



Feeding Families, Fueling Hope for 30 Years



Interfaith Food Ministry

2019 Annual Meeting

January 28, 2020



Feeding Families, Fueling Hope for 30 Years



Agenda

- | | |
|-------------|--|
| 8:30-8:45 | Morning Snacks & Mingle |
| 8:45-9:00 | Opening Remarks, Introductions, Prayer, Confirm Voting Quorum |
| 9:00-9:15 | Malaika Bishop, Sierra Harvest Executive Director |
| 9:15-9:45 | 2019 Year-end Review <ul style="list-style-type: none">- Challenges- Final Unaudited P&L and Balance Sheet- Distribution Facts- Accomplishments |
| 9:45-10:30 | 2020 Plan and Budget <ul style="list-style-type: none">- Vision, Mission, Strategic Goals- 2020 Goals- 2020 Operating Plan Assumptions & Budget- 2020 Reserve Strategy and Plan- Motion to Approve 2020 Plan |
| 10:30-10:45 | General Business <ul style="list-style-type: none">- IFM Board Officers – Motion to Approve- Motion To Approve December 2019 meeting minutes- Positions Needed – Fac Mgr, Ray Moore Asst, Drivers, ED Asst- Closing Remarks |



Feeding Families, Fueling Hope for 30 Years



2019 Review

2019 Challenges

Development Director transition due to Kate's early departure and Lindy leaving unexpectedly.

- Did not meet Grant goal.
- Realized the need to keep better documentation of key fundraising programs and processes.
- Disrupted donor 'thank you' program

Volunteers

- Aging volunteer workforce.
- Fulfilling key roles – Procurement Asst (Ray backup), Facility Manager, Drivers, CalFresh backup to Connie.
- Did not join Connecting Points Volunteer Hub "Partner Agreement" due insurance requirement concerns. Will revisit in 2020.
- Volunteer Open House events to encourage awareness about IFM had limited success.
- Limited safety trainings – volunteer safety, emergency response, food handling, de-escalation

Food storage a growing issue but manageable for now.

PGE power shutoff disrupted service to our clients and challenged volunteers and staff.

- Realized importance as 'pillar' of the community to stay open to provide emergency food assistance.

Dependence on Placer Food Bank led to some unexpected temporary food shortages and increased costs.

Did not define Zero Waste goal

2019 Key Distribution Facts

Client Demographics

- Adults 74%
- Children 26%
- Seniors (55+) 28%
- Homeless 7.7% (+1%)
- Average Income \$1,200/mo & \$14,400/yr

Client Trends

- | | | | |
|------------------------|------|---------|--|
| ➤ New Families | 836 | (+3.6%) | |
| ➤ Reactivated Families | 302 | (+14%) | |
| ➤ Deactivated Families | 1503 | (+185%) | |
| ➤ Families Served | 3609 | (+2.9%) | |
| ➤ Individuals Served | 8069 | (+5.5%) | |
| ➤ Average Family size | 2.4 | (+4.4%) | |

Distribution

- | | | |
|--|-----------------|----------|
| ➤ Total client visits | 26,067 | (+.3%) |
| ➤ Avg visits per distribution | 173 | (-.6%) |
| ➤ Holiday Meals to | 3,488 families. | |
| ➤ Grocery bags of food | 104,335 | (+4.1%) |
| ➤ \$'s spent on food per client visit | \$11.28 | (+15.2%) |
| ➤ Value of food per client visit | \$72.31 | (+10.7%) |
| ➤ Total IFM \$s spent/client visit. | \$19.38 | (+13.2%) |
| ➤ Open 150 regular and 12 Saturday distributions | | |

2019 Client History

Since 2012 we have had 8528 Unique Client Families and 17,769 Individuals

1852 “Regular Food” Clients (22.6%) came only once

3114 “Regular Food” Clients (38%) came 1-3 times

3 “Regular Food” Clients came more than 200 times

471 “Specialty Bag” Clients (38.2%) came only once (since Oct. 2016)

1123 “Specialty Bag” Clients (52.6%) came 1-3 times

3 “Specialty Bag” Clients came more than 100 times

885 clients who came in 2012 were still getting food in 2019

89 of those were Specialty Clients

330 Clients who came in 2019 did not come in 2019

Interfaith Food Ministry of Nevada County

2019 Financial Results

(000's)	Budget 2019	Actual 2019	Bud vs. Act	% Var
REVENUE				
Business Contributions	\$ 8	\$ 4	\$ (4)	-44%
Individual Contributions	\$ 206	\$ 327	\$ 121	59%
Fundraisers	\$ 190	\$ 207	\$ 17	9%
Grants/Other	\$ 85	\$ 64	\$ (21)	-25%
Total Revenue	\$ 490	\$ 602	\$ 112	23%
Gross Profit	\$ 490	\$ 602	\$ 112	23%
EXPENSES				
Food and Food Supplies	\$ 300	\$ 294	\$ (6)	-2%
Staff Expense	\$ 95	\$ 96	\$ 1	1%
Operations Expenses	\$ 114	\$ 115	\$ 1	1%
Total Expenditures	\$ 509	\$ 505	\$ (4)	-1%
NET OPERATING REVENUE	\$ (19)	\$ 97	\$ 116	-612%
OTHER INCOME & EXPENSE				
In-Kind Revenue	\$ 1,531	\$ 1,592	\$ 61	4%
In-Kind Expense	\$ 1,531	\$ 1,592	\$ 61	4%
NET INCOME	\$ (19)	\$ 97	\$ 116	-612%

2019 Financial Report

Year-End Balance Sheet

	Total
ASSETS	
Current Assets	
Bank Accounts	334,204.35
Accounts Receivable	5,382.96
Other Current Assets	17,174.97
Total Current Assets	\$ 356,762.28
Fixed Assets	863,271.68
TOTAL ASSETS	\$ 1,220,033.96
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	0.00
Other Current Liabilities	18,265.56
Total Current Liabilities	\$ 18,265.56
Long-Term Liabilities	186,024.51
Total Liabilities	\$ 204,290.07
Equity	1,015,743.89
TOTAL LIABILITIES AND EQUITY	\$ 1,220,033.96

2019 Financial Report

Performance Highlights to Budget

- Revenue 23% favorable to budget
 - Individual Contributions \$121k higher; includes \$34k from an estate and \$10k from Emmanuel Episcopal Church.
 - Fundraising \$17k favorable.
 - Matching Campaign \$44k favorable.
 - Grants/Other \$21k lower, but \$9k higher than last year. Includes \$14.7k from EFSP grant.
 - Our individual donors continue to amaze me with their generosity.
- Expenses \$4k favorable, or 1% off budget.
 - Food \$6k under budget (Placer Food Bank savings and great procurement effort)
 - Staff Expense \$1k over budget
 - Year-end bonus was not in the 2019 budget.
 - Operations Expenses unfavorable by \$1k
 - Wendy/Tasting Program were not in the budget, also \$1.3k of roof repairs and \$1k of door repairs.
- Balance Sheet
 - Ending cash position \$334.2k, exceeding reserve requirement and almost \$100k above 2018.
 - USDA loan balance is \$186k, the only material liability on the Balance Sheet.

2019 Accomplishments

Extend Reach – Zero Hunger



Food Insecure people in Western Nevada County is approx. 13,500

- IFM Served: 7,838 unique individuals in 2018, 58% of total food insecure
- IFM Served: 8,069 unique individuals in 2019, 60% of total food insecure

Programs supporting Zero Hunger/Extended Reach

- Food Access Saturday,
 - 2018 total unique people served 481
 - 2019 total people served 521, 8% increase
- Food & Toy Run of Nevada County
 - Reached approx. 300 new families, roughly 750 people
- Enhanced partnerships with United Way, Food Bank, Salvation Army, GV Ladies Relief
- Continued success with Holiday Meal programs
 - Easter: 1043 families, 2% incr over 2018
 - Thanksgiving: 1193 families, 1% decr from 2018
 - Christmas: 1269 families, 4.5% incr over 2018

2019 Accomplishments

Hunger to Health - 20/25



First agency to adopt Food Policy Program of 20x25 (20% by 2025)

- Established measurement - % of food budget spent on locally sourced nutritious food.
- Actual spent/quarter
 - Q1 = 3.3% (Mandarins and produce from Early Bird Farms)
 - Q1-2 = 6.8% (added on produce from Riverhill, Kiwis and Tortillas)
 - Q1-4 = 8.6% (added on Butternut Squash)

Established Tasting Program & cancelled Cooking Classes

- 569 tastings (July-Dec 2019) vs. 60 people in Cooking Classes in 2018

IFM Garden Gals Farm & Sierra Harvest Gleaning fresh produce programs

- Garden Gals 3,500 pounds, number of lbs stayed level from 2018
- Sierra Harvest 21,200 lbs, number of lbs nearly doubled from 2018 (10,800 lbs)

Continued partnership with Riverhill Farm and added matching component

- Riverhill raised \$3K, IFM matched that with \$3K+, Riverhill matched with another \$3K of donated produce in 2019

Partnered with Connecting Point and Sierra Nevada Memorial Hospital

- 6-week Diabetes Education and Empowerment Program (DEEP)
- Continued partnership with Public Health Dept on Re-Think your Drink, etc

2019 Accomplishments

Food & Fund Raising



Revenue Increased from \$486k in 2018 to \$602k in 2019, 24% increase!

- Adjusted 2019 Revenue not incl Estate donation: \$568k, 17% increase over 2018

Notable areas of revenue, savings, and food drives

- Revenue –
 - Matching Campaign raised \$131.2k in 2019 vs \$113.5k in 2018, 15.5% incr
 - Gospel & Giving concert at Emmanuel Episcopal raised \$1830
 - CalFresh contract doubled from approx. \$1,158 to \$2,083 monthly
 - Grants approx 8% vs. goal of 15%
 - Grants submitted 13, awarded 12, new 4
 - Emergency Food & Shelter Program (\$14.7K), Newman's Own Foundation (\$5K), United Auburn Indians Community (\$2K) and a surprise \$10K from the Emmanuel Episcopal Church
 - "Planned Giving" - Estate donation of \$34k
- Savings
 - Food procurement under budget by \$6k or 2%
 - PFB continues to provide significant support
 - Ray continues to find great 'deals,' helps to achieve 2x to 5x buying power

Food Drives – Fill the Truck w/Grocery Outlet, Safeway, Raley's, PV Holiday Market, various schools, Fairgrounds, Craft Fairs, Fill the Barrel Project

2019 Accomplishments



People

- Hired new Dev Dir, Naomi Cabral
- Cal Fresh Program contract expanded, CF work taken off Connie's plate and added to Naomi's
- Replaced Asst Treasurer Rita Kahil with Robert Emmett
- Managed 450+ volunteers and trained new leaders. Special thanks to our volunteer leadership team!
- Successful Volunteer Luncheon and Client Area Re-Fresher Training
- FB Followers: 2018-19 (505-831)
- FB & Google Rating: 4.9 & 4.7
- Newsletter Subscribers: 2018-19 (1130-1691)



Partnering

- Cal Fresh, UW, Public Health, Placer FB, FBNC, Food Council, Sierra Harvest, Hospitality House Homeless Count, Salvation Army, GV Ladies Relief, Connecting Point, Sierra Nevada Memorial Hospital, Raley's, Grocery Outlet
- Gleaning from all local grocery stores, 77.5k lbs received from Raley's and 19.8k from Savemart (97.4k lbs total, partial year)
- Farms – Riverhill
- New – Food & Toy Run, G12 Video Productions
- Support 14 nonprofits, 2 new

2019 Accomplishments



Stewardship

- Maintained avg reserve of 6.6 months vs target of 4.5
- Fifteen 100% on-time compliant (tax, bus license, etc)
- Five new policies/procedures instituted
- CA State Workers Comp audit successfully completed – no issues
- Achieved GuideStar Platinum status



Operations

- Established team of volunteer drivers for the PFB truck and process for recording and reporting weights received from Raley's and Savemart
- Double Doors installed in Suite A, Shelves installed in back room of Suite A, closet next to pig food and in electrical room



Feeding Families, Fueling Hope for 30 Years



2020 Plan & Budget

IFM Vision and Mission

Vision

- A community where no one should feel the hurt of hunger.

Mission

- Interfaith Food Ministry feeds the hungry and works to reduce food insecurity in Nevada County. We help to sustain health, human dignity, and the opportunity for individuals to realize their full potential.

Strategic Goals



ZERO HUNGER - EXTEND REACH



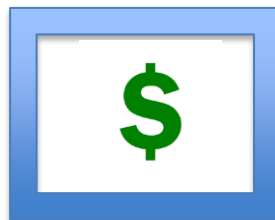
HUNGER TO HEALTH - 20/25



**PEOPLE &
ORGANIZATIONAL
DEVELOPMENT**



**STEWARDSHIP,
INTEGRITY AND
TRANSPARENCY**



**REVENUE AND
EXPENSE**



**OPERATIONAL
EFFICIENCY
& EFFECTIVENESS**



**PARTNERSHIPS &
COLLABORATION**

2020 Goals



Zero Hunger – Extend IFM’s ‘reach’ to serve 100% of the food insecure people in Nevada County.

- Serve 8,350 Unique Individuals in 2020, or 62% of the 13,500 food insecure. Represents an increase of about 280 unique clients or a 3.5% increase from 2019.
- Begin new program to serve upwards of 300 Meals on Wheels clients.
- Partner with Domestic Violence shelters to serve their clients and partner with the schools to distribute food more effectively to families that can’t come to M W F distributions.

2020 Goals



Hunger to Health – 20/25 – Support community-wide goal to reduce food insecurity, increase consumption of nutritious food, & reduce food waste.

- **Provide information and education to Clients and Volunteers about healthy eating**
 - Expand tasting and food education program, Increase from 569 tastings in 2019 to 1000 tastings in 2020
 - Partner w Friendship Club to host the new Dehydrator.
- **Maintain yield of IFM Garden Gals Farm & Increase Sierra Harvest Gleaning programs**
 - Garden Gals 3,500 lbs in 2018 & 2019, keep level for 2020 at 3,500 lbs
 - Sierra Harvest 21,000 lbs in 2019, incr 5% to 22,050 lbs
- **Increase food spent on locally sourced nutritious purchased food from 8.6% of food budget to 10% (\$33,000) for 2020**
- **Expand local farm procurement program**
 - Increase Riverhill Farm three-way match program from \$9,000 to \$12,000
 - Establish a “matching” relationship with ONE more farm in addition to Riverhill
- **Implement Client surveys to gauge impact of IFM services**
- **Zero Food Waste**
 - Establish method for measuring zero waste goal.

2020 Goals



People and Organizational Development

- Volunteers are our number one asset. Find new ways to boost morale and make IFM fun, not work. Create opportunities for existing volunteers to apply their skills in different ways.
- Ensure clients are always respected and IFM is a safe, secure place for all in need.
- Create succession plans for DD and ED, Client Area Manager (Connie), Food Buyer (Ray).
- Recruit Admin Asst volunteer for Phil.
- Establish Facilities/Maintenance Team!
- Connecting Point's Volunteer HUB - resolve barriers of IFM participating in the new Volunteer Recruitment program
- Work to establish teams/committees of volunteers to support the various fundraising activities, events, grants, marketing, food drives, etc.
- Increase social media and online ratings & reviews – FB, Google, Yelp, Insta

2020 Goals

\$ Meet revenue and expense goals

- Increase # of new donors from 234 to 293[25%]
 - Reduce number of lapsed donors from 456 to less than 100 through donor retention efforts, ie. 100% of all donors thank you'd.
 - Increased Marketing efforts to reach new donor and advocates.
- Diversify revenue sources
 - Increase grant \$'s from 8.3% to 10% of total revenue.
 - Begin building foundation for Planned Giving Program in 2020 with goal for full launch in early 2021
- Establish new fundraiser events of Benefit Concert (goal = net \$10K) and Community Dinners (goal = net \$2K)
- Maintain PFB/Raley's relationship to save \$, while also continuing to find new sources of food.

2020 Goals



Partnerships and collaboration are key to our success.

- Mature existing partnerships and collaborations, such as United Way, Sierra Harvest, PFB, Hospitality House and FBNC. New partnership with GCCS/Meals on Wheels and possible DV groups and Schools. Be cautious about developing too many new initiatives.



Focus on stewardship, integrity and 100% transparency in everything we do.

- Maintain GuideStar Platinum status
- Obtain Charity Navigator listing
- Provide public access to all financial records as requested
- Ensure that all accounting processes, standards, and the financial statements generated by them, are in accordance with GAAP, and are submitted on-time.
- Maintain client confidentiality

2020 Goals



Improve Operational Efficiency and Effectiveness

Processes & Programs

- Prepare plan to minimize disruptions of Power Shutoffs
- Consider creative food storage solutions

Projects

- Update lights in Suite A to LED.
- Research requirements and grant funding to install Cold Kitchen in 2020 with full installation during 2021.
- Evaluate need for whole building generator and grant funding.
- Install electrical to connect the big copy machine.

Safety

- Zero Accidents
 - Review and enhance safety training program. Convene annual Safety Training for safety and emergency response situations. ID volunteer to lead.
 - Resolve Electric Pallet Jack Issue.
- Zero food-borne illnesses
 - Refine food handling practices based on governing health codes and hold refresher trainings.

2020 Operating Plan

Major Assumptions

- Revenue projected \$41k lower than 2019
 - Individual donations forecast down 14% (\$45k) as 2019 included \$44k of 1-time donations.
 - Fundraiser forecast down 9% (\$18k) as there will be no Gala in 2020, but partially offset by new Concert.
 - Grants are forecast to be 10% of Total Revenue - \$56k, as we continue our focus on increasing grant money attained.
- Expenses projected to increase 12%, or \$59k
 - Food expense is projected to increase 12% to \$330k
 - Assumes we continue to receive lower than market pricing from Placer Food Bank
 - Forecast to spend \$33k, increase of \$12k, on 20x25 goal. Additional \$16k budgeted for egg purchases, as PFB grant for eggs will end in 1st half of year.
- Salary Expense projected to increase by 10%, or \$10k
 - Includes increased hours for Naomi (CalFresh) and Steve (weekend delivery weighing).
 - Includes \$5k gross budget for potential year-end bonuses.
- Operating expenses projected to increase by 12%, or \$13k
 - Major items include \$4k for our semi-annual audit and \$6.7k for Wendy/Nutrition Program, and \$5k for the new Marketing Program.
 - Reductions are forecast in interest expense, due to assumed loan paydown, Fundraising expenses, as we have no Gala in 2020, and Repairs & Maintenance, which in 2019 was three times prior years run rate.
- Cash reserves decreasing from 2019 by \$89k, due to budgeted capital projects and loan paydown.
- Cash reserves are forecast for the entire year to be at, or above, our target of 4.5 times avg. monthly expenses.

2020 Operating Plan

Reserve Strategy

1. Maintain average of 4.5 months of unrestricted liquid cash in order to fund potential shortfalls in revenue and smooth cash flow.
2. Unrestricted cash reserves in excess of 4.5 months at the close of the fy would be reviewed by the EC to determine best use and make recommendation to the Board at the Annual Meeting. The Board would then approve/diapprove use of excess funds.
3. The Board should always consider paying down the USDA loan as the first priority. The current loan balance is approx. \$186k. Original loan balance was \$600k.
4. Other options include but are not limited to -
 1. Funding necessary or urgent capital projects
 2. Other expenses deemed necessary or urgent
 3. Do nothing, let funds carry-over to next fy

For fy 2020

- 2019 ending cash in unrestricted reserve account is \$315k
- Potential capital projects and loan paydown totals \$99k leaving 4.8 months of reserve or \$237k in cash reserves at the end of 2020
- Capital projects and loan paydown for discussion
 - paydown loan \$40k
 - whole building generator incl possible USDA grant 35% \$25k
 - cold kitchen no grant assumption \$25k
 - upgrade Suite A lights to LED incl possible Tiechert Grant \$ 4k
 - replace existing electric pallet (safety) \$ 5k



Motion

- Motion to approve loan paydown and/or capital projects recommended

2020 Proposed Budget

(000's)	Actual 2019	Budget 2020	YoY	% Inc/Dec
REVENUE				
Business Contributions	\$ 4	\$ 10	\$ 5	117%
Individual Contributions	\$ 327	\$ 282	\$ (45)	-14%
Fundraisers	\$ 207	\$ 189	\$ (18)	-9%
Grants/Other	\$ 64	\$ 81	\$ 18	28%
Total Revenue	\$ 602	\$ 562	\$ (41)	-7%
Gross Profit	\$ 602	\$ 562	\$ (41)	-7%
EXPENSES				
Food and Food Supplies	\$ 294	\$ 330	\$ 36	12%
Staff Expense	\$ 96	\$ 106	\$ 10	10%
Operations Expenses	\$ 115	\$ 129	\$ 13	12%
Total Expenditures	\$ 505	\$ 564	\$ 59	12%
NET ORDUINARY INCOME	\$ 97	\$ (3)	\$ (100)	-103%
OTHER INCOME & EXPENSE				
In-Kind Revenue	\$ 1,592	\$ 1,573	\$ (19)	-1%
In-Kind Expense	\$ 1,592	\$ 1,573	\$ (19)	-1%
NET INCOME	\$ 97	\$ (3)	\$ (100)	-103%

2020 Operating Plan

Identified Grants

	<u>Timeframe</u>	<u>Revenue</u>
• Soroptimists GV	January	\$1k
• Grass Valley Elks	March	\$2k
• EFSP	March	\$14k
• United Way	April	\$2k
• Teichert	June	\$3k
• United Way NC	May	\$1k
• Nevada City Elks	July	\$1k
• Soroptimist G.V.	July	\$1k
• United Way	September	\$1k
• Wells Foundation	September	\$5k
• Newman's Own	October	\$5k
• SaveMart	November	\$4k
• United Way FAS	All Year	\$7.5k

• Targeted Applications:

• USDA Facility	West America Bank	Briar Patch
• Nevada County OES	Bank of America	Sierra Health

2020 Operating Plan

Fundraisers With Goals

- Fundraisers Sponsored by IFM:

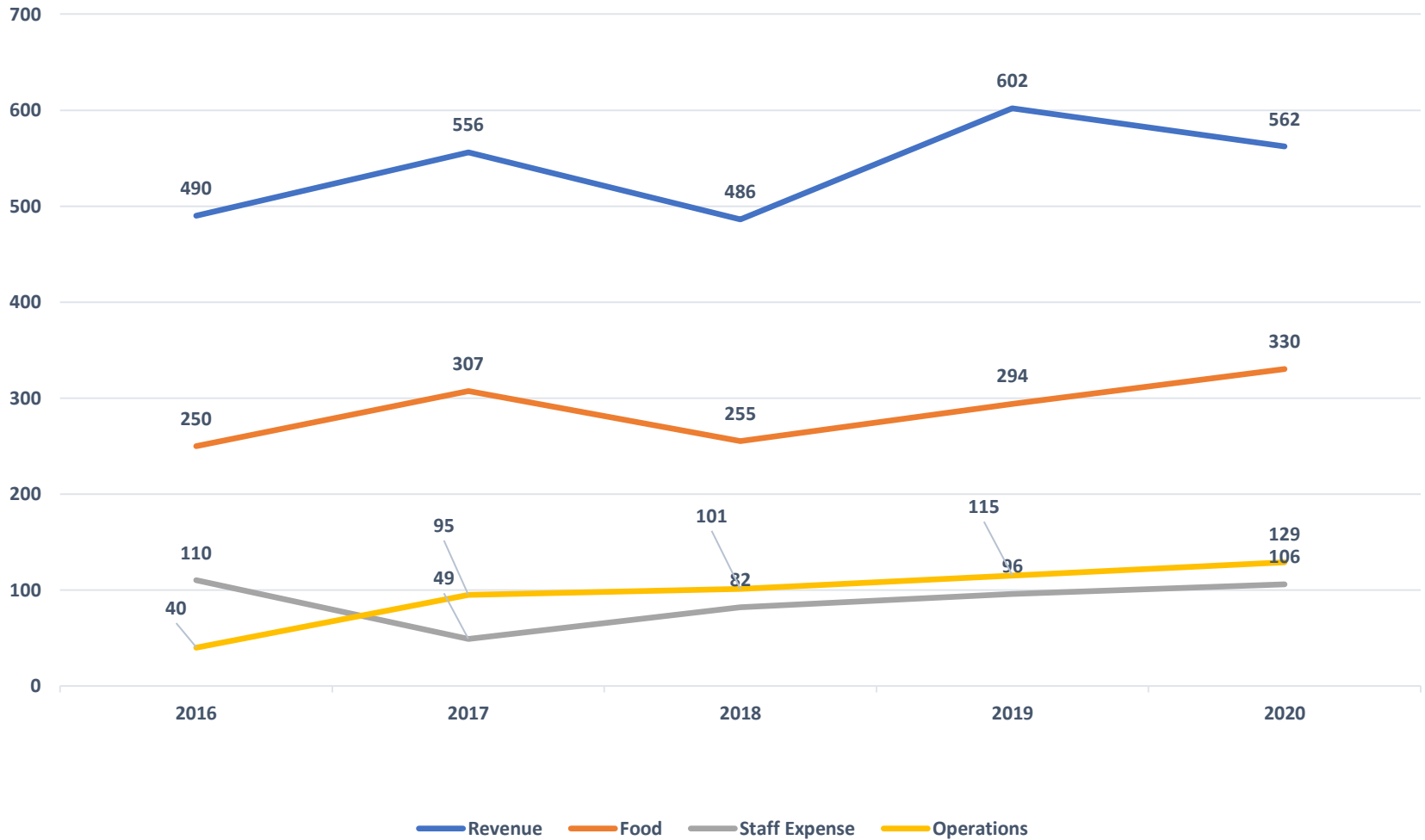
	<u>Timeframe</u>	<u>Revenue</u>
– Matching Campaign	March & April	\$100k
– Concert	May	\$15k
– Paulette’s Spaghetti Dinner	October	\$5.2k
– Hunger Run	October	\$7.7k
– Sponsor a Family	Nov. & Dec	\$42k
– Community Dinners	3-4 times	\$3k

- Fundraisers Coordinated With Other Organizations:

– E-Scrip Sign-ups with SPD & Save Mart	All year	\$4k
– Facebook Fundraisers	All year	\$3k
– Shred Day with Owens Financial	May	\$3k
– Independence F/Hunger w/Grocery Outlet	July	\$3k
– Safeway’s Hunger Is	September	\$4k

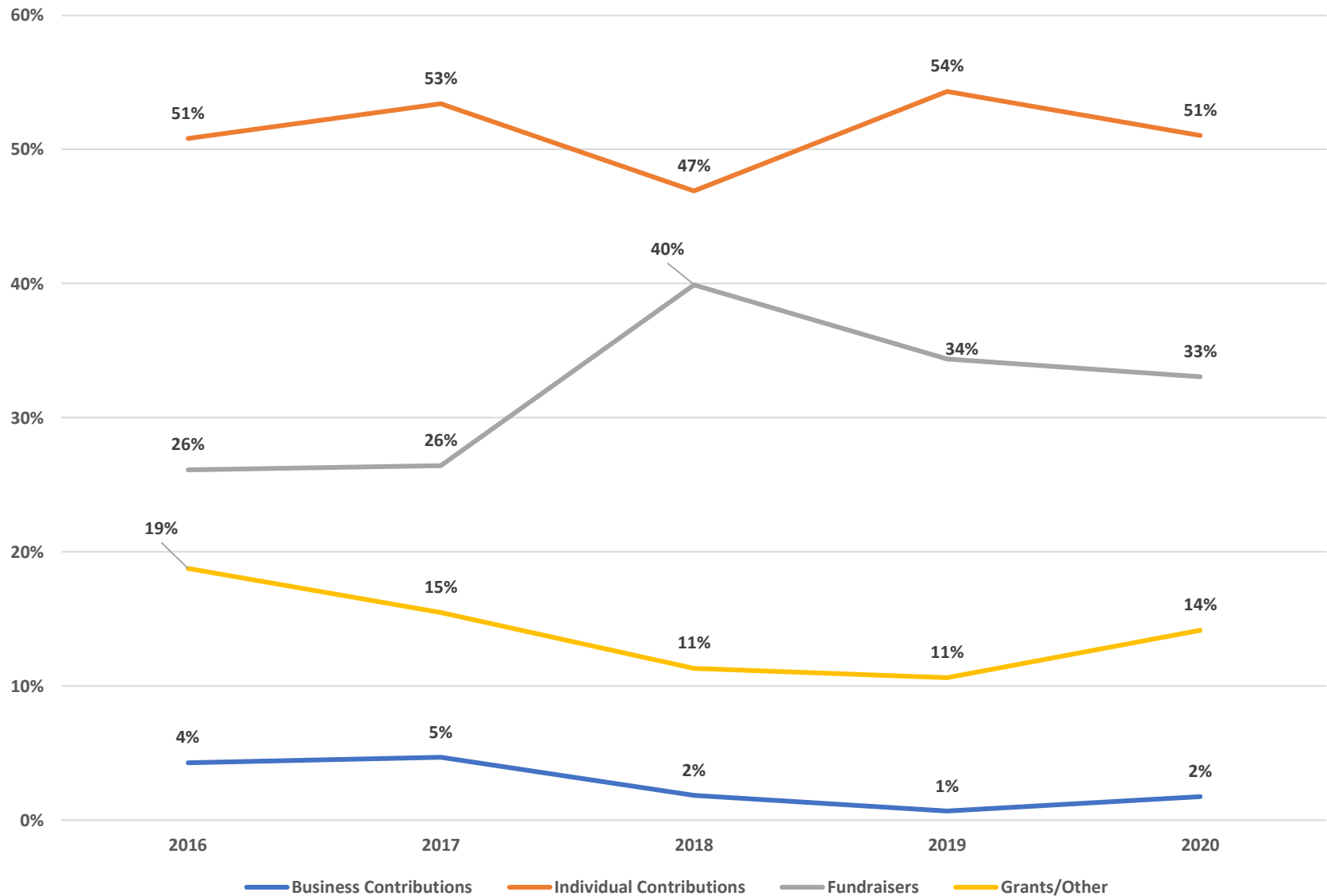
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2016 - 2020 Trended P&L



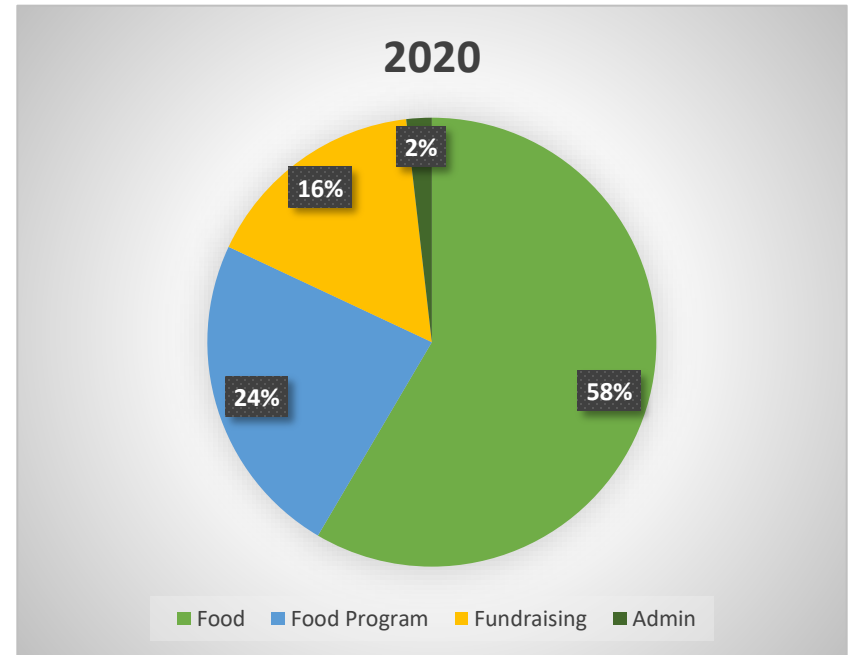
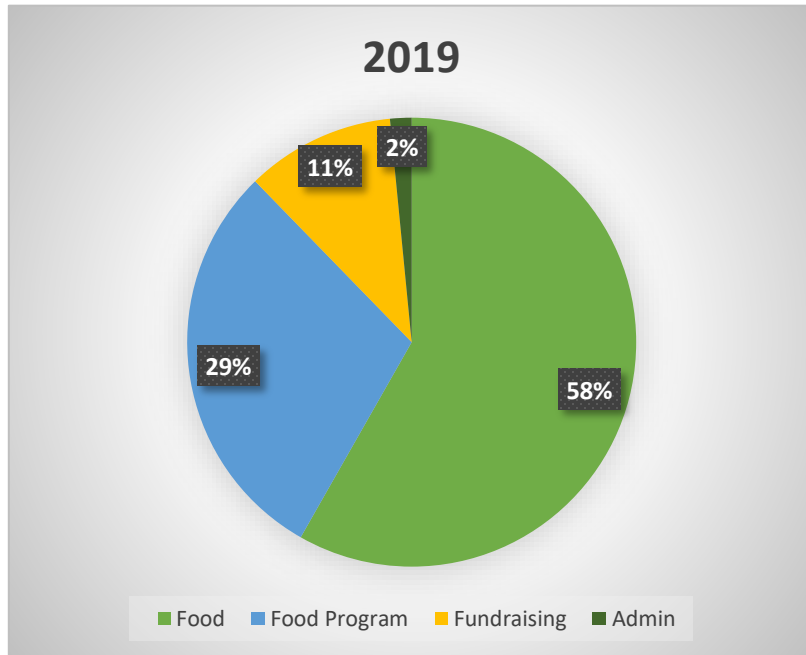
Interfaith Food Ministry of Nevada County

2016 - 2020 Revenue Components



Interfaith Food Ministry of Nevada County

2019 vs. 2020 Expense Allocation

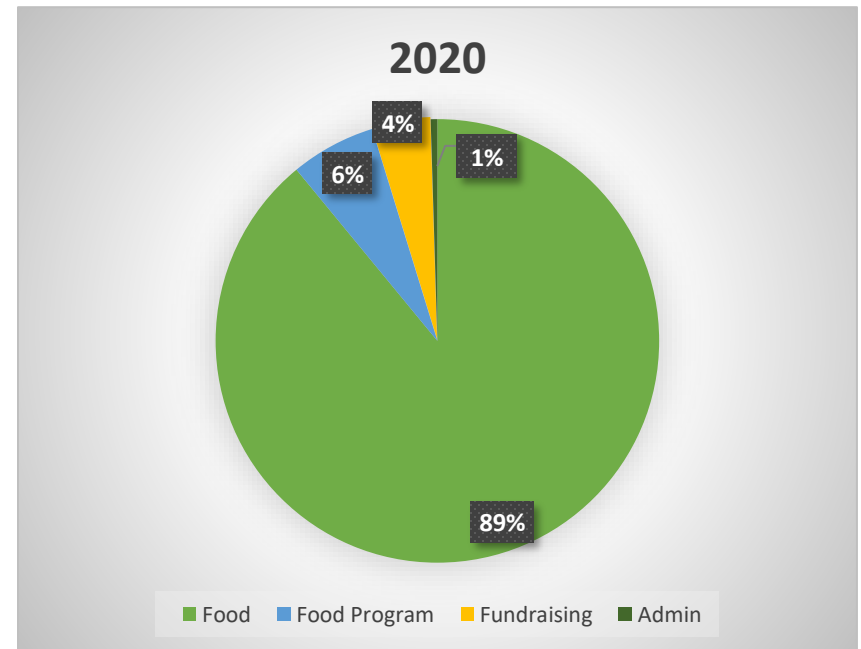
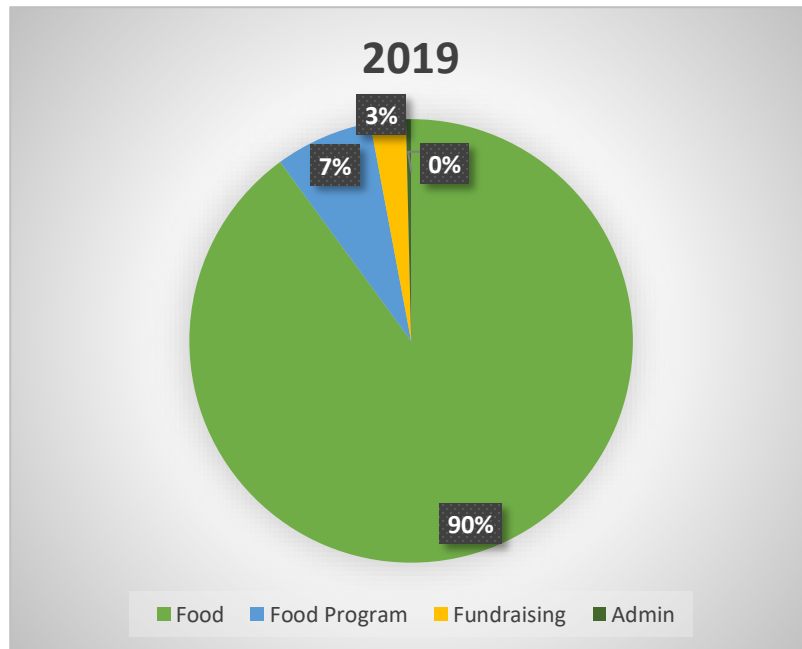


Interfaith Food Ministry of Nevada County

2019 vs. 2020 Expense Allocation – Food, Donated Food & Food Program

2019
96.9% Actual vs.
Projection of 96.9%

2020
Projection
95.2%





Motion

- Motion to approve the 2020 Operating Plan & Budget



Feeding Families, Fueling Hope for 30 Years



General Business Agenda

10:45-11:00 IFM Board Officers – Motion to Approve
Motion To Approve Dec 2019 mtg minutes
IFM Positions needed
Next Board meeting February 25th, 2020, 9AM

Closing Remarks

2020 IFM

Board Officer Vote



- Nominees
 - President – Bob Thurman
 - Vice President – Rick Kahil
 - Treasurer – John Brusher
 - Co-Assistant Treasurer(s) – Karen Holt & Robert Emmett
 - Secretary – Maxine Palmer
- Recommended Motion: To approve all nominees for 2020 IFM Board officer positions as listed above for a one year term



Feeding Families, Fueling Hope for 30 Years



Wanted

- Fundraising Committee Members
 - 1. Coordinate events, including fundraisers, food drives, and volunteer luncheon.
 - 2. Public relations, social media, marketing, newsletters. 3. Donor management and thank you's. 4. Grants management.
- Client Area Volunteers, Supervisors, Interviewers, Receptionists
- Food Buyer to assist Ray Moore
- Facility/Maintenance – Volunteer Position (4 hrs/mo)
 - Join a team of 4-5 people who share the responsibilities related to regular maintenance and facility upkeep.
- Driver – Volunteer Position (6 hrs/mo)
 - Join a team of 30 people who use their own vehicles to pick up donated food from local grocery stores and unload them back at IFM. Each volunteer signs up for 2-3 mornings of driving per month. Starts at 7:30am and usually takes about 2 hrs.

Recommendations or interested?

email: info@interfaithfoodministry.org

47,043 Volunteer Hours

Active volunteers 449



To all our wonderful volunteers
@ \$50/hour = \$2,352,150



Feeding Families, Fueling Hope for 30 Years



Backup

Special Programs - 2019

Specialty Bags

Total Client Visits – 3,592 (+8.8%)

Unique Families – 615 (+4.9%)

Unique Individuals – 887 (+6.2%)

Adults – 86%

Children – 14%

Seniors – 24%

Food Access Saturday

Number of Distribution Days – 12

Total Client Visits – 436 (+16%)

Unique Families – 184 (+9.5%)

Unique Individuals – 521 (8.3%)

New Clients – 35 – (-28.6%)

Bags of Food – 3113 – (+20.6%)

Adults – 60%

Children – 40%

Seniors – 13%

Homeless – 2%

Holiday Distributions

Easter – 1023 Families

Thanksgiving – 1206 Families

Christmas – 1216 Families

Social Media Stats – 2018-2019

Interfaith Food Ministry Online Ratings and Media Stats January 27th, 2020

1. Facebook followers 2018-- 505
2019-- 831
2. Facebook rating 4.9-- 12 reviews total/ eleven 5 star (and one 4 star in 2013)
2013- 1 review
2014- 1 review
2015- 2 reviews
2016- 2 reviews
2017- 1 review
2018- 2 reviews
2019- 3 reviews (May, Sept, December)
4. Yelp rating one 1 Star Review from 2/22/2016
Virtually inactive since 2016
5. Instagram followers 2019--104 (since May 2017)
6. Google Business 4.7- 115 reviews total/ 3 and below stars *all* before January 9th 2019.
2017- 23 reviews
2018- 35 reviews
2019- 57 reviews
7. Newsletter subscribers 2018- 1130
2020- 1691
8. Newsletter opens per month in 2019
Jan- 455 opens/ 2 clicks
April- 368 opens/ 10 clicks
July- 402 opens/ 12 clicks
Aug- 444 opens/ 15 clicks
Sept- 324 opens/ 11 clicks
Oct- 367 opens/ 4 clicks
Nov- 352 opens/ 21 clicks
Dec- 388 opens/ 16 clicks
Jan '20- 521 opens/ 33 clicks

Donor Metrics 2018-2019

Number of donors 2018: 1061

Number of donors 2019: 1003

5% drop

Avg \$'s donated/donor 2018: \$453.01

Avg \$'s donated/donor 2019: \$588.50

30%

Lapsed donors 456

New Donors 2018: 260

New Donors 2019: 234