

2017 ANNUAL REPORT



Letter from the Board Chairperson and the President and CEO

2017 represented a year of reflection and reinvention for Feeding America West Michigan. At the start of the year, following a record-breaking 2016, we asked ourselves one question: what's next?

Over the months, we gathered clients and stakeholders to help us determine the next phase of our legacy: how to become leaner, make our voices louder, and extend our reach to the farthest-flung communities in our 40 counties. At the culmination of these months of hard work, we affirmed our mission and vision statements that encapsulate why we continue to push toward our goals every day, and what we envision for the future of the communities that we serve.

*Our mission: We **gather** and **distribute** food to relieve hunger and increase food security in West Michigan and the Upper Peninsula.*

*Our vision: A community in which all neighbors are **nourished** and **empowered** within an **equitable** food system.*

The words held within these statements are more than a pleasant thought: they inspire changes that create meaningful, lasting impact for families living in our service area.

Gather and distribute. In 2017, we delivered 26.7 million pounds of food to 900+ partner agencies. That is the equivalent of 22 million meals, put into the hands and onto the tables of hungry families in our community. In 2018, we aim to establish lasting partnerships with new food donors and strengthen existing relationships with our current donors – from farms to retailers to manufacturers.

Nourished. Now more than ever, we are making a conscious effort to encourage healthy lifestyles for those we serve. This is taking shape through targeted efforts to procure and

distribute more fruits and vegetables than ever before. In 2017, roughly 30% of the food that we distributed was fresh produce.

Empowered. We strive to embody empowerment every day: empowering our partner agencies to provide the most impactful services and resources to their clients, and empowering every member of our community to flourish by lessening their burden of food insecurity.

Equitable. Every neighbor living in our 40-county service area has the right to adequate and nourishing food. Beginning with a research project in 2017 that determined the highest-need census tracts in our service area, we have worked to provide targeted assistance in areas where the need is the greatest, to ensure that all neighbors have the same opportunities and resources.

We could not accomplish any of these goals without the partnership of our agencies, volunteers, donors and staff. Thank you so much to all who have joined in this great work. But there is still a lot of work to be done. 1 in 8 people in our service area are still hungry. By becoming involved with Feeding America West Michigan, you send a message that every one of them deserves to live in a community where they are able to thrive. **Can we count on you?**

Sincerely,

Kenneth R. Estelle
President & CEO

Kelly Crosse
Board Chair

2017 Top Food Donors

Feeding America West Michigan receives food from hundreds of grocery stores, farms, and manufacturers who donate every conceivable type of food from fresh lettuce and frozen meat to breakfast cereal and milk. In 2017, these partners provided a total of 27,349,900 pounds of food.

Top 20 Food Donors of 2017

Walmart	2,112,196
Meijer	2,072,836
Sam's Club	1,263,596
Kellogg Company	967,972
Gordon Food Service	771,402
SpartanNash Stores	732,897
General Mills	650,644
Coca-Cola Company	479,112
Country Fresh Dairies	417,521
Kerlikowske Family Farms	407,024
National Food Group	352,964
Target	310,062
Roskams Bakery	292,035
Sysco Grand Rapids	274,153
ALDI	266,622
Old Orchard	265,984
Superior Foods	231,012
Mondelez International	228,022
Marker Farms	209,867
National Assoc. of Letter Carriers	201,921

Top 20 Total 12,507,842



A network of agencies.

2017 Top Agencies



Agency	City	Pounds Dist.
Muskegon County Cooperating Churches (Mobile Pantry)	Muskegon	638,498
Community Food Club	Grand Rapids	587,710
Love in Action - Tri-Cities (M)	Grand Haven	375,322
Rotary Charities of Cadillac (M) / RCCF	Cadillac	261,978
Love INC - Newaygo County	Grant	214,951
Salvation Army - Adult Rehab	Grand Rapids	203,718
Family Network (M)	Wyoming	202,871
TrueNorth Community Services Food Pantry	Fremont	199,785
Good Neighbor Services (M)	Manistique	192,056
Streams of Hope Food Center	Grand Rapids	188,837
Ishpeming CUP/FAWM (M)	Ishpeming	188,292
Project Hope of Allegan County	Dorr	165,629
Salvation Army - Sault Ste Marie	Sault Ste Marie	148,849
SECOM South End Community Outreach Ministry	Grand Rapids	143,981
UCOM	Wyoming	139,057
Senior Meals Program Food Pantry	Grand Rapids	137,895
Loaves & Fishes - CAST/CCWM	Muskegon	131,056
Barryton Area (M)	Barryton	127,337
Northside Churches@ Fifth Reformed (M)	Muskegon	127,330
Kids Food Basket	Grand Rapids	120,274



RESCUED *and* REPACKED

Last year, our volunteers worked to sort, repackage, and label the millions of pounds of food that we received from farms, stores, and manufacturers. In 2017, our volunteers repacked **6,155,760 pounds of food** or **5,129,800 meals**.

1,774 Volunteers

1,275 First-time Volunteers

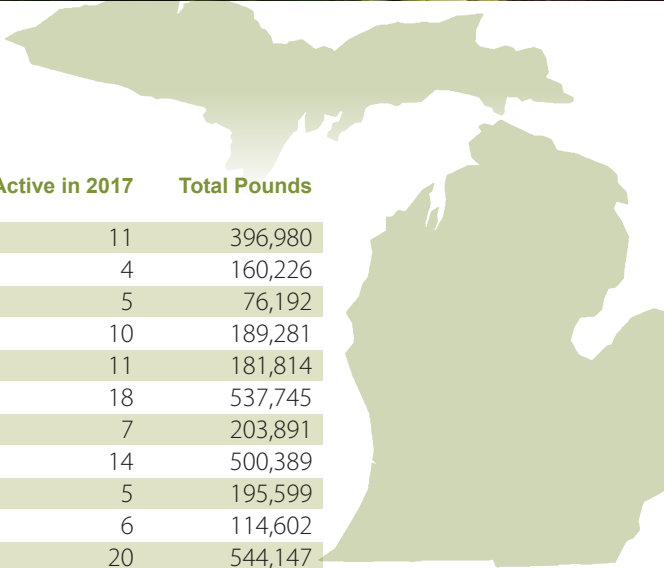
25,649 Hours

Meals Per Hour: **200**



*Local
Farmers*
Are Feeding
West Michigan

2017 County Distribution Totals



County	Agencies Active in 2017	Total Pounds	County	Agencies Active in 2017	Total Pounds
ALGER	5	109,085	LAKE	11	396,980
ALLEGAN	20	617,237	LEELANAU	4	160,226
ANTRIM	17	745,483	LUCE	5	76,192
BARAGA	8	140,794	MACKINAC	10	189,281
BENZIE	6	254,160	MANISTEE	11	181,814
BERRIEN	69	1,433,725	MARQUETTE	18	537,745
CASS	20	472,851	MASON	7	203,891
CHARLEVOIX	13	524,618	MECOSTA	14	500,389
CHIPPEWA	27	343,170	MENOMINEE	5	195,599
DELTA	10	333,760	MISSAUKEE	6	114,602
DICKINSON	13	280,081	MONTCALM	20	544,147
EMMET	17	1,157,408	MUSKEGON	29	1,358,802
GOGEBIC	8	233,828	NEWAYGO	27	1,448,325
GRAND TRAVERSE	30	681,141	OCEANA	9	349,615
HOUGHTON	25	584,877	ONTONAGON	7	112,338
IONIA	16	540,153	OSCEOLA	14	331,462
IRON*	10	225,361	OTTAWA	63	1,754,880
KALKASKA	8	183,656	SCHOOLCRAFT	5	263,635
KENT	281	7,26,183	VAN BUREN	23	483,408
KEEWEENAW	1	26,603	WEXFORD	20	616,321

Total **911** **25,933,826**
 To Other Food Banks: 1,454,645



The NUMBERS

STATEMENT OF FINANCIAL POSITION, DECEMBER 31, 2017



1.4%
Fundraising

97.7%

Programs



0.9%

Administration

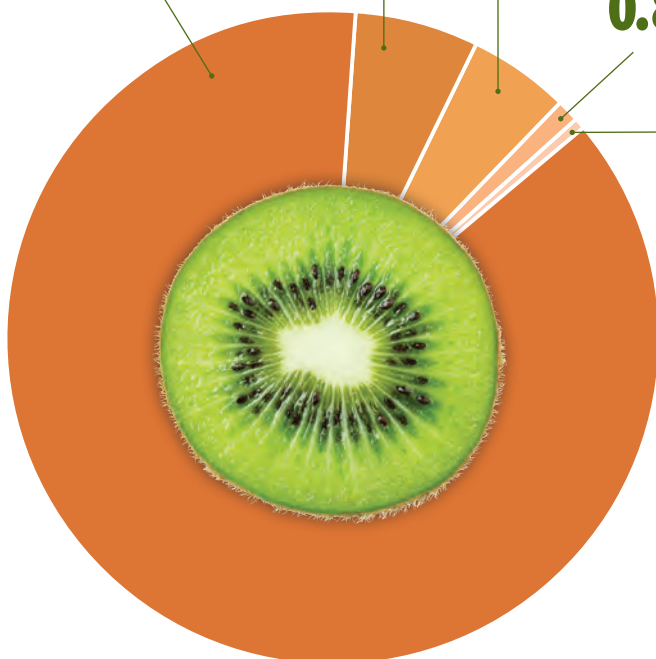
88.4%
Non Cash

5.1%
Handling Fees

5.4%
Contributions

0.8%
Grants

>0.1%
Other



EXPENSES

Programs	\$47,782,993	97.7%
Fundraising	\$678,501	1.4%
Administration	\$440,281	.90%
Total	\$48,901,775	100%

Programs: All expenses related to reclaiming, storing and distributing food in the 40 counties we serve. Includes \$43,942,025* of food and grocery items distributed.

Fundraising: The cost of communications and development activities.

Administration: Costs related to administrative and accounting activities, along with other expenses not directly connected to food distribution.

REVENUE

Handling Fees	\$2,551,148	5.1%
Contributions	\$2,702,968	5.4%
Grants	\$421,647	0.8%
Other	\$66,880	>0.1%
Non-Cash	\$43,942,025	88.4%
Total	\$49,684,668	100%

Handling Fees: Cost-sharing with partner agencies, who pay 6 to 18 cents per pound for most items.

Contributions: Gifts from individuals, companies and other organizations.

Grants: Income from charitable foundations and government agencies.

Non-Cash: The value of the food we received.*

* Value based on an annual analysis done for Feeding America's national office by an independent auditor.



2017 Feeding America West Michigan Annual Report Addendum

A) **Board and Officer Roster:**

Kenneth R. Estelle – President and Chief Executive Officer
Kelly Crosse – Chairperson of the Board
Buzz Baker – Vice President
Patrick Repins – Treasurer
Mark Lubberts – Secretary
Jeffrey Battershall – Board Member
Thomas Bylenga – Board Member
Mike DeVriendt – Board Member
Joan Garety – Board Member
Beulah Guydon – Board Member
Richard Haslinger – Board Member
Kevin Mahoney – Board Member
Bruce McCoy – Board Member
Jerry Price – Board Member
Robert Stark – Board Member
Danielle Veldman – Board Member

B) **Financial Information: As reported in IRS Submission 990**

- i) Total 2017 Income \$49,684,688
- ii) Expenses by category:
 - Total: \$48,901,775
 - Program Expense (including In-Kind): \$47,782,993
 - Fundraising Expense: \$678,501
 - Administrative Expense: \$440,281
- iii) Ending Net Assets: **\$9,592,908**