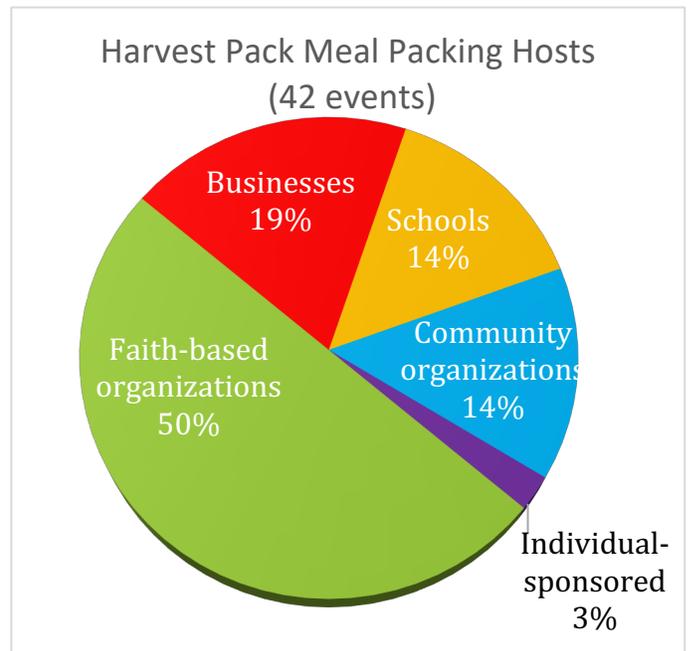
## Where We Worked

<b>42</b> <b>Meal</b> <b>packing</b> <b>events</b>
<b>11</b> <b>States</b>

In 2017 Harvest Pack held 42 meal packing events in eleven states across the United States. This was nearly double the total number of 24 meal packing events held in 2016, and also included many repeat hosts. West Coast events produced some of the largest meal donation totals. Nearly half of all events were held in the Midwest region, building out from our organization's headquarters in St. Paul.

## Community Engagement

Harvest Pack worked with a variety of event hosts throughout communities across Minnesota and the U.S. Meals were packed by businesses, schools, community groups and faith-based organizations. 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 Irma relief efforts in Florida and to the Santee Reservation in Nebraska. Additional generosity extended beyond our borders with donations to our partner ICM in the Philippines.



## Our Volunteers



In 2017, 4,912 people of all ages and from various areas of their communities across the United States, came together to make a difference by volunteering with their “own two hands”. While the difference in addressing hunger relief efforts is tangible, the impact is not lost on the volunteers themselves, as shown by these impact statements:

*“An outstanding organization run by a caring and committed group of incredible people. I’m very proud to have participated in a number of their events.”-J.S.E.*

**4,912**

## **Volunteers**

*“Great organization with a positive mission to make a difference locally and globally. It is exciting to be involved when you can see the difference it makes in communities here and abroad. Our group looks forward to our food pack every year!”- D.B.*

*“Our Rotary club recently hosted a meal packing event as part of a club outing and we had such a great time while working together to pack hundreds of meals. Harvest Pack made it easy for all of us to participate in the packing of the meals, and everyone who I spoke with enjoyed attending the event. If you're looking for a great team-building event, a group service opportunity, or just a chance to make a real impact on addressing hunger and food insecurity within your local community, I'd highly recommend a meal packing event with Harvest Pack!”- B.M.N.*



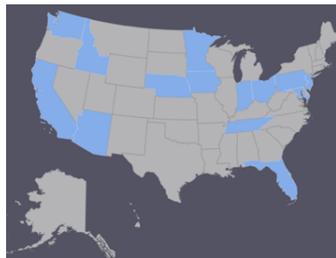
## **Where the Meals Were Donated**

Oatmeal meals were donated to the event hosts' communities, directly addressing local hunger. A few event hosts directed their donations to special need situations, such as the Santee Nation in Nebraska and Hurricane Irma relief efforts in Florida and Texas. Rice-soy meals were donated to partner organizations in Haiti and the Philippines.

**1,099,846 TOTAL MEALS DONATED**

**615,644 OATMEAL MEALS**

**484,202 INTERNATIONAL MEALS**



## **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 880,574 in 2016 to surpassing 1 million (1,099,846) in 2017. 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 nearly doubled, from 24 in 2016 to 42 in 2017.

Donation supply demands from partner organizations continued to increase as well. As stated, Harvest Pack event hosts often donate meals within their communities, typically schools 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.

According to one of these partners, the impact of Harvest Pack donations is critical to their food shelf, both in terms of allowing food shelves the flexibility and ability to stretch their budget, and importantly, for high value nutrition the Harvest Pack oatmeal provides:

*"The recipients of our food programs absolutely love this product. The oatmeal is easy to prepare and has all the vital, tasty ingredients already included, such as brown sugar and cinnamon. We usually receive around 20 cases of this product twice a year and it flies off the shelves. Thank you for the regular donation of the Harvest Pack Oatmeal that you provide the agency. We truly appreciate, as do the recipients of our food programs!" – S.R.*

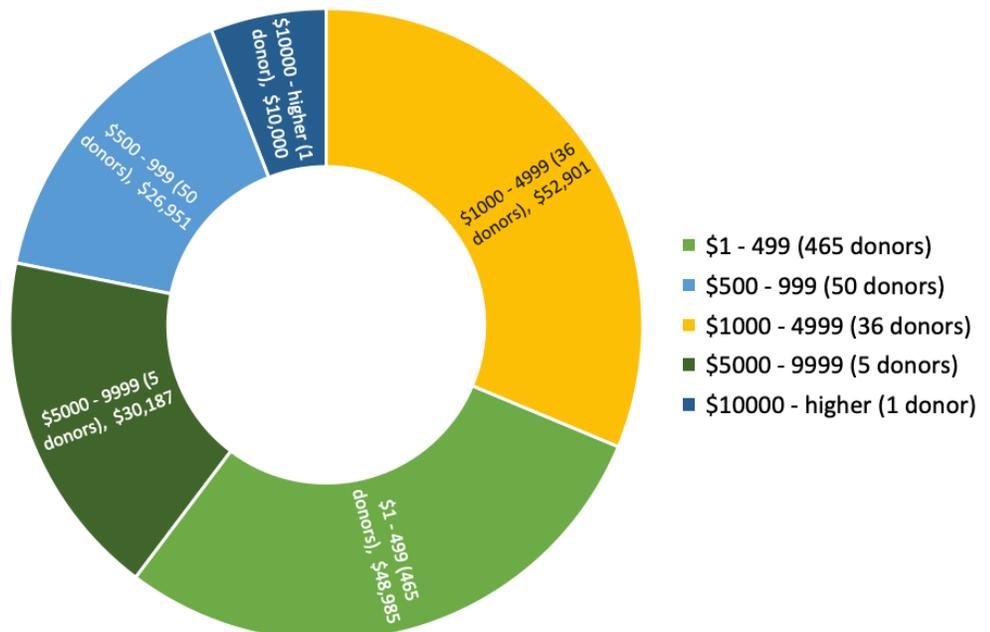
## Donor Appreciation

Thank you to Harvest Pack's generous donors for a total of \$169,024 in financial contributions in 2017. These gifts provided an additional 633,840 meals to those in need.

Maintaining fiscal responsibility is essential in the Harvest Pack organization. Harvest Pack worked hard to ensure 90% of every event dollar goes directly to our mission by carefully managing expenses.



Donation Totals by Number of Donors  
(\$169,024 General and Event gifts)





**90%**  
**Of event dollars directly support our mission**

## Financial Position

Now in our fifth year, Harvest Pack continues to see growth, as demonstrated by the 304% increase in net income from \$33,949 in 2016 to \$137,279 in 2017. This jump follows the organization's 2017 business plan change to reduce product sales and increase focus on events. This shift focused our work more closely to our mission, Healthy food on every table. Specifically, we stopped being a provider of supplies to organizations doing similar work and focused our time and energy on being great at packing meals and educating our volunteers on the importance of healthy food. The shift was a success and our partners agreed.

<b>BALANCE SHEET</b>			<b>2017</b>	<b>2016</b>
Assets			281,819	200,038
Liabilities			20,953	76,451
Net Assets			260,866	123,587
Total Liabilities and Assets			281,829	200,038
<b>Revenue</b>				
Support:				
	In-kind Contributions		63,516	75,450
	Event Contributions		155,359	132,022
	General Contributions		13,665	2,353
Sales:				
	Events		149,514	133,247
	Product Sales		207,833	425,651
	Shipping and Handling		31,088	55,742
	Other		2,922	1,122
Gross Support and Revenue			623,897	825,587
Cost of Goods Sold			(229,440)	(545,871)
Net Support and Revenue			394,457	279,716
<b>Expense</b>				
	Program Services		208,348	170,068
	Support Services		40,094	65,925
	Fundraising		8,736	9,777
			257,178	245,770
Change in Net Assets			137,279	33,946

On behalf of all the Harvest Pack staff, the neighbors we serve, and all who partner together in our mission to put health food on every table, thank you for your support! Together, we look forward to continuing our growth in number of meals donated, new and recurring event host partners, and making a tangible impact on hunger in our communities. Share the Harvest!

*2017 Staff*

Trish Bosquez, Accountant  
Dick Dill, East Coast Event Leader  
Ben Everhart, Warehouse  
Becca Grinham Everhart, 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, Intern

*Board of Directors*

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

