

Fiscal Year 2019 | July 1, 2018 - June 30, 2019

# Mid-Ohio Food Collective Annual Report



*rooted in you.*



foodbank | farm | farmacy | kitchen | market



**mission**

to end hunger one nourishing meal at a time while co-creating communities where everyone thrives

**vision**

hunger-free and healthier communities



## what's on the menu

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Dear Friends,

*Let's consider a different perspective.*

For 40 years, we've worked hard to feed our hungry neighbors, neighbors like Kelly who also work hard -- every single day. Like so many of our customers, her job pays below living wage, leaving her with both limited time and resources. Her full-time job also means it is difficult for her to get to a pantry when it is open, even when she really needs our help.

Her story, and countless others like it, gave us a fresh perspective. To co-create thriving communities, we have to continually ask ourselves: how can we be in the right place at the right time with the right food?

2019 was a year of evolving food perspectives, focusing our work, and looking with greater hope towards the future. We're humbled by the work that we do each and every day and couldn't do it without you. Your support helped improve the lives of so many people like Kelly, who want to take care of their families just like each of us.

40 years strong,



Matt Habash, CEO



# mid-ohio food collective

foodbank | farm | pharmacy | kitchen | market

## **change the look. change the conversation.**

We've always pushed traditional food banking forward by constantly learning, growing, and innovating to better meet the needs of our customers.

For decades we've been impacted by thousands of unique hunger stories and we know that every story needs its own solution. We've learned that hunger goes beyond the dinner plate — a car breaking down, losing a job, combating racism, finding affordable housing, or earning a living wage.

Mid-Ohio Foodbank (anchor asset), Mid-Ohio Farm, Mid-Ohio Pharmacy, Mid-Ohio Kitchen and Mid-Ohio Market work together to strengthen the Mid-Ohio Food Collective toward addressing the social determinants of health that place, and often keep, our neighbors in poverty.

## **The Mid-Ohio Food Collective is about rolling up our sleeves and meeting our neighbors where they are.**

This new logo and brand was inspired by our customers and designed in-house.

Everything we do ties back to our goal of ending hunger.



# MEETING THE MISSING MEAL GAP

Based on comprehensive research, we know that our hungry neighbors who live at or below 200% of the poverty line\* are still missing 56 million meals a year in Franklin County and nearly 114 million meals across our 20-county footprint.

## MISSING MEALS INDEX

### 20 COUNTY FOOTPRINT

TOTAL MEALS NEEDED PER YEAR  
3 meals a day, 365 days a year

842,806,170



**769,686**  
People living at or below 200%  
of poverty\* are missing

MEALS PURCHASED  
personal income spent on food

444,908,853

53%

GOVERNMENT RESOURCES  
meals provided through public support

237,488,138

28%

CHARITABLE RESOURCES  
meals provided by non-profits, etc.

46,581,177

6%

NUMBER OF MISSING MEALS  
missing meal gap

113,828,002

14%\*\*

**49**  
**DAYS**  
of eating  
a year

\*2018 poverty guidelines show that an annual household income for a house of (3) at or below 200% poverty is \$41,560.

\*\*Percentages rounded to the nearest tenth.



**WE'RE  
WORKING  
SMART TO  
FIND FRESH  
SOLUTIONS.**

**THERE'S MORE WORK TO BE DONE.**

## EN ROUTE TO ENDING HUNGER

*Mid-Ohio Foodbank is the asset that holds our facility, 680 partner network, fleet of trucks, the logistics in moving food, & our associates.*

Donna found herself in an unexpected situation: she was laid off from her job and shortly after, diagnosed with Type 2 Diabetes. On top of all this, she cares for her two adult children with autism who live at home.

At the pantry, she's able to stretch her SNAP benefits so she can take home the fruits and vegetables she needs to help manage her diabetes.

*"I remember coming here for the first time and being able to take home some fresh cabbage to cook. I know it might not seem like a lot to some people, but it is something my family was extremely thankful for."*



**right food, right place, right time**

The Foodbank is the anchor asset serving as the backbone of all we do.

It's the advanced logistics we deploy to distribute millions of pounds of fresh and shelf-stable food to our communities.

The Foodbank works with grocers, food companies, Ohio farmers, USDA, community partners, and donors to obtain, store, and distribute food to hundreds of partners including food pantries, soup kitchens, shelters, after-school programs, and senior housing sites across 20 counties in central and eastern Ohio.

***"... getting the produce I need is a big deal for my family."***



# 67 MILLION

POUNDS OF GROCERIES DISTRIBUTED LAST YEAR

ENOUGH FOOD FOR

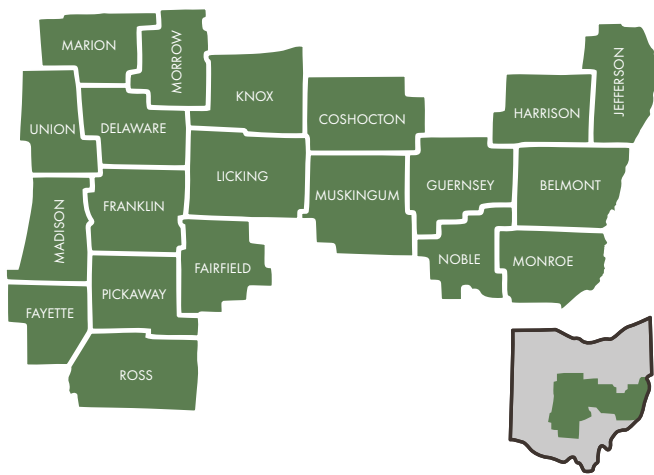
## 151,000 MEALS EACH DAY



# 1,071,000

## VISITS FOR FOOD

**74% OF SERVICES GO TO A HOME WITH AT LEAST ONE CHILD OR SENIOR**



# 60%

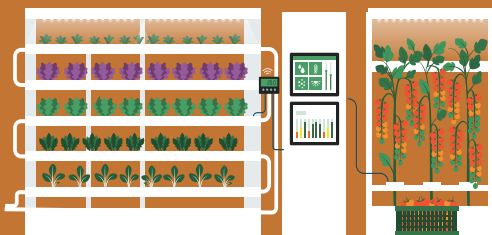
**OF FOOD DISTRIBUTED IS FRESH**

## GROWING FRESH & SMART FUTURES

*Mid-Ohio Farm is an urban smart farm, built to help maximize crop yields to make fresh local produce more accessible to everyone.*

# 1/4 ACRE

IN A VERTICAL TOWER GROWING SYSTEM



# = 5 ACRES

OF TRADITIONAL FARMING

Imagine if one tomato plant became twelve in the same amount of space.



**making every square foot count**

We know that fresh produce is directly linked to health. The Mid-Ohio Farm is increasing access to fresh, local produce while encouraging civic engagement for low-income, food-insecure residents.

The Farm tests new growing systems, trains farmers on new techniques, and educates about the importance of urban agriculture. We're working to change the fresh food landscape to have a larger impact on local communities.

DISTRIBUTED  
**14 USDA GRANTS**  
TO LOCAL URBAN FARMS IN 2019

**6 FARMS FOCUS ON  
COMMUNITY  
DEVELOPMENT**

**2 FARMS FOCUS ON  
IMMIGRANTS &  
REFUGEES**

**5 FARMS FOCUS ON  
CHILDREN & YOUTH**

**1 FARM FOCUSES ON  
PEOPLE WITH  
DISABILITIES**



food-based health care

Individuals in food-insecure families have a **49% greater risk** of costly diseases like **clinical diabetes<sup>1</sup>**, **21% higher risk of clinical hypertension<sup>2</sup>**, and **32% increased odds of being obese** compared to food secure adults<sup>3</sup>. We know that the right foods can help provide essential nutrients for the management and healing of chronic conditions.

We launched the Farmacy in 2015 to create an accessible and scalable model for distributing healthy food to improve overall health.



**20,000+ PATIENTS**  
**ARE NOW ENROLLED**

1. Citation: Seligman, Hilary K et al. "Food insecurity is associated with chronic disease among low-income NHANES participants." *The Journal of Nutrition* vol. 140,2 (2010): 304-10. doi:10.3945/jn.109.112573
2. Citation: Seligman, Hilary K et al. "Food insecurity is associated with chronic disease among low-income NHANES participants." *The Journal of Nutrition* vol. 140,2 (2010): 304-10. doi:10.3945/jn.109.112573
3. Citation: Pan, Liping et al. "Food insecurity is associated with obesity among US adults in 12 states." *Journal of the Academy of Nutrition and Dietetics* vol. 112,9 (2012): 1403-1409. doi:10.1016/j.jand.2012.06.011

## **STRONGER, VIBRANT COMMUNITIES**

*Mid-Ohio Farmacy bridges the gap between health care and access to nutritious food, helping patients improve and sustain their overall health and well-being.*

One Farmacy patient is able to get all of her fresh produce from one of our network partners. She now has the room in her budget to afford the insulin that treats her diabetes.



## COOKING UP MEALS FOR THE COMMUNITY

*Mid-Ohio Kitchen provides fresh, healthy food programs for kids, schools, seniors, and other community members.*

In the Kitchens, we also focus on workforce development. After gaining customer service skills, learning how to work in a team setting, and basic kitchen skills, one of our 'graduates' is now on his way to a full-time position (with benefits) at Nationwide Children's Hospital's Food Service Department.



# mid-ohio kitchen

bringing everyone to the table

Healthy food is more than great ingredients and too often, there is not enough time or resources to prepare a hot meal. Yet good dependable meals mean more focus in the classroom, less stress at home, and stronger communities.

**20,210**  
**COMMUNITY MEALS SERVED**  
*(including Roots Cafe Free Meal Program)*

**114**  
**KIDS CAFÉ SITES**

**318,155**  
**MEALS AND SNACKS SERVED**  
keeping students' bellies full  
so they can focus on learning



space for more

Millions of meals are being missed every year with stigma and accessibility as huge barriers to seeking needed help. We know that if our neighbors who are struggling visit an agency at least twice a month for fresh food, they will experience improved health outcomes, which in turn will help mitigate healthcare costs for all.

In 2019, we officially opened the first Mid-Ohio Markets at Columbus State Community College (CSCC) and HEART in Reynoldsburg.

**25% OF CUSTOMERS  
AT BOTH  
CSCC & HEART  
ARE COMPLETELY NEW TO OUR NETWORK**

**FREQUENCY OF  
VISITS IS UP BY 50%  
& MORE VISITS MEANS HEALTHIER CUSTOMERS**

## COMMUNITY-PLACED RESOURCES

*The Markets are community-placed customer-centric resources that provide a no-cost, grocery store type of experience with wraparound services.*

*"With my two kids along, I thought it was going to be a disaster, but the volunteers were so helpful. Everything was set up so that it was easy to walk through and choose what you would like. It's my daughter's new favorite 'grocery store'."*

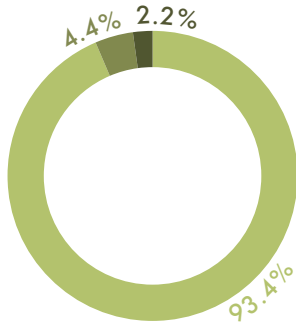


# MANAGING RESOURCES

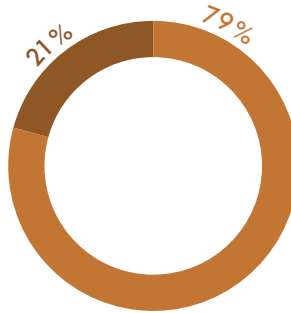
TO BEST SUPPORT OUR HUNGRY NEIGHBORS | JULY 1<sup>ST</sup>, 2018 - JUNE 30<sup>TH</sup>, 2019

## DONATE

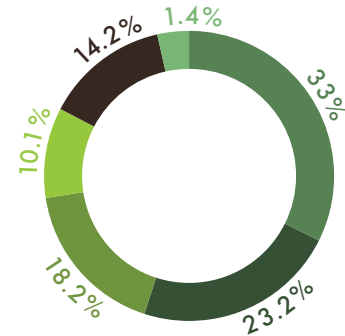
how we use our resources



sources of support



monetary support



|                    |                     |
|--------------------|---------------------|
| ● PROGRAM SERVICES | \$88,901,274        |
| ● ADMINISTRATION   | \$4,145,839         |
| ● FUNDRAISING      | \$2,126,554         |
| <b>TOTAL</b>       | <b>\$95,173,667</b> |

|                  |                     |
|------------------|---------------------|
| ● FOOD VALUE     | \$76,048,322        |
| ● MONETARY VALUE | \$20,230,574        |
| <b>TOTAL</b>     | <b>\$96,278,896</b> |

|                      |                     |
|----------------------|---------------------|
| ● INDIVIDUALS        | \$6,532,465         |
| ● EARNED INCOME      | \$4,583,977         |
| ● CORP & FOUNDATIONS | \$3,593,952         |
| ● OPERATION FEED     | \$2,004,489         |
| ● GOVERNMENT         | \$2,808,993         |
| ● OTHER              | \$278,497           |
| <b>TOTAL</b>         | <b>\$19,802,373</b> |

|                                 |              |
|---------------------------------|--------------|
| CHANGE IN NET ASSETS            | \$677,028    |
| NET ASSETS AT BEGINNING OF YEAR | \$28,298,391 |
| NET ASSETS AT END OF YEAR       | \$28,975,419 |

## VOLUNTEER

**OVER 13,309**  
**VOLUNTEERS DONATED**  
**76,310 HOURS**

## ADVOCATE

**10 UNITED STATES SENATORS/REPRESENTATIVES**  
**34 STATE LEGISLATORS**      **60 COUNTY COMMISSIONERS**

and mayors, city council members, and local officials throughout our 20-county footprint.

# operationfeed

# 8,931,497

**MEALS RAISED THROUGH**  
ANNUAL CORPORATE GIVING CAMPAIGNS

GENEROUS LOCAL MEDIA PARTNERS  
PROVIDED AN ADDITIONAL

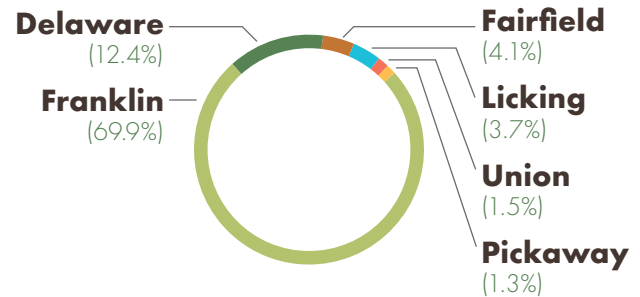
# \$500,000

**IN MEDIA SUPPORT**

# double your donation

**\$2**  
MILLION  
raised,  
providing  
up to  
**\$18**  
MILLION OF  
GROCERIES

1,463 NBC4 Call-ins  
4,817 Online Donations  
765 Text-To-Donate Donations  
1,322 New Donors  
4-5 PM Peak hour



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**mid-ohio food collective**

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