

Transforming

SPACE TO TRANSFORM LIVES

The Space to Erase Hunger Capital Campaign





MANNA FoodBank firmly believes that nobody should have to live with the fear that they will not have enough food on the table to feed their children. Since 1983, MANNA has been providing food with hope and dignity to people in need in Western North Carolina. In our first year, we distributed 40,000 pounds of food. We now distribute more than 40,000 pounds every day.

Last year, MANNA turned away more than 500,000 pounds of nutritious food simply because we did not have the freezer and cooler space to receive it. By renovating and expanding our existing facilities, we can receive and efficiently distribute more food to our neighbors

The *Space to Erase Hunger* campaign is critical to our future and is a huge step toward achieving our vision of a hunger-free Western North Carolina. We hope you will join us in this effort.



Food distribution throughout WNC is nearly 2.5 times greater than it was just ten years ago. Fresh and perishable foods also play a larger role than ever in nourishing our clients; almost 1/3 of the food we distribute is perishable, including 3.7 million pounds of fresh produce.



HUNGER IN WESTERN NORTH CAROLINA

1 out of every 6 people, and 1 out of every 4 children, struggles with hunger. Because hunger often has no visible signs, it's easy to think that it doesn't affect our friends and neighbors. The fact is this silent epidemic has a huge impact on the 107,600 people in the 16 counties of Western North Carolina served by MANNA FoodBank.

MANNA PROVIDES A CRITICAL LINK

40% of the food produced in our country never makes it to the table. Billions of pounds of food goes to waste every year, enough to easily feed every hungry person in the United States. Sometimes it is a truckload of sweet potatoes that are not the right size for market or yogurt nearing the sell-by date on a grocer's shelf. These kinds of good, safe surplus food will be lost between the field and the grocery cart if not for the work of MANNA.

MANNA is the critical link between our network of 248 partner agencies and our national and local food industry partners. In 16 WNC counties, we support small and large community pantries, soup kitchens, and shelters, from Murphy to Mars Hill, Rosman to Robbinsville, Columbus to Cullowhee, Hiwassee to Hayesville, and everywhere in between. It is through these partner agencies that we distribute 40,000 pounds every day of the year.

In order to achieve our mission to end hunger in our region, it is critical that we capitalize on every opportunity to transform wasted or surplus food into meals for our neighbors.



OUR CAPACITY CHALLENGE

The economic downturn of 2008 brought a significant and sustained increase in demand for food assistance across our region. As we increased our distribution to record levels, it became clear that we needed to improve our logistics and expand our capacity to meet the growing needs of the community.

There are times when MANNA has to turn away food because we don't have enough warehouse or freezer/cooler space to keep it safe and edible before it can be distributed. These missed chances equal missed meals; they limit our growth and our ability to serve. Recognizing we were rapidly reaching capacity, the board and staff began to brainstorm and plan how to meet the current demand and prepare ourselves to distribute even more food if the crisis continued.

Warehouse and logistical experts from Ingles Markets, Walmart, and The Beacon Group donated their time and expertise in our endeavor to become more efficient. These consultants observed our workflow over the course of several days and provided feedback on how to better utilize our warehouse, staff, and equipment.

Every review arrived at the same conclusion: renovating our current site is the best and most cost-efficient option.



THE SOLUTION: THE SPACE TO ERASE HUNGER

This renovation will enable us to acquire, store, and distribute a greater quantity and better variety of fresh, nutrient-rich foods. The freezer/cooler space will increase our capacity to keep this food from spoiling until it can be distributed to those in our region who need it most. There will also be an added “clean room” to repack bulk product. Administrative offices will take up less of the valuable warehouse floor space.

Each feature in the new design reflects our core values: food safety, high quality and nutritious food, the highest level of customer service, and the safety of staff, agencies, volunteers, and guests. Most importantly, the transformed facility will make it possible to get more nutritious food to a greater number of people in need.

OUR CAPACITY SOLUTION INCLUDES THE FOLLOWING FEATURES:

- Expansion of cold storage space, resulting in a 400 percent increase in freezer capacity and a 171 percent increase in cooler space.
- Increase in storage space and racking for dry food and grocery products by 24 percent.
- Additional racking and warehouse space within our two buildings providing increased storage, safety, and efficiency.
- A new volunteer café.
- Additional loading docks for greater efficiency, and a dedicated loading dock for our Ingles reclaim operations.
- Enhancements in our Information Technology (IT). These new technologies will increase effectiveness and efficiency and provide stability for future operations.
- Improvements in our meeting space for agency and community education on nutrition and food safety.



THE IMPACT: LESS HUNGER IN WESTERN NORTH CAROLINA

If we increase our distribution to 20 million pounds a year, that will equal more than 4 million additional meals for hungry families. Through the Space to Erase Hunger project, MANNA FoodBank will be able to achieve the following:

- Provide more food to more people.
- Supply more fresh produce and proteins, which will allow our clients to make better food choices.
- Add stability to the lives of food insecure people throughout our region.
- Empower our partner agencies through education and increased collaboration.

YOU MAKE IT POSSIBLE.

We are fortunate to have such a large and dedicated group of MANNA supporters. You give your money and time generously with no thought of personal reward or public praise. Your selfless commitment to helping people in need throughout Western North Carolina lies at the heart of our mission.

Our renovations will be a very concrete manifestation of the commitment that we have made to our community. At the completion of the Space to Erase Hunger Capital Campaign Project, we will have more room to store this food, and better means by which to inventory, package, and distribute it. We need your continued support to make our goal. The 107,600 people in our region who sought food assistance last year are counting on us so that they may have a better tomorrow, a tomorrow without the barrier of hunger, a tomorrow that includes a stronger community for everyone.



Distribution to
20 million pounds a
year which



4 million additional
meals for hungry
families.

Honorary Capital Campaign Chair
David Holt and Campaign Director
Donna Ensley



THE BUDGET

FEATURE	COST
Design Services (architect/surveys/utilities)	\$100,000
Freezer Equipment & Installation	\$160,000
Cooler Equipment & Installation	\$90,000
Building upgrades & renovations	\$1,880,000
Equipment & installation (Racking, dock leveler)	\$210,000
Furniture & Fixtures (Volunteer center and admin offices)	\$140,000
IT Improvements	\$250,000
Campaign Administration	\$90,000
Contingency & Pledge Attrition	\$80,000
TOTAL GOAL:	\$3,000,000

If the goal is exceeded, regional distribution sites will be selected in strategic locations in our service area, in order to strengthen our partner agencies' ability to distribute the increased volume of fresh fruits and vegetables and other perishable items.

WAYS TO GIVE

All donors will be listed in the campaign report, which will be celebrated on the website and in the media.

PLEDGE: You may make a pledge for up to 3 years. See pledge form.

CASH: Checks and cash contributions are welcome.

SECURITIES: See the pledge form or your financial advisor for instructions.

GIFTS-IN-KIND: Material and service contributions that meet project specifications are welcome.

There are opportunities for gifts to honor and name significant features and spaces. Please ask to see the current list of available features and spaces.

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

MANNAFoodBank.org | 828-299-3663

