



2020 CELEBRATE COMMUNITY

Annual Report



COMMUNITY
FOOD CLUB

Celebrate Five Years

It may seem odd to have a theme of celebration in the midst of a global pandemic. However, you can always count on the Community Food Club being a place that is full of vibrancy, healthy foods, and lots of joy. It's simply what we do. It's been five years since the Food Club opened our doors and we certainly have a lot to **celebrate** this year.

We **celebrate** a year of breaking down barriers. We eliminated our formal referral process, making it easier for individuals to join our program. After listening to our members struggle to acquire cash or having to make a special trip to the ATM, we started accepting credit cards making it easier for members to pay their fee. With the economy in flux, we heard from many potential participants that it was hard to find the first month's membership fee. We sought and received funding from the Kent County COVID Response Fund to allow us to offer the first month free to new members.

We **celebrate** a year of creative adaptation. From instituting a "curbside delivery" program where members phoned in their orders, to piloting a delivery program, to re-opening our storefront with new health and safety procedures, the Food Club team rose to the challenge. We learned that our model is flexible and quick responding.

While we have come so far, there is still so much to be done. As we continue to navigate our way through this trying time, we know the number of people in need of access to affordable, healthy foods continues to rise. We will continue to be here for our community, providing access to healthy foods and the quality shopping experience our members have enjoyed these last five years.

Be Well,

AJ Fossel | Executive Director

Who we are

The Community Food Club is an innovative and dignified approach to food security rooted in consumer choice, member participation, and access to healthy foods.

VALUES

Community: building & encouraging strong relationships in a friend & safe environment

Member-Centered: Ensuring a quality shopping experience, increased choice, & active participation for all members

Evaluation: Making informed decisions based on research & data

Dignity: Demonstrating & promoting mutual respect & appreciation

Health: Providing accessible & affordable selection of healthy foods & nutritional education opportunities

Equity: Creating an inclusive, diverse, & just organization that works to reduce disparities

Consumer Participation: Encouraging ownership & buy-in by way of membership fees & input

Collaboration: Members, donors, & other sectors investing to ensure effective program & financial stability



Celebrate Outcomes & Key Findings

After 6 months of membership at the Food Club:



Food Club: By the Numbers

2020



COMMUNITY FOOD CLUB

household race
& ethnicity



African American:	27.8%
Hispanic:	44.6%
Other/Multicultural:	4.1%
White:	23.5%

1,025,141

POUNDS OF FOOD
DISTRIBUTED



1,123,607

DOLLARS OF FOOD
DISTRIBUTED



age of individuals
in each household



0-18:	61.4%
19-39:	12.9%
40-59:	16.1%
60+:	9.5%

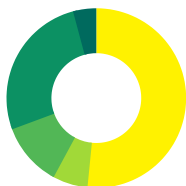
FRUITS AND VEGETABLES COMPRISED

51.1%

OF MEMBERS FOOD SELECTIONS



food
purchases



Fruits and veggies:	51.6%
Meat:	6.3%
Dairy:	11.5%
Shelf stable goods:	26.5%
Beverages:	4.2%

8,390

MEMBERS SERVED



Celebrate the Voices in our Community

“We’re often asked at the Food Club, what do member fees go towards? Food? Operations? Staff salaries?

Member fees make up 16% of the Food Club’s annual revenue those fees go first and foremost towards education and engagement opportunities for members. One of these engagement opportunities, prior to COVID, were sample days. Twice a month we would offer healthy sample days with recipes made from ingredients found around the Club. The sample days had become a vital part of the Food Club’s culture. Whether the samples were made with foods that were unfamiliar to some, or if a member had an idea on how to make a sample better, discussion was always present.

As COVID created barriers to safely distributing samples to our members, we moved to a virtual platform. We introduced Quick Bites, a YouTube series dedicated to continuing education surrounding healthy foods and recipes. Members, volunteers, and staff alike have all been featured on these videos as they walk viewers through how to create a Food Club friendly recipe.

A recent Quick Bites video highlighted Laura A.: Food Club volunteer, member, and vegetable enthusiast in one of these Quick Bites videos. Prior to COVID, Laura was working as a chef but when state shutdowns started to occur she was laid off. But luckily, as she often shares with us, she is a member of the Food Club! Laura states in the beginning of the video, “I am a member which I am so blessed. I love all of the availability of fruits and vegetables.” The produce section is both the pride and joy, as well as the hub, of the Food Club! 94% of our members report having increased access to fresh produce after being a part of the program for six months. For Laura and numerous other members, it’s always an exciting time to come into the Food Club and see the variety of vegetables that she can experiment with!



Celebrate the Voices in our Community

Mujadarra

Ingredients:

1 cup dry lentils | 3 cups stock
1 cup of rice | 1 yellow onion | Olive oil
Lemon juice | Salt | Pepper

Instructions:

- Pour 1 cup of lentils and 3 cups of stock into a medium pot. Cover and place on medium heat.
- Thinly slice onions and place in medium pan with 3 tablespoons of olive oil, placing on low heat. Be sure not to crowd the onions into the pan so they can caramelize correctly, rather than steam. Once golden brown, remove the onions from heat.
- Once the lentils have soaked up most of the stock, about 10 – 12 minutes, add 1 cup of rice and 1/2 cup of stock, cover again and return to heat. Let the rice cook fully through, about another 6 – 8 minutes.
- Season the caramelized onions with salt and pepper.
- Serve warm, garnish with fresh lemon juice and onions

Laura's segment of Quick Bites taught us all how to make a Lebanese dish, 'mujadarra', using only ingredients found at the Food Club. Not a sound was heard as Food Club staff and volunteers tried this dish as we were focused on how delicious the caramelized onions were, how sweet and sour the flavor of lemon was, and how amazed we were with this dish made using only nine points in the Food Club.



Meet our Partners



Community Food Club's
Monthly Giving Group

26
members
\$14,000
annually



Community Food Club's
Major Giving Group
Gifts of \$500 +

26
members
\$51,350
annually

GIFTS OF \$5,000 AND ABOVE

Amway Corporation
Anonymous
CDV5 Foundation
Douglas and Maria DeVos Foundation
Fifth Third Bank
Heart of West Michigan United Way
Hudsonville Creamery
James and Jane Welch Foundation
Jordan and Micaela Richtsmeiers
Kent County Senior Millage
Michigan Health Endowment
Mick McGraw
PNC Foundation
Sebastian Foundation
SpartanNash
Spectrum Health Healthier Communities

Food Club Financials

SOURCES



	Donated Goods & Services	\$580,067
	Grant & Contracts	\$561,656
	Membership Fees	\$134,016
	Special Events	\$89,822
	Individual Donations	\$64,111

Total | \$1,429,672

USES



	Food	\$837,920
	Staffing	\$160,400
	Facility	\$63,965
	Administration	\$100,317
	Store Operations	\$43,295
	Fund Development	\$48,544
	Future Operations	\$175,231

Total | \$1,429,672

Celebrate Your Impact

425

average volunteer
hours per month

89

new volunteers
we've welcomed

129

total volunteers
in 2020

Volunteers who've donated over 100 hours

Patrice Vrona	Morrie Dieleman
Suzy Schwark	Carol Greenburg
Mary Dengerink	Cheryl Bremer
Carol Flietstra	August Treu
Dick Flietstra	Sean Strong
Steve Parker	Irene Walker
Molly Parker	Bill Waite
Dotti Clune	Yasser Qureshi
Henry Cambero	Barb Fulmer

Volunteers who've donated over 250 hours

Pat Hornick	Bill Sweetman
Linda Kristensen	Jan Kittel-Mann
Mary Bierlein	Ralph Overzet
Jeanna May	Ruth DeRuiter
Sandy Crawford	Nicole Wilterink
Becky Stein-Wells	Mary Dirkse
Maigunn	Jim Higgins
Kristensen	



Celebrate Your Impact

The Community Food Club truly wouldn't be able to run as efficiently or effectively without such dedicated volunteers. Each day we offer 13 volunteer slots doing check-in, checkout, or stocking our shelves, and more than 80% of the time, those slots are completely filled. We can't accurately express how much this means to us, as well as our members, especially during these uncertain times.

In 2020, according to the Independent Sector, the hourly volunteer rate is placed at \$27.20. The Food Club averages 425 volunteer hours per month, meaning, our Food Club Family donated \$138,720 worth of their time this year. For an organization our size, this means the world.

For more information on how to join our Food Club Family, please visit communityfoodclubgr.org/volunteer

We offer
group
opportunities!





BOARD OF DIRECTORS

Dave Jacobs - Board Chair
Doug Scholma - Vice Chair
Betty Zylstra - Secretary
Jerlean McAlister - Treasurer
Bobby Garmon
Kurt Knoth
Ken Estelle
Sonia De La Cruz
Joel Ruiter
Jay Zylstra
Dr. Tiffany Letts
Gustavo Rotondaro



COMMUNITY
FOOD CLUB

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