

2020-2021

Cultivating Community

Community Food Club's
Annual Report



COMMUNITY
FOOD CLUB





Community in a time of need

After a year of isolation, one comes to appreciate community. Being together, be it sharing a meal or simply a conversation is a privilege and something I hope we never take for granted after COVID. When I reflect on the past year, I can't help but be grateful for all that we've accomplished at the Food Club. We've overcome food shortages, lived through ever changing health protocols, and adapted our programming to work during these times. However, what I am most proud of is that in the midst of the pandemic, **we've been able to create a space of greater community than ever before.**

This year we focused on community. We strengthened our relationships with our members. **We welcomed over 7,400 individuals into the Food Club,** providing a dignified shopping experience and the healthy foods that were needed more so than ever before. As one of the few spaces people could be together face to face, we had an opportunity to really share life with those who walked through our doors. This opportunity to get to know one another is one that we've worked hard to cultivate. Our model works best when members feel comfortable sharing with us their food needs and cultural preferences. As we look to the future, our members will continue to shape our programs and food offerings to ensure that our space is equitable, dignified, and where true community exists.

As you read through these pages, know that there is a place for you at the Community Food Club. To create a more equitable food space it takes people from all walks of life to accomplish.



AJ Fossel | Executive Director

COMMITMENT TO DEI

Diversity, equity, and inclusion are central to our mission and our impact. The Community Food Club exists to provide a culturally appropriate, dignified shopping experience for all Kent County residents faced with food access challenges. We recognize that we have much to learn and know that it takes a multitude of perspectives to ensure our mission is achieved.

We honor the characteristics, traits, and experiences that make each person unique and are committed to creating environments that make all people feel welcomed, supported, valued and meaningfully engaged.

VALUES

Community
Member-centered
Dignity
Choice
Health
Collaboration
Equity
Evaluation
Consumer Participation

OUR MISSION

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



Celebrate Outcomes & Key Findings

After 6 months of membership at the Food Club

That's three times more than a traditional grocery store!

Consumed more fresh fruits & vegetables



95% increased

Food Access



35% increased

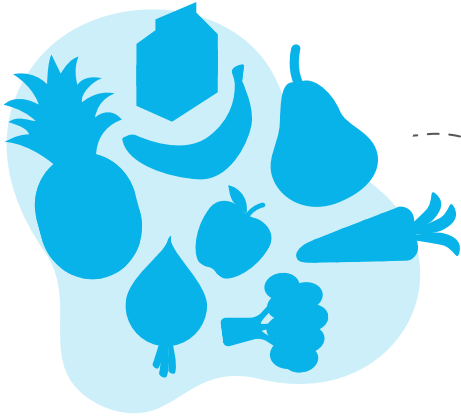
46% maintained

Financial Security



30% increased

By the Numbers



934,400
POUNDS OF FOOD
DISTRIBUTED

WHICH IS ABOUT

\$1,136,360

53%

OF WHICH WAS A
FRUIT OR VEGETABLE

AND SERVED
7,421
PEOPLE

household race & ethnicity



- African American: 23%
- Hispanic: 51%
- Other/Multicultural: 5%
- White: 21%

age of individuals in each household



- 0-18: 56%
- 19-39: 21%
- 40-59: 15%
- 60+: 8%

food distributed



- Fruits & veggies: 53%
- Meat: 4%
- Dairy: 2%
- Shelf stable goods: 36%
- Beverages: 4%

Creating community with our neighbors

Over the course of the last 18 months, each one of us has struggled to find and enjoy community around us while working to remain safe and healthy. The Food Club has become a place where community can come and shop for fresh, healthy food, see other shoppers they may know, and create relationships while being socially-distanced at checkout. There is never a quiet moment at the Food Club.

While there are natural community connections in the Food Club, we have taken our time and committed to creating opportunities for community and relationships. From cooking classes and sample days, to a 49507 Community BBQ and a Low-Carbon Harvest Feast, we've seen more of our Food Club Family than ever before.





This past July, we partnered with Food Club member, community activist, and local caterer, Darrell. With Darrell's connection to so many individuals in our neighborhood from his volunteering and catering, having him take charge on the BBQ was the only option! Becoming a social hub in our community was not an initial goal of the Food Club, but as we've dedicated time and energy to our neighbors, it's become one of the most important components of what we do.

On the day of the Community BBQ, we welcomed over 250 guests, more than 20 new member households, and celebrated our 49507 community with friends, family, neighbors, and volunteers. We played games, ate amazing food, enjoyed snow cones, learned about other resources available in Grand Rapids, and had conversations that ended in increased knowledge.

As we finish up our year dedicated to the community that surrounds us, we want to recognize the community that has helped create and maintain the Food Club model. From donors to corporations, our community would not be complete without all of the time, talent, and treasure you have donated to the Food Club. We're looking forward to another year full of learning, conversation, and of course, community.

Meet our partners

Gifts of \$5,000+

Amway Corporation
Anonymous
Fifth Third Bank
Grand Rapids Community Foundation
Heart of West Michigan United Way
Jack & Rita Kirkwood
Mick McGraw

James & Jane Welch Foundation
Kent County
Kent County Senior Millage
PNC Foundation
Sebastian Foundation
Spectrum Health Healthier Communities

The Bunch

Community Food Club's monthly giving group

50 monthly donors



who have given

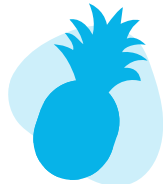
\$30,500

and provided 3 full months of produce



The Orchard

Community Food Club's major giving group



66 major donors



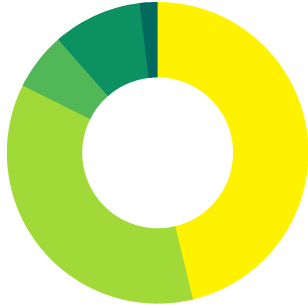
who have raised

\$67,750

this year

Food Club Financials

SOURCES



Donated Goods & Services	\$862,304
Grant & Contracts	\$673,750
Membership Fees	\$115,066
Individual Donations	\$178,203
PPP Loan	\$35,700

Total: \$1,865,023

USES



Food	\$1,128,201
Staffing	\$142,559
Facility	\$55,621
Administration	\$92,419
Store Operations	\$41,644
Fund Development	\$51,363
Future Operations	\$353,216

Total: \$1,865,023

Community through volunteering

250+
hours

500+
hours

Mary Bierlein
Nicole Wilterink
Bill Sweetman
Jan Kittel-Mann
Patrice Vrona
Ralph Overzet
Jeanna May
Dotti Clune

Maigunn Kristensen
Linda Kristensen
Sandy Crawford
Jim Higgins
Mary Dirkse
Ruth DeRuiter
Pat Hornick
Becky Stein-Wells
Henry Cambero

181

Food Club
volunteers

510

volunteer
hours each
month

45

volunteers
with over
100 hours

With the 2021 hourly volunteer rate being placed at \$28.54, our Food Club volunteers donated over \$193,000 worth of their time this year!



Listening to our community



As we explore and deepen our commitment to diversity, equity, and inclusion, we found it vital to check in with our members and hear their wants and needs for the store. During a phone study to gather this information, it was found that 14.4% of our members follow a dairy or gluten-free diet due to an intolerance, while 18% of our members have been diagnosed diabetic or being pre-diabetic. These discoveries and conversations have

led the Food Club to open up the Health Hub | Centro Sano. This section of our grocery store is dedicated to stocking foods that are helpful in fighting chronic illnesses such as high blood pressure and cholesterol, as well as stocking foods that are dairy and gluten-free.

Beyond the health of the items we offer, it is important that we continue listening to our members and work to purchase foods that are culturally appropriate in order to maintain a grocery store that's beneficial to all households regardless of race, ethnicity, or background.



BOARD OF DIRECTORS

Kurt Knoth - Board Chair
Doug Scholma - Vice Chair
Jay Zylstra - Secretary
Jerlean McAlister - Treasurer
Bobby Garmon
Dave Jacobs
Eric Jobe
Veronica Goudzwaard
Dr. Tiffany Letts
Gustavo Rotondaro



COMMUNITY
FOOD CLUB

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