FeedMore wny

2020 annual report
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Michele Mehaffy
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Dear Friends of FeedMore WNY,

2020 was an unprecedented year for people in our community, our nation and around the world. This was no exception for FeedMore WNY. After receiving legal approval of the merger of the Food Bank of WNY and Meals on Wheels for Western New York from the New York State Attorney General, FeedMore WNY hit the ground running in January 2020 with the launch of our new brand identity, as well as an expansion of our home-delivered meal program to serve homebound residents throughout Niagara County. FeedMore WNY first began home-delivered meal services in Niagara County in 2019 when we took over services for the former Lockport Meals on Wheels.

While the FeedMore WNY team had planned for a busy year accomplishing several of the alliance goals we set when merging Meals on Wheels and the Food Bank, the explosion of need for food assistance due to the COVID-19 pandemic would shape the course of FeedMore WNY’s year for 2020 and beyond. In early March when it became clear that COVID was going to affect Western New York, we immediately mobilized our staff, volunteers and agency partners. FeedMore WNY focused on two major goals: to do everything in our power to ensure no one had to go hungry during the pandemic, and to keep our clients, volunteers, staff and community partners healthy and safe in the process of fighting hunger. In 2020, FeedMore WNY distributed enough food to provide nearly 16 million meals – an increase of approximately 4 million meals from 2019 – and served 180,880 individuals, which was a 36 percent increase from 2019. This achievement would not have been possible without the incredible support of our donors, community partners, staff and of course, our volunteers, including our Board of Directors and Community Ambassador Council. In fact, last year, more than 3,000 volunteers contributed more than 119,000 hours to help FeedMore WNY fulfill its mission. This service equates to more than $3.3 million in value to our organization.

Though our time, energy and resources were largely focused on our pandemic response, FeedMore WNY also launched new and innovative programs in 2020 to better serve our neighbors in need. In October 2020, we welcomed our inaugural class for our Readying Individuals for Success and Employment (RISE) workforce development program. RISE students complete a 10-week course that offers warehouse and logistics training, job readiness skills and additional support services. Students earn their Certified Logistics Associate (CLA) and their Certified Logistics Technician (CLT) through the Manufacturing Skill Standards Council. The students also obtain their OSHA 10-hour general industry completion card in partnership with WNY Council on Occupational Safety and Health, and receive hands-on training and certification to operate forklifts and other material handling equipment in FeedMore WNY’s food distribution warehouse in Buffalo.

In November 2020, we unveiled our first Rooting for Our Neighbors container farm. This vertical, indoor hydroponic farm allows FeedMore WNY to grow produce year-round for the benefit of our food-insecure neighbors in need. As a result of our partnership with the New York Power Authority and the Electric Power Research Institute that made the container farm possible, FeedMore WNY is growing kale exclusively for the first year to aid EPRI in its research regarding optimum growing in a container farm environment. FeedMore WNY is acquiring a second container farm thanks to a grant from the 21st Century Fund. While there are many successes to celebrate, there is more work to be done. The need for food assistance continues to remain high, and hunger leaders throughout the nation anticipate the increased food insecurity rates to endure for the next five to seven years. FeedMore WNY is committed to continuing to grow our programs and finding innovative solutions to provide more food and more good to our community. We are grateful for your continued support as we offer dignity, hope and a brighter future to our Western New York neighbors in need.

Sincerely,

Jerry Sheldon          Tara A. Ellis
Board Chairperson         President & CEO
Serving from February 2019 - June 2021
2020 by the numbers

FeedMore WNY partnered with 381 hunger-relief agencies and programs in Chautauqua, Cattaraugus, Erie and Niagara counties. This includes food pantries, soup kitchens, shelters, home-delivered meal sites and community dining sites.

In 2020, FeedMore WNY distributed enough food through all of our feeding programs to provide nearly 16 million meals to our neighbors in need. This is an increase of nearly 4 million meals compared to 2019.

In 2020, FeedMore WNY assisted a total of 180,880 individuals throughout our four-county service area – a 36 percent increase compared to 2019.

Pictured: FeedMore WNY partnered with Wegmans and Gerard Place for a holiday food distribution for individuals and families in need. From left: Tara A. Ellis, president and CEO of FeedMore WNY; Jen Meegan, agency services manager for FeedMore WNY; Michele Mahaffy, Buffalo consumer affairs manager for Wegmans; and David Zapfel, executive director of Gerard Place.

food bank distribution network

We assisted a total of 173,100 individuals in 2020, including 70,971 babies and children, 78,161 adults and 23,968 seniors. A total of 54,152 households were served through our food bank distribution network.

prepared meal services

In 2020, we delivered more than 1.4 million meals to 5,535 homebound neighbors in Erie and Niagara counties through our home-delivered meals program and to 2,000 mobile seniors through our community dining program. We also provided 107,387 meals to other local nonprofits.

meal counts (2020)

<table>
<thead>
<tr>
<th>Meals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Home-Delivered Meals</td>
<td>1,209,073</td>
</tr>
<tr>
<td>Erie County</td>
<td></td>
</tr>
<tr>
<td>Home-Delivered Meals</td>
<td>138,656</td>
</tr>
<tr>
<td>Niagara County</td>
<td></td>
</tr>
<tr>
<td>Community Dining Meals</td>
<td>65,444</td>
</tr>
<tr>
<td>Amherst Meals on Wheels</td>
<td>4,628</td>
</tr>
<tr>
<td>Hamburg Adult Day</td>
<td>3,555</td>
</tr>
<tr>
<td>People Inc.</td>
<td>2,909</td>
</tr>
<tr>
<td>Buffalo City Mission</td>
<td>28,605</td>
</tr>
<tr>
<td>Other Meals, Unclassified</td>
<td>67,690</td>
</tr>
<tr>
<td>Total Meals Served</td>
<td>1,520,560</td>
</tr>
</tbody>
</table>
Volunteers delivered nourishing meals to our homebound neighbors, sorted and packed food donations in our warehouse, provided critical assistance at Mobile Food Pantry distributions, tended our Community Garden, volunteered at a food drive or special event, performed administrative duties in our offices, as well as placed companion calls and created greeting cards for our most vulnerable community members. We are grateful for their dedication, passion and compassion for our neighbors in need.

At FeedMore WNY, our volunteers are the heart of our mission and essential to continuing our critical feeding programs in the community.

In 2020, our dedicated team of more than 3,000 volunteers contributed more than 119,000 hours to help FeedMore WNY - equating to more than $3.3 million in value to our organization.

“It’s been a tough, tough year, and delivering meals fulfills that need of connecting with others.”

-Mari McNeil, home-delivered meal volunteer

(pictured, right)

In April 2020, FeedMore WNY launched a Companion Call program to help fight loneliness among our home-delivered meal clients during the pandemic. Since many of our clients live alone, companion call volunteers make phone calls to check in on their health and well-being. If a meal recipient is experiencing difficulties, volunteers notify the FeedMore WNY social work and nutrition teams to provide emergency support. In 2020, volunteers made 3,919 companion calls to clients.

Pictured, left: Karin Ziegler, companion call volunteer.
On November 9, 2020, FeedMore WNY cut the ribbon on its first container farm, a special initiative to increase access to fresh, healthy food across Western New York.

The Rooting For Our Neighbors hydroponic farm makes it possible to increase the availability and affordability of fresh fruits and vegetables year-round in areas where they are not readily available. By growing indoors in a controlled, pesticide-free, ‘sunless’ environment, indoor farming uses far less water and land than conventional farming.

Special thanks to the New York Power Authority (NYPA) and the Electric Power Research Institute (EPRI) for making the farm possible.

Despite the challenges brought on by the pandemic, FeedMore WNY continued to find new and innovative ways to serve Western New York.

In October 2020, we launched our workforce development program, RISE (Readying Individuals for Success and Employment). This free 10-week warehouse and logistics training program provides unemployed and underemployed individuals with hands-on experience and classroom instruction on financial literacy, resume writing, interviewing and more. Graduates of the program receive the following certifications:

- Certified Logistics Associate (CLA) from the Manufacturing Skill Standards Council (MSSC)
- Certified Logistics Technician (CLT) from the Manufacturing Skill Standards Council (MSSC)
- ServSafe Food Handler’s training
- OSHA 10-Hour General Industry completion card (in partnership with Western New York Council on Occupational Safety and Health)
- Certification in at least three types of material handling equipment (forklifts, pallet jacks, etc.)

Empowering our neighbors to provide for themselves and their families moves us closer to our shared goal: alleviating hunger in WNY.

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Below: Carl Bounds and David Stockburger, graduates from the inaugural RISE cohort (pictured center-left and center-right, respectively), stand with FeedMore WNY’s Glenn Hermann, logistics manager, and Shaun Woods, warehouse manager, at the first RISE graduation event. After successfully completing the program, both Carl and David earned employment positions at FeedMore WNY as warehouse assistants.
Rising unemployment, school closures, and an increased burden on social support structures have created an unprecedented need for food assistance in communities across our country.

To combat hunger in our region, FeedMore WNY’s pandemic response is providing nutritious food, friendship and skills training to our Western New York neighbors in need.

80,332
BackPacks filled with nutritious, kid-friendly foods were distributed to students and families affected by hunger and school closures.

2,940,084
pounds of food were distributed through mobile food pantry distributions throughout Cattaraugus, Chautauqua, Erie and Niagara counties.

69,044
emergency food boxes were distributed through mobile food pantry distributions and via home delivery.
more hearts warmed.

major donors
Corporations, foundations or estates that donated monetary gifts of $50,000 or more:

- Bank of America
- Buffalo Bills Foundation
- Buffalo News
- Citizens Bank Foundation
- Cullen Foundation
- Estate of Mili N. Clark
- Evans-Devereux Memorial Fund
- Feeding America
- Foundation 214
- Gallogly Family Foundation
- George & Marjorie Mansius Charitable Foundation
- HealthNow
- HSBC
- Kohl’s Department Store
- Kontrodesign Apparel Inc.
- Meals on Wheels America
- Mr. and Mrs. Mitch Morse
- Mother Cabrini Health Foundation
- National Fuel Gas Company Foundation
- New York State Electric & Gas Corporation
- Mr. Paul J. Gerspach
- Rich Products Corporation
- Score This, Inc.
- Share Our Strength
- Subaru of America, Inc.
- Tops Friendly Markets
- Tower Family Fund, Inc.
- United Way of Southern Chautauqua County
- Univera Healthcare
- Wegmans
- Western New York Foundation
- William R. Kenan, Jr. Charitable Trust
- WNY COVID-19 Community Response Fund

our top food donors
We are grateful for the generosity of our partners who help alleviate hunger in Western New York. Our top food donors in 2020 included:

- B.J. Wholesale Club
- Bimbo Bakeries USA
- Buffalo Bills Football Club
- C & S Wholesale Grocers
- Conagra Inc.
- Feeding America
- General Mills, Inc.
- James Desiderio Inc.
- Latina Food Services
- Refresco North America
- Sam’s Club
- Sonwil Distribution Center
- Steuben Foods, Inc.
- Target
- Tops Friendly Markets
- Trader Joe’s
- Upstate Niagara Cooperative Inc.
- US Foodservice Buffalo
- Walmart
- Wegmans
- White Wave Foods Inc.
consolidated financial information (2020)

**assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>2020</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$14,106,207</td>
<td>34%</td>
</tr>
<tr>
<td>Current Assets</td>
<td>4,046,145</td>
<td>10%</td>
</tr>
<tr>
<td>Food Inventory</td>
<td>3,381,940</td>
<td>8%</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>6,747,084</td>
<td>16%</td>
</tr>
<tr>
<td>Investments</td>
<td>13,049,030</td>
<td>31%</td>
</tr>
<tr>
<td>Long Term Assets</td>
<td>129,253</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$41,459,659</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**liabilities**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>2,815,133</td>
<td>7%</td>
</tr>
<tr>
<td>Net Assets</td>
<td>38,644,526</td>
<td>93%</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>41,459,659</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**revenue**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Funding</td>
<td>23,849,417</td>
<td>43%</td>
</tr>
<tr>
<td>Fundraising Contributions</td>
<td>22,240,528</td>
<td>40%</td>
</tr>
<tr>
<td>Private Grants - Restricted</td>
<td>3,910,763</td>
<td>7%</td>
</tr>
<tr>
<td>Program Revenue</td>
<td>3,433,596</td>
<td>6%</td>
</tr>
<tr>
<td>Client Contributions</td>
<td>935,661</td>
<td>2%</td>
</tr>
<tr>
<td>Investment Income</td>
<td>1,340,338</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>55,710,303</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**expenses**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>39,193,180</td>
<td>93%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>1,794,579</td>
<td>4%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,132,452</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>42,120,211</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>13,590,092</td>
<td>35%</td>
</tr>
<tr>
<td>Net Assets - beginning of year</td>
<td>25,054,434</td>
<td>65%</td>
</tr>
<tr>
<td>Net Assets - end of year</td>
<td>38,644,526</td>
<td>100%</td>
</tr>
</tbody>
</table>

where our funding comes from

- Government Funding: 43%
- Fundraising Contributions: 40%
- Private Grants - Restricted: 7%
- Program Revenues: 6%
- Client Contributions: 2%
- Investment Income: 2%

how we use our resources

- Program Services: 93%
- Management & General: 4%
- Fundraising: 3%
our mission:
FeedMore WNY offers dignity, hope and a brighter future by providing nutritious food, friendship and skills training to our Western New York neighbors in need.

our vision:
FeedMore WNY believes that to solve hunger, we must acknowledge that the struggle against hunger, poverty, injustice and hopelessness are one and the same. We envision a future in which all are treated with dignity, food access and equity are recognized as human rights, and every person is empowered to have hope and thrive.

our values:
we are helpful
we are inclusive
we are compassionate
we are innovative
we are dependable
we are family