

donors

member voice

evaluation

neighborhood

systems

staff

feedback

home

comm

dignity

All in, **all of us**

Annual Report
2021-2022

access

equity

partnership

creativity

volunteers



COMMUNITY
FOOD CLUB

A note from the Board Chair

It has been a truly amazing year at the Community Food Club! Many records have been set over the course of the last 12 months and everyone is in to make sure that we deliver for our members. Just to put things into perspective, we served 6,800 households, distributed \$1.6 million in food and our volunteers provided over 7,000 hours last year! We also welcomed 842 new households into our Food Club family and the demand is continuing to grow. All of the success that we've had over the last year could never have been accomplished alone. The Food Club has partnered with Chef Abby and New City Neighbors to create the healthy deli sides program. In addition, we started the Member Advisory Council this year to help us make programming decisions from the perspective of our members. I also want to give a shout out to our many volunteers and donors. The Community Food Club cannot do what we do without all of you... Thank you and here's to another successful year!



Kurt Knoth

All of us: members

There is something very special about the relationship between Food Club staff and members. Food Club members are not clients, they pay for a service, and by that, our relationship moves from one party giving and one receiving, to *both* parties investing in something together. Food Club membership fees create over \$100,000 of revenue for the Food Club each year; their investment is key! Members not only invest with their finances, but also with their participation. The membership fee provides a healthy dynamic of a customer to a store, where quality food, affordable prices, and great variety are all expected. If any of those are not met, Food Club members have a place to provide the feedback staff needs to maintain an excellent grocery experience.

While staff receives this kind of feedback every day via daily relationship with members, a more formal setting for the member voice is the Member Advisory Council. Six members from diverse backgrounds all gather once a month with staff to discuss how to make the Food Club better, from *their* perspective. The Advisory Council has been incredibly impactful particularly during this time of growth the Food Club has experienced in the past year. The Advisory Council has helped us ensure each member receives the same excellent experience while we navigate serving such high numbers. Thank you to this year's council for how you invest your time into the Food Club!

Kathryn VonMaur
Maggie Sauceda Barrientos
Dina Barrientos Sauceda

Peter Aguirre
Darcy Dean

By the Numbers

1,123,149
lbs distributed

*that's 17% more
food distributed
than last year!*

\$1,582,101
worth of food
was distributed

*\$445,741 more
food's worth this
year!*

58% of food distributed
was a fruit or vegetable

household race & ethnicity



African American:	21%
Hispanic:	56%
Other/Multicultural:	4%
White:	19%

food distributed



Fruits & veggies:	58%
Meat:	2%
Dairy:	7%
Shelf stable goods:	31%
Beverages:	2%

financials

SOURCES

Donated Goods & Services	\$830,331
Grant & Contracts	\$609,732
Membership Fees	\$135,625
Individual Donations	\$221,203

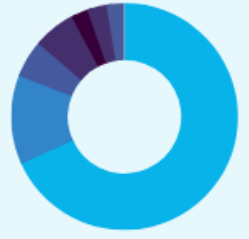
Total: \$1,796,891



USES

Food	\$1,224,810
Staffing	\$228,343
Facility	\$95,771
Administration	\$108,962
Store Operations	\$42,628
Fund Development	\$50,261
Future Operations	\$46,116

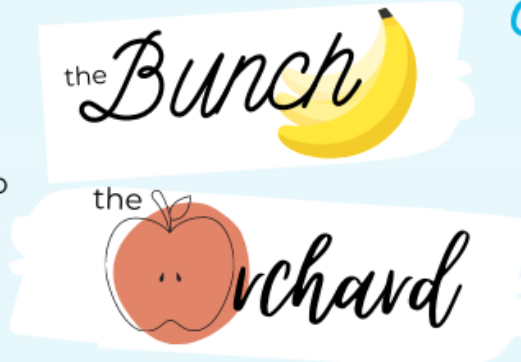
Total: \$1,796,891



All of us: donors

Our Orchard group has grown by 17% to 87 individuals who give \$500 or more each year.

We are also so excited to welcome 22 new monthly donors to the Bunch, we are now 67 strong!



Our Bunch and Orchard members collectively give

\$277,506

each year!

outcomes

Consumed more fresh fruits & vegetables



95% increased

Food Access



33% increased

41% maintained

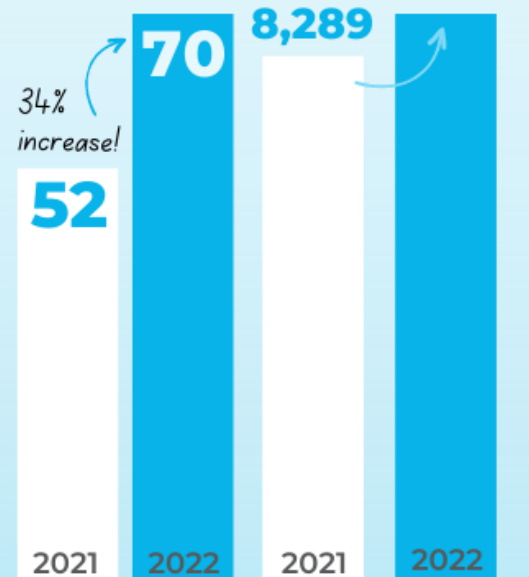
Financial Security



28% increased

average new members per month

total individuals served





All of us: **volunteers**

When you think about Community Food Club, your first thought may be of our members, but did you know that our volunteers donate over 600 hours of their time and unique talents to the Food Club each month? As we have been getting increasingly busy, our volunteers have shown how incredibly dedicated they are. They always answer the last minute SOS emails to fill in empty slots on the schedule, they often stay after their shifts to help cover unexpected rushes or to restock shelves, and they do all of this while providing members with friendly and dignified shopping experiences each and every time.

There are a lot of moving parts that make the recipe that is Community Food Club work so well, and as the volunteer coordinator I MAY be a little biased, but our volunteers are the most dedicated and amazing people, and we would not be able to do this work without them!

Leah Baker

All of us: **partners**

Member feedback, alongside the work of the Diversity, Equity, and Inclusion committee has led staff to take a closer look at the foods offered and identify the gaps. Asking questions like, "What kind of diets benefit from this food?", "Who could shop at the Food Club", and "Who is missing, who would find the food here difficult to use?". The consistent theme staff found is the lack of fast options that are *also* healthy. The Food Club excels at offering lots of healthy options, but taking raw vegetables and having the time and ability to create nutritious meals out of them is sometimes a challenge for us all.

Food Club staff has been searching for a new partnership to produce healthy side dishes and pour back into the community by paying rate. If we were to pay for these products to be made, how could that effort also enrich our community? Our partnership with New City Neighbors does just that! Through their café staff, young people in Grand Rapids are also able to learn new skills and gain job training, while also providing excellent, health-forward prepared foods for the Food Club. It's a win-win!



board of directors

Kurt Knoth
Jay Zylstra
Gustavo Rotondaro
Veronica Goudzwaard
Kathryn von Maur

Eric Jobe
Therese VandenAkker
Brittany Hull
Dr. Katrina Cole-Riley
Salina Bishop

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