

# MANNA FOODBANK 2014 ANNUAL REPORT



CONNECTING FOOD WITH PEOPLE IN WESTERN NORTH CAROLINA SINCE 1983.



## CONNECTING FOOD WITH PEOPLE FACING HUNGER.

We wouldn't be able to do the work of ending hunger without strong connections. It begins with our relationships with the food industry – farmers, produce packers, and local and national food retailers – all of whom make it possible to acquire thousands of pounds of food each and every day.

Our volunteers are the next critical link in getting food to the people facing hunger. Hundreds of hours are donated each week as volunteers help sort and repack food to prepare it for distribution. Financial donors provide the resources to store perishables and non-perishables and deliver food to our partner agencies throughout our 16 county service area. Many of these agencies – pantries, food programs, and emergency food suppliers – are also staffed by dedicated volunteers.

It is through our 200+ partner agencies that we provide food for more than 34,000 meals every day of the year. Last year, an estimated 107,600 people sought food assistance from one of the many MANNA partners throughout Western North Carolina.

At MANNA, we are committed to being good stewards of not only the food we receive, but of all our resources – the time and money of our donors, our facilities and equipment, and our staff. Once again, MANNA earned the coveted 4-star rating from Charity Navigator, the highest rating possible. We also were granted a citation-free audit and met or exceeded every compliance standard.

As part of the MANNA family, you are an integral part of what we've achieved, an integral member of the network that connects us all. Your support helps to give food and comfort to the most vulnerable among us. Thank you.

A handwritten signature in black ink that reads 'Jim Peterson'.

Jim Peterson  
Board President





## PEOPLE ARE AT THE CORE OF EVERYTHING WE DO AT MANNA.

It's a simple premise, but it can never be emphasized enough. People are at the core of every food drive, every truckload of vegetables, every financial contribution, and every hour donated.

Annual reports, by their very nature, are full of numbers and charts, replete with illustrations of growth and impact. Ours is no exception! This calendar year we distributed an incredible 15 million pounds of food, a 17 percent increase over 2013.

Numbers are an important way in which to measure how well we are doing at MANNA, and that kind of increase represents a lot of hard work on the part of our staff and volunteers. More importantly, that increase represents meals – more meals than ever – that go to hungry people throughout our region; the 12.5 million meals we distributed is 1,833,333 more meals for people compared to just one year ago. If you divide that increase by 365, it's close to 5,000 more meals a day.

That kind of volume can be hard to comprehend. I've seen my share of astonished faces when people visit our warehouses, and for the first time truly understand the scale of what we are doing at MANNA. Honestly, it can be a little hard for me to comprehend some days.

I often need to remind myself that at the end of the day, it's not all that complicated. I put aside the pounds and meal calculations, and take a few moments to consider the people we serve. What do five thousand more meals a day mean to people all across our region? For a single mother, it may be the opportunity to sit at the breakfast table with her daughter; for a senior, it may mean enough food for three meals a day instead of two; for a school-aged child, it may mean a full stomach and readiness to learn.

By providing food, we also provide so much more: fellowship, comfort, health and hope.

With your help, MANNA will continue to involve, educate, and unite people in the work of ending hunger, and get food to the most vulnerable people in our communities.

Thank you for your support as we do this very important work.

Cindy Threlkeld  
Executive Director



## POUNDS OF FOOD DISTRIBUTED (in millions)



## POUNDS OF FRESH PRODUCE DISTRIBUTED (in millions)



## VOLUNTEER HOURS (in thousands)

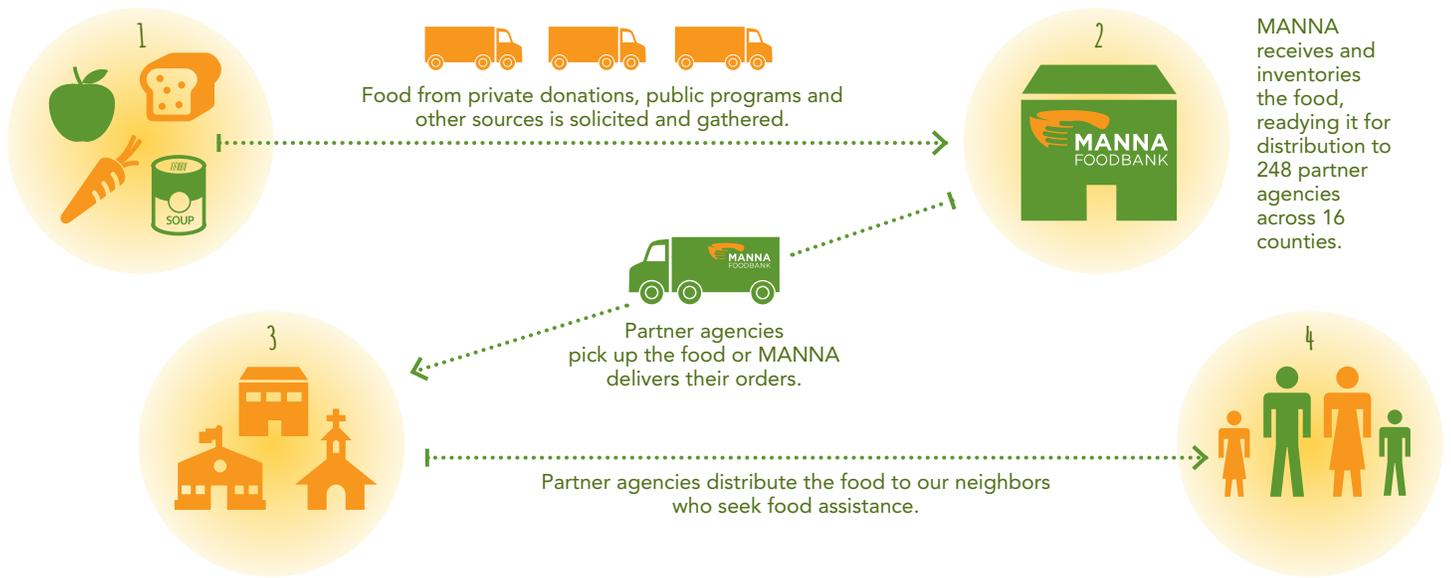


## FNS OUTREACH APPLICATIONS FOR FOOD STAMPS



# HOW MANNA WORKS

According to the Feeding America survey and report, **Hunger in America 2014**, we served 107,600 people all over Western North Carolina who sought food assistance through our partner agencies. These people are as diverse as our region and don't fit into the category of "typical." Though many are children, seniors, and the disabled, there are hundreds of families with a working adult or even two, who still can't make ends meet. Over seventy percent of households served live below the poverty line.



# PARTNER AGENCY NETWORK

The distribution of 15 million pounds of food was made possible through our network of 248 partner organizations spread across our 16 county service area. Each of these emergency food suppliers, food pantries, and meal programs is trained in safe food handling and committed to serving equitably.

MANNA FoodBank is a key source of both food and other resources for our network partners. Throughout the year, MANNA offers to our partners FNS Outreach services, client referrals via our MANNA Food HelpLine, sharing of best practices, and recipes to promote cooking with fresh foods. Through our Network Capacity Improvement Project, our staff and volunteers work with pantry partners on projects that will prepare them to deliver more food more frequently to food insecure people in WNC. We believe that a community-based approach is the best path to solving hunger in Western North Carolina.



# FOOD DISTRIBUTION & FRESH PRODUCE

We continue to work hard to close the gap on hunger in our region. In 2014 we distributed 15 million pounds of food, a 17% increase over 2013. Our distribution of fresh fruits and vegetables was 3.7 million pounds, up 28% from 2013.

We continue to strive to provide as much food as possible for the most vulnerable among us, and to make that food as nutritious as possible. Whether it's "perfectly imperfect produce" that isn't the right size or shape for the grocery store or an extra row of vegetables planted in a community garden, this bounty is met with the utmost gratitude. For many of our clients, the fruits and vegetables from MANNA are their only source of fresh produce.



Clients served



Tractor trailer loads of food



Clients who would like more fruits and vegetables

# MANNA PACKS FOR KIDS

According to our most recent data, over 50,000 schoolchildren in our service area are on free or reduced lunch. We know that three nutritious meals a day are critical for health and development, yet 1 in 4 children in Western North Carolina remain food insecure.

The MANNA Packs for Kids program provides emergency food assistance to students throughout all 16 counties in our service area. MANNA works closely with school employees to identify at-risk student populations. These bags, containing protein, whole grains, fruits, and vegetables, are slipped into backpacks each Friday during the school year, and help provide comfort and nourishment over the weekend.

Our Summer Pack program continues to thrive as well. In 2014, 12,491 packs went out to over 1200 children in eight counties.



Schools receive  
MANNA Packs



MANNA Packs  
distributed



Weekly average  
number of MANNA  
Packs distributed

# FNS OUTREACH & THE FOOD HELPLINE

Food and Nutrition Services (Food Stamps) is an important resource helping put food on the table. This assistance program allows people with little or no income to buy nutritious food. Food stamps can help a family survive a job loss, illness, or other hardships that can trigger a downward spiral into poverty.

This year, MANNA's outreach efforts assisted 1,284 households with FNS applications. Not only does this help our clients on a family by family basis, food stamps also add revenue to the local economy, and boost jobs in the farm and retail sectors.

This year we launched a new program to assist with this outreach, the MANNA Food HelpLine. The HelpLine is a virtual call center for assistance with FNS applications and re-certifications over the phone. We can now assist people with mobility or transportation barriers to get the food they need. The call center also provides assistance with helping people locate a food pantry or program in their area.



Number of families who found a local food pantry through our HelpLine.



Households MANNA served that live below the poverty line

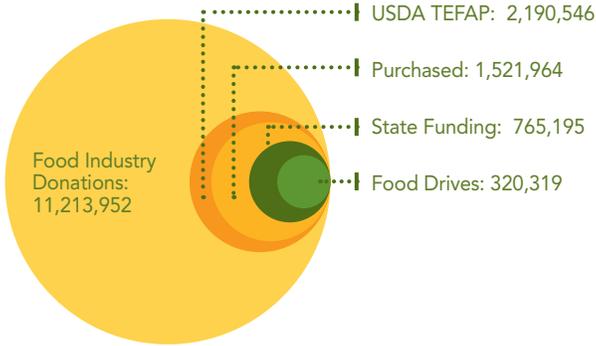


Families assisted through FNS Outreach

# FOOD SOURCES

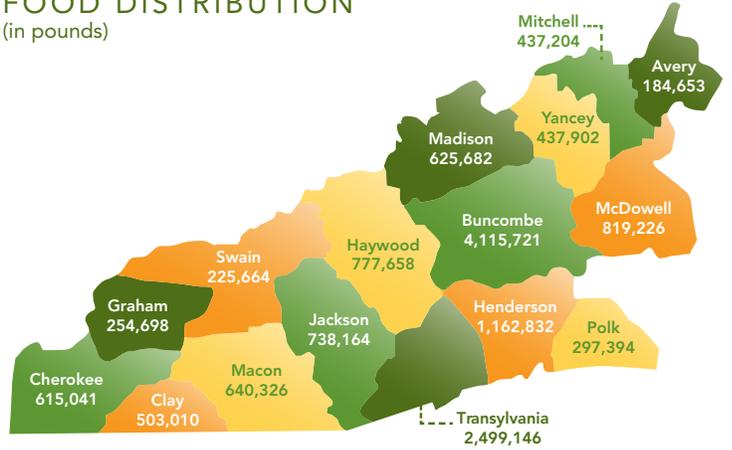
## FOOD INDUSTRY DONATIONS

(in pounds)



## FOOD DISTRIBUTION

(in pounds)



## FOOD DONORS

### 2 MILLION POUNDS AND ABOVE

Ingles Markets

The United States Department of Agriculture

Walmart

|                                |   |
|--------------------------------|---|
| 1,000,000 - 1,999,999          | Flowers Bakery                                  |
| Flavor 1st Growers and Packers | Food Bank of Central and Eastern North Carolina |
| 500,000 - 999,999              | Langer Juice Company                            |
| —                              | Paul Collins Produce                            |
| 250,000 - 499,999              | Second Harvest Food Bank of Northeast Tennessee |
| BI-LO                          | Society of St. Andrew                           |
| Food Lion                      | Target  |
| Lipman Produce                 | The Maryland Food Bank                          |
| Sam's Club                     | Trader Joe's                                    |
| 100,000 - 249,999              |   |
| Bimbo Bakeries                 |   |
| Central Pennsylvania Food Bank |   |



Million meals distributed



Meals for each dollar



WNC food retailers donated directly to our partner agencies

# VOLUNTEERS

Volunteers are the heart of MANNA. Last year, community members donated more than 66,000 hours, sorting food, packing bulk food, and putting together MANNA Packs for Kids. Three new MANNA initiatives rely heavily on highly trained and dedicated volunteers: the MANNA Food HelpLine, MANNA's Network Capacity Improvement Project, and our MANNA Ambassador program.

Without volunteers, our growth and our ability to pursue our mission of ending hunger in WNC would not be possible. Altogether, volunteer service hours provided the equivalent of 31 full-time staff members – sixty percent the size of our staff.



Volunteers



Hours that MANNA volunteers donate



Number of full-time employees it would take to do the work of our volunteers

# SPECIAL EVENTS

Giving back to your community and helping a neighbor in need is fun and rewarding. Every year, MANNA holds two annual special events – The Blue Jean Ball, held the first Saturday in June, and Empty Bowls, held in September.

Thanks to the generosity of our donors and sponsors, each guest is treated to a first-class special event experience. We receive donations and support from the best restaurants, businesses, artists and entertainers in the region. Each ticket sold helps to provide food for hundreds of meals.



Bowls made by local potters for Empty Bowls



Silent Auction items



Number of unique dance moves seen at the Blue Jean Ball

## CULINARY SPONSORS

12 Bones Smokehouse  
 Annie's Bakery  
 Biltmore  
 Biscuit Head  
 Brixx: Wood Fired Pizza  
 The Cantina at Historic Biltmore Village  
 Carmel's  
 The Chef's Kitchen at Ingles  
 Chestnut  
 The Corner Kitchen  
 Deerfield Episcopal Retirement  
 Community  
 DoubleTree by Hilton Asheville-Biltmore  
 DOUGH  
 Echoview Farm  
 French Broad Chocolate Lounge  
 Geraldine's Bakery  
 Givens Estates United Methodist  
 Retirement Community  
 Harrah's Cherokee Casino Resort

Harris Teeter  
 Lexington Avenue Brewery  
 The Lobster Trap  
 Mountain City Coffee Roasters  
 Old Europe  
 P.F. Chang's China Bistro  
 Posana Cafe  
 Red Stag Grill  
 Rosetta's Kitchen  
 Roux  
 Starbucks  
 Storm Rhum Bar & Bistro  
 Strada Italiano  
 True Confections  
 Tupelo Honey Café  
 Ultimate Ice Cream Co.  
 Vue 1913 at Omni Grove Park Inn  
 Webo's BBQ  
 Well-Bred Bakery & Cafe



## EVENT SPECIAL THANKS

Alford Design  
 The Blue Jean Ball Auction Committee  
 Tisha Cooke  
 Jeff Corpening  
 Paul Frehe  
 Christine Garvin  
 Hidden River Events  
 Mel Kelly and Soulspeak Asheville  
 Carolyn Pike  
 The Potters of Empty Bowls

Brian McCarthy  
 Melissa Murray  
 The many musicians of the Blue Jean Ball  
 and Empty Bowls  
 Diana & Brett McCall  
 Drew Skiff  
 Amy Rae Stupka and  
 the Asheville Music School  
 Lori Theriault  
 ZuZu Welsh  
 Toni Williams and the Biltmore Volunteers

## BLUE JEAN BALL

### PRESENTING SPONSOR

Harrah's Cherokee Casino Resort

### PATRONS

Asheville  
 Citizen-Times\*  
 iHeartMedia  
 Asheville\*  
 Ingles Markets

### PARTNERS

Blue Cross and Blue  
 Shield of NC  
 Biltmore  
 The Cantina at  
 Historic Biltmore  
 Village+  
 Empire Distributors\*  
 Mosaix Group, Inc.\*  
 Pepsi Cola Bottling  
 of Asheville

### SUPPORTERS

AlSCO\*  
 Echoview Farm  
 Emma Bus Lines\*  
 Fairway Outdoor  
 Advertising\*  
 Inform Systems Data  
 Documents  
 IWANNA/Sophie  
 Magazine\*  
 Lamar Advertising\*  
 Mast General Store+  
 SunTrust Bank

### ADVOCATES

Blossman Gas  
 Blue Ridge Premier  
 Medicine  
 Classic Event Rental\*  
 Evergreen Packaging  
 First Bank+  
 Harris Teeter+  
 My Newsletter  
 Builder\*  
 Nypro Asheville  
 Louise T. & Patrick L.  
 O'Connor+  
 Parsec Financial  
 RHA Health Services  
 Sourwood Inn

### FRIENDS

Asheville Savings  
 Bank  
 Carter P.C.  
 Deerfield Episcopal  
 Retirement  
 Community  
 Greencraft, Inc.  
 HomeTrust Bank  
 Jan Davis Tire Store  
 Jim Barkley Toyota  
 Milkco, Inc.  
 Smith Dray Line  
 Susan McBride  
 Design\*

## EMPTY BOWLS

### PRESENTING SPONSOR

Harrah's Cherokee Casino Resort

### HOSTING SPONSOR

DoubleTree by Hilton  
 Asheville-Biltmore\*  
 Hilton Asheville  
 Biltmore Park\*  
 Highwater Clays\*

### SUPPORTERS

Mast General Store  
 Mountain 2 Sea  
 Environmental, LLC  
 Odyssey Center for  
 Ceramic Arts\*

### ADVOCATES & FRIENDS

Brunk Auctions+  
 The Cantina at  
 Historic Biltmore  
 Village+  
 First Bank+  
 Harris Teeter+  
 Louise T. &  
 Patrick L. O'Connor+  
 Milkco, Inc.

### THANKS TO OUR EVENT PHOTOGRAPHERS:

Facing the Lens Photography  
 Audrey Goforth  
 Vicki Passmore and the Memory Archive  
 Photography

# COMMUNITY SUPPORT PARTNERS

## \$10,000 & ABOVE

East-West, Incorporated\*  
Feeding America, thanks to Cargill  
Ingles Markets, Inc.  
Lowe's Foods  
Thermo Fisher Scientific LLC\*  
United Way of Asheville and Buncombe County  
United Way of Haywood County  
United Way of Henderson County  
Walnut Cove Members' Association  
Waynesville Rotary Club  
Wilsonart\*

## \$5000-9999

Feeding America, thanks to ConAgra  
Feeding America, thanks to ConAgra/P&G/Ingles Markets  
Harris Teeter  
Jubilee! Community Lessons in Leadership  
Maggie Valley United Methodist Church  
Mast General Store  
The Omni Grove Park Inn

\* In-Kind Sponsors

## \$2500-4999

A Rooter King, Inc.  
A.C. Reynolds High School  
AllCare Clinical Associates  
Beach Builders, Inc.  
Beverly-Hanks & Associates  
Blossman Gas  
Continental  
Feeding America, thanks to Food Lion  
Food Lion  
Funding America  
Through Entertainment GE  
Griffith Painting, Inc.  
Henderson County Hunger Coalition  
Jus' Running  
Legacy Fine Arts & Productions  
Mountain View Free Will Baptist Church  
NC Retail Merchants Association  
Parish of St. Eugene  
Pepsi Cola Bottling Company  
Rotary Club of Asheville  
Skyland United Methodist Church  
Springer Mountain Farms  
Staples  
Trinity Episcopal Church  
USW Smoky Mountain Local 507

# FOUNDATIONS

## \$25,000 & ABOVE

Community Foundation of Western North Carolina  
McMichael Family Foundation  
Mission Health Community Benefits Subcommittee  
Pisgah Investments Foundation, Inc.  
Sisters of Mercy of North Carolina Foundation  
TD Charitable Foundation  
Walmart Foundation

## \$10,000-24,000

Bank of America Charitable Foundation  
Community Foundation of Henderson County  
Edward N. Ziegler & Gladys P. Ziegler Private Foundation, Inc.  
MAZON: A Jewish Response to Hunger  
Perry N. Rudnick Endowment  
Provident Benevolent Foundation  
Stiver Foundation  
Wells Fargo Government and Community Relations

## \$5000-9999

The Beattie Foundation  
The Wooden Nickel Foundation

2013-14 FISCAL YEAR

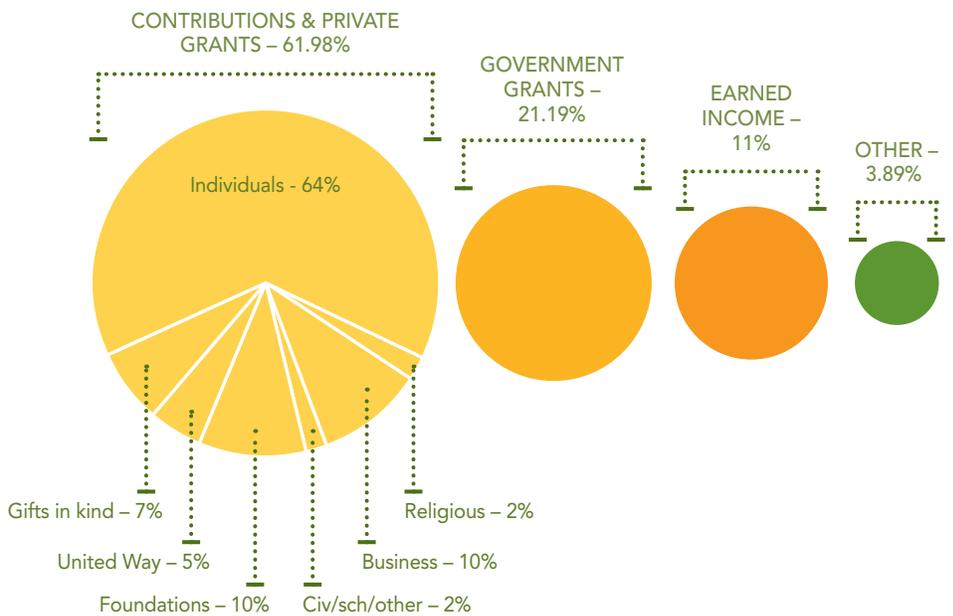
# DONORS AND SPONSORS

## FINANCIAL SUPPORT

MANNA received more than \$5.4 million in support for the fiscal year 2013-14. The largest source of revenue came from the 10,637 individuals who donated more than \$1.9 million. Your incredible support and generosity inspires us to manage our resources with the highest level of integrity and stewardship. In keeping with our policy of donor confidentiality, MANNA generally does not list our individual supporters by name.

### INDIVIDUAL DONOR LEVELS

|                  |               |
|------------------|---------------|
| \$10,000 or more | 21            |
| \$5,000-9999     | 24            |
| \$1000-4999      | 314           |
| \$500-999        | 421           |
| \$100-499        | 3,076         |
| \$1-99           | 6,781         |
| <b>TOTAL</b>     | <b>10,637</b> |



Donations on #GivingTuesday with our online donation match challenge



Tons of food make up the Ingles Giving Tree

# AUDITED FINANCIAL STATEMENT\*

| KEY FINANCIAL INDICATORS          | Fiscal Year<br>Total 2014 | Fiscal Year<br>Total 2013 |
|-----------------------------------|---------------------------|---------------------------|
| <b>ACTIVITIES:</b>                |                           |                           |
| Revenues and Other Support        | \$24,951,747              | \$19,193,582              |
| Expenses                          | \$24,037,219              | \$19,025,726              |
| Investment Income                 | \$146,841                 | \$89,427                  |
| Increase (decrease) in Net Assets | \$1,061,369               | \$257,283                 |
| Net Assets at Beginning of Year   | \$4,863,834               | \$4,606,551               |
| Net Assets at End of Year         | \$5,925,203               | \$4,863,834               |
| <b>FINANCIAL POSITION:</b>        |                           |                           |
| Current Assets                    | \$3,070,911               | \$2,244,718               |
| Long-Term Assets                  | \$3,103,075               | \$2,840,872               |
| Total Assets                      | \$6,173,986               | \$5,085,590               |
| Total Liabilities                 | \$248,783                 | \$221,756                 |
| Net Assets                        | \$5,925,203               | \$4,863,834               |
| Total Liabilities and Net Assets  | \$6,173,986               | \$5,085,590               |
| <b>FUNCTIONAL EXPENSES:</b>       |                           |                           |
| Salaries and Related Expenses     | \$2,290,425               | \$2,067,528               |
| Total Food/ Program Costs         | \$21,116,106              | \$16,299,148              |
| Other Expenses                    | \$630,688                 | \$659,050                 |
| Total Functional Expenses         | \$24,037,219              | \$19,025,726              |



\*Audit conducted by Carter Accounting & Consulting

**MANNA FOODBANK  
BOARD OF DIRECTORS**

President: Jim Peterson  
Vice President: Kip Marshall, Jr.  
Treasurer: Jim Mathews  
Secretary: Joyce Miles  
Past President: Carla Sutherland

Brandon Anderson\*  
Elaine Beattie  
Jo Blaylock  
Cindi Brooks  
Melody Dunlop  
Pastor Albert "Butch" Dyson  
Jeff Grindstaff\*  
Phillip Hardin  
Allen King  
Terry Latanich  
Scott McLean, SPHR  
Louise O' Connor\*  
Beth Palien  
Carol Pennell  
Mary Ritter  
Teresa Roach  
Tom Ruff  
Ross Sloan  
Sage Turner\*  
Janie Wilson

Executive Director:  
Cindy Threlkeld

Emeritus:  
Joel Gillespie  
Brad Searson  
Cissie Stevens  
Marjorie Ulin  
Sheryl Williams



Involving, educating and uniting people in the work of ending hunger in Western North Carolina since 1983.

[MANNAFoodBank.org](http://MANNAFoodBank.org) | 828-299-3663



\*Began serving in 2015