



*Healthy food on every table*

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## 2019 Annual Report





**HEALTHY FOOD ON  
EVERY TABLE**

**harvestpack.org**

Dear Harvest Pack Supporters,

Welcome to our 2019 Annual Report. We are pleased to celebrate our seventh year and growing impact on addressing food insecurity in communities across the United States and internationally.

The need for Harvest Pack remains strong: in 2019, 10.5 percent of households in the US experienced some food insecurity, including 4.1 percent (5.3 million) households with very low food security, according to the USDA. Additionally, households with children had a substantially higher rate of food insecurity. The World Health Organization reported the number of people globally suffering from food insecurity continued to rise – in both lower and higher income countries - compounded by uncertainties of food availability, nutritional value, and quantity. Harvest Pack's role in working with meal packing event hosts and volunteers made a tangible impact on food insecurity in local communities both near and far.

By building relationships with supporters from coast to coast, our volunteers packed a total of 1,477,610 meals. We were grateful to work with longtime event hosts and volunteers and collaborate with new partners, representing a variety of large corporations, small businesses, elementary through high-school aged youth, community groups and faith-based organizations. In total, 8,849 people volunteered at our 2019 meal packing events, and countless more supported these efforts through their gifts of time, resources, donations and referrals.

Continuing our educational focus on understanding pieces of the complex and interconnected food system, in 2019 we grew our Zero Waste component of events. At every meal packing event any spilled food was swept up and saved for donations to a local animal rescue farm. While keeping food out of landfills during our production is important, we also highlighted common food waste in our own homes.

2019 was a year of tremendous teamwork. To keep up with demand for healthy food packing events, Harvest Pack hired new staff, increased our board members, and held our first Friends and Family event, a success sure to be repeated. Thank you to all our supporters, whether you've been with us since 2012, or have recently connected. Together we made wonderful impacts in 2019 – please read on for more about our activities.

Share the Harvest,



William McNally  
Executive Director  
Harvest Pack

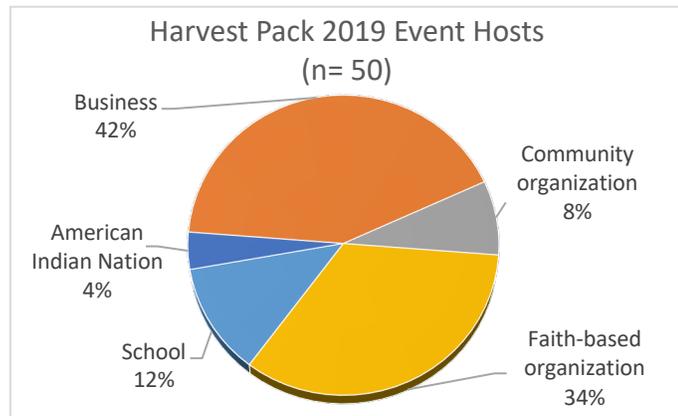
## 2019 Harvest Pack Highlights

- Reached a new record in the greatest quantity of meals donated
- Increased the number of volunteers by 37% from 2018
- Expanded our Harvest Pack staff and board members
- Held our first Friends and Family event and tabled at a national conference
- Grew the zero-food waste component at events
- Started a monthly donor program

## Where We Worked

In 2019 Harvest Pack held 50 meal packing events in twelve states across the United States, a 19% increase from the number of events in 2018. This total included repeat and new event hosts from schools, businesses, community groups, faith-based organizations, and individuals. The largest area of growth was seen with the number of corporate hosting organizations. This continues to

underscore businesses' priority to support team building in the workplace and sharing the impact of their short-term volunteerism in the local community. School event hosts slightly decreased. The number of faith-based organization hosts increased from the prior year. Meal packing events held in the West Coast region continued to produce some of the largest meal donation totals. Over half of all events were held in the Midwest, centrally located from Harvest Pack's St. Paul headquarters.



## Community Engagement & Volunteers

*Thank you to our **8,849** volunteers!*

In 2019, 8,849 volunteers came together to pack meals with Harvest Pack. This was a significant increase from the previous year's total of 6,477 volunteers, continuing the trend of our growing network of supporters' and their dedication to getting healthy meals on everyone's



table. Volunteers and event hosts shared these stories about their 2019 Harvest Pack experiences:

*“I coordinated the event on behalf of Douglas Machine employees, and we had a great time! Heather was our Harvest Pack leader, and she did a wonderful job of organizing, educating, and encouraging our volunteers. This is a very worthwhile event for a great cause, and fun for all ages! It's so powerful that we can make an impact on a local, national, and international level within just a few hours.” - PJ*

*“I have become familiar with Harvest Pack this year and from my experience it's a team made up of thoughtful individuals that strive for the betterment of the society. If you feel like you want to be a part of creating/packing meals don't hesitate to get in touch with them.” – AM*

*“Our friends and family have gathered together for a Harvest Pack event for the past two years. It's been a fun, well executed event that has brought us all together for a great cause. Thank you, William and team, for all you do to close the gap of food insecurity locally and beyond!” - LJ*

*“[We] have been grateful recipients of Harvest Pack's Cinnamon Oatmeal. We recently had a group taste test the oatmeal and a number of other items. The oatmeal was far and away the most popular item and got rave reviews. We are so thankful for this partnership!” - CD*

*“Harvest Pack and Brad Fleming are top notch! Such an amazing group to work with. They are extremely organized, efficient, great communication, and great partners. We are so thankful for their efforts in our community. They are having a wonderful impact. The packing event was not only a success for our community, it was fun & engaging, and great opportunity for families to volunteer together. They are simply Premier!” - AC*



### Where the Meals Were Donated

Harvest Pack works worked with each event host to direct meals to local areas of need. 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 sending oatmeal to the Santee Sioux Reservation in Nebraska, and Harvest Pack's rice-soy meals to partner organizations in Haiti (Children's Health Ministries) and a job-training program in the Philippines (International Care Ministries). In 2019, Harvest Pack packaged 1,447,610 meals: this included 803,176 oatmeal meals and 629,674 rice-soy international meals.

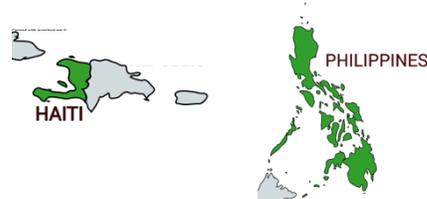
TOTAL MEALS PACKED IN 2019: **1,477,610**



*803,176 Harvest  
Pack oatmeal meals*



*629,674  
Harvest Pack rice-  
soy meals*



### Measurements of Success

As a humanitarian hunger relief company organized around bringing meal-packing events to hosts, Harvest Pack measures yearly success in several ways. In 2019 we packed and donated a record number of meals, engaged more volunteers than ever, and appreciated working with the largest number of event hosts yet. Our staff and board members increased to accomplish these goals.

Keeping pace with Harvest Pack's production, the donation supply demands from partner organizations continued to rise as well. 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. Harvest Pack event hosts donate their meals right back to their communities or ask Harvest Pack to coordinate with our local distribution partners. The end result is donating a healthy meal option to support non-school day food backpack programs, community food shelves and pantries, and emergency food aid.

Our local partners continually emphasize 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 budgets, and, for the high value nutrition the Harvest Pack oatmeal provides. Likewise, recipients of our rice-soy meal appreciate the nutrient fortified meal and ability to customize their food to local preferences.

## Highlighting Zero Waste



Building off the previous year's program to donate any spilled ingredients to a local animal farm sanctuary, in 2019 Harvest Pack began an educational component to underscore the importance of not wasting food at home either. Event participants learned 40% of all food grown and raised in the U.S. ends up in a landfill, a cost further increased by including production energies and resources, and that we typically waste 25% of the food we buy. Harvest Pack focused on messages about smart shopping – only buying

perishable food one's family can consume in time, storing food properly to increase its freshness, and sharing or donating any extra food, instead of simply wasting it.



At select events, Harvest Pack also worked through a food distribution simulation, a “Hunger Banquet”, to teach volunteers about the inequities of access and allocation in our current food system. Volunteers as young as elementary students learned they have the ability to make small changes resulting in measurable impacts on waste, economy, and health.



## Donor Appreciation & Fiscal Responsibility

Harvest Pack's generous donors gifted a total of \$144,746 in financial contributions in 2019. These funds helped cover the costs of events, providing 629,331 healthy meals to those in need. Additionally, the in-kind donation of labor from Harvest Pack's 8,849 volunteers totaled a value of \$71,479.



Harvest Pack is committed to maintaining fiscal responsibility and transparency within our organization. We worked hard to ensure 91% of every event dollar went directly to our mission by carefully managing expenses and controlling costs. We are proud to recognize this accomplishment by maintaining the GuideStar Seal of Transparency Platinum rating, the highest possible level.



## Financial Position

In 2019, Harvest Pack packaged 1,447,610 meals (an increase of 343,669 meals from 2018). A total of 1,460,034 meals were donated, which included finished meals produced at the end of 2018 that were donated in 2019. A total of 918,306 meals were donated to event hosts' local communities, as is our practice of keeping a majority of food donations within the communities where they are packed. Maintaining support for our international aid, 629,674 meals were donated to our partner programs in Haiti and the Philippines.

<b>BALANCE SHEET</b>	<b>2019</b>	<b>2018</b>
Assets	\$ 364,943	\$ 299,545
Liabilities	82,224	31,640
Net Assets	282,719	267,905
Total Liabilities and Assets	<u>\$ 364,943</u>	<u>\$ 299,545</u>
 <b>Revenue</b>		
Support:		
In-kind Contributions	\$ 74,367	\$ 85,556
Event Contributions	135,128	83,382
General Contributions	9,619	15,204
 Revenue		
Events	200,248	187,580
Product Sales	196,655	241,749
Shipping and Handling	19,021	13,814
Other	1,023	1,710
Gross Support and Revenue	<u>636,060</u>	<u>628,995</u>
Cost of Goods Sold	<u>(353,145)</u>	<u>(343,204)</u>
Net Support and Revenue	<u>282,915</u>	<u>285,792</u>
 <b>EXPENSE</b>		
Program Services	208,270	225,497
Support Services	53,224	46,895
Fundraising	6,606	6,362
	<u>268,100</u>	<u>278,754</u>
Change in Net Assets	<u>\$ 14,814</u>	<u>\$ 7,037</u>

On behalf of the Harvest Pack family, the neighbors we serve, and all who volunteer and partner together in our mission to put healthy food on every table, **thank you for a record-breaking year in 2019!** 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!

#### 2019 Staff

*Calley Bliss, Event Leader*  
*Trish Bosquez, Accountant*  
*Frances de Kooker, Operations Manager*  
*Dick Dill, East Coast Event Leader*  
*Brad Fleming, Partnerships Manager*  
*Nathan Johnston, Partnerships Manager*  
*Merry Grande, Assistant Director Operations*  
*Sophie Klein, Event Leader*  
*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 Hirschev*  
*Samantha Juneau*  
*Nas Mcha*  
*Doug Rude, Chair*  
*Denise Willenbring*



Harvest Pack is a registered 501(c)(3) nonprofit organization, tax ID 46-0967063  
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