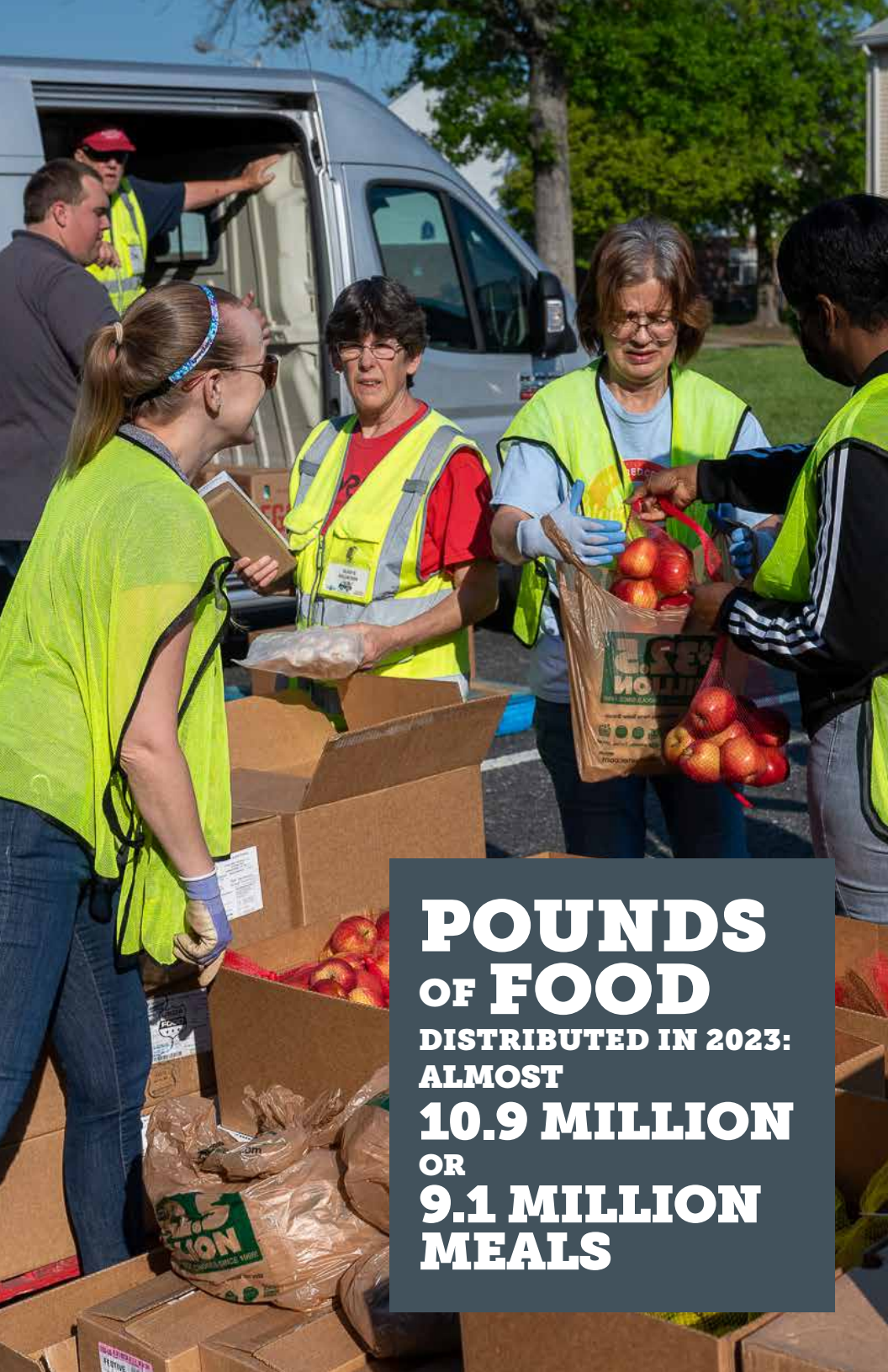


# Donor Impact Report

July 1, 2022–June 30, 2023



PARTNER  
FOOD BANK OF  
**FEEDING  
AMERICA**



# **POUNDS OF FOOD**

**DISTRIBUTED IN 2023:  
ALMOST**

**10.9 MILLION  
OR**

**9.1 MILLION  
MEALS**

# CEO and Board President Message...

Dear Friends,

To most people, by 2023 the pandemic that had gripped the world since 2020 was considered over. This should be cause for celebration and, in so many ways, the country and the world did celebrate the newfound freedom. However, with the declaration that the pandemic was essentially over came the discontinuation of the special Federal food programs that helped to decrease the rates of food insecurity across the nation. Sadly, to the thousands of households we serve across the greater Virginia Peninsula, these special programs provided the little extra assistance they needed to feed their families. Since the termination of the additional SNAP benefits that occurred after February, the Foodbank has been experiencing a 35% increase in the number of households accessing our mobile food pantries and our partner agencies. That's where your support continues to make a huge impact.

Never before has our shopping floor been empty for so many months, resulting in a record amount of food being purchased to make up for the amount of food donations being outpaced by the need. Your financial contributions helped Virginia Peninsula Foodbank distribute over 9 million meals to our neighbors in need despite the lower amounts of donated food and federal commodities.

Thanks to your generosity, agencies have been able to access food from the Foodbank to stock their pantries for free since October 1, 2022. To those who don't know, all the food from the Foodbank has always been free to the ultimate recipients of the food.

Virginia Peninsula Foodbank is here for our neighbors experiencing hard times. We are standing in the gap for these families, children, seniors, and veterans. Your partnership is the driving force behind the accomplishments you will see throughout this report.

Gratefully,



*Karen L. Joyner*  
Karen L. Joyner  
Chief Executive Officer



*Jonathan Toms*  
Jonathan Toms  
President  
Board of Directors, FY23



# BOARD OF DIRECTORS

## 2022-23

### PRESIDENT

**Jonathan Toms**

Smithfield Foods

### IMMEDIATE PAST PRESIDENT

**Dr. Terry Morris**

NASA Langley Research Center

### VICE-PRESIDENT, ADMINISTRATION

**Elizabeth Mulherin**

Community Volunteer

### VICE-PRESIDENT, DEVELOPMENT

**Sylvia Weinstein Craft**

Oyster Pointer

### SECRETARY/TREASURER

**Michael Jacobs**

Ferguson Enterprises

### MEMBER-AT-LARGE

**Erik Mills**

W.M. Jordan Company

### MEMBERS

**Curtis Baker**

Langley Federal Credit Union

**Tiffany Boyle**

Newport News Commissioner of  
the Revenue

**Michael Doucette**

Riverside Health System

**Dr. Shawn Flanagan**

Newport News Shipbuilding

**Gary Hunter**

Hampton University

**Patrick Murphrey**

Newport News Assistant City  
Attorney

**Jennifer Muse**

Sands Anderson

**Dr. Sherwin Stewart**

Sentara

**Jeff Verhoef**

Community Volunteer

**Ira Williams**

BayPort Credit Union

**Joseph Witt**

Old Point National Bank

## SERVICE AREA



## LEADERSHIP

**Karen Joyner**

Chief Executive Officer

**Renee Figurelle**

Chief Operating  
Officer

**Lisa Olverson**

Chief Financial Officer

**Jacquelyn Linder**

Director of Nutrition  
Programs

**Nicole Singleton**

Director of Agency  
Services

**Donna Tighe**

Director of  
Development



## OUR MISSION

To distribute food effectively through collaborative efforts that minimize hunger, promote nutrition and encourage self-reliance through education.

## OUR VISION

To inspire hope by leading the effort for a hunger-free and properly nourished community.

**FOOD FOR KIDS BACKPACK  
PROGRAM DISTRIBUTED  
48,569 BAGS AT 45 SITES**

# A Spirit of Service

When Jason began volunteering with Virginia Peninsula Foodbank in November of 2021, it wasn't his first involvement in community hunger relief projects. Jason started volunteering at age 14 at a foodbank in upstate New York where his father worked. Jason, who has volunteered for more than 200 hours, often brings his 3 boys along to volunteer with him. Together the family participates in a wide variety of volunteer events, including packing food boxes and delivering food to the community at our Mobile Pantry and Senior Home Delivery sites.

During the course of Jason's volunteer work at the Senior Home sites, he and his sons were able to meet and develop a friendship with Ms. Hallie – a 92-year-old senior citizen who receives food through the CSFP Program. "He's so nice," Ms. Hallie says of Jason. "He always

wants to know how I'm doing. He gives me a hug every time he comes over."

Ms. Hallie loves having company over, so it was very special when Jason and his boys brought her a cake for her 92nd birthday. "I love her spirit," says Jason. "She's funny. It's so inspiring to see someone at 92 years old who has such a wonderful attitude – no matter what her circumstances are – she is always happy."

Ms. Hallie's favorite foods are the fresh vegetables, cheese, and chicken. "It's nice that people donate if they are able. The food is really helpful."

Volunteering is a great way to meet people and make new friends. Thank you, Jason and sons, for volunteering and for spreading kindness throughout the community!







**TOTAL  
VOLUNTEER  
HOURS: 23,658**

Virginia Peninsula Foodbank

# Culinary Training Program



**MEALS  
PREPARED FOR  
CHILDREN  
BY CULINARY TRAINING STUDENTS  
59,718**



# Finding a Purpose

Sheryl was lacking a routine and wanted to surround herself with people who were more positive in attitude.

She joined the Foodbank's 47th Culinary Training Program class and started noticing immediately how it gave her motivation and the opportunity to improve her leadership, time management, and listening skills. "I appreciate the cooking we do every day," Sheryl says. "The chefs who are teaching us are great. I really have learned a lot about knife skills, proper temperature, and that every food is different."

Sheryl also values the fact that the meals she cooks with her class are provided to children in need across our community. "It feels good to give back," she states. "I like having a purpose. You have to be ready to work and be dedicated in this program, but it gives you a lot in return."

After graduation, Sheryl hopes to continue her culinary education at a university and eventually lead her own food service business. "I have a lot more confidence in myself now," she notes. "This program motivates me to know I can do something challenging and be successful. I feel like me being able to make a difference in life is really possible."



# Our Programs

**Partner Food Pantry Agencies** – Virginia Peninsula Foodbank helps stock the shelves of our 140+ partner agencies across the greater Peninsula. Our partners are faith-based organizations, pantries, soup kitchens and shelters who, along with the Foodbank, provide our neighbors in need with food assistance. Partner agencies who come to the Foodbank are not charged for the food they obtain. Families in need receive the food for free.

**Neighbor-to-Neighbor Food Rescue** – Because of the Foodbank's partnership with local grocery stores, many of our partner agencies pick up food that would otherwise end up in the landfill. These food items are inspected for quality assurance and distributed throughout the community. A total of 2,929,130 pounds was rescued in FY2023.

**Food for Kids BackPack Program** – Children in low-income communities are provided with nutritious foods to take home over the weekends and extended holidays throughout the year.

**Kids Café/Summer Food Service Programs** – The Culinary Training Program students prepare hot, nutritionally-balanced meals for children attending after-school programs in our local community during the school year and also during the summer months when school is not in session.

**Mobile Food Pantry Program** – The Foodbank hosts drive through food distributions that deliver fresh produce, meats, perishables, and self-stable goods other every month to areas of high need. These distributions provide nutritious food for up to 3,000 individuals and families each month.

**Senior Home Deliveries** – Virginia Peninsula Foodbank delivers fresh, nutritious groceries directly to the seniors' residences in low income apartment complexes each month. Seniors account for 18% of those we serve. These 1,250 boxes of hope are delivered by volunteers.

**Culinary Training Program** – The Foodbank's workforce development program trains adult students who are experiencing financial hardship in culinary and personal development skills that will lead them to jobs and self-reliance. The students prepare hot meals for our child nutrition programs. Established in 2011, this program is a free 12-week course for eligible adults.

**School Produce Market** – During the school year at five elementary schools and Head Start program sites, the Foodbank provides fresh fruits and vegetables in order to promote good nutrition and healthy eating.

**Nutritional Education** – Virginia Peninsula Foodbank promotes overall health equity and nutrition security by partnering with healthcare organizations to increase access to more nutrient-dense foods along with nutrition education classes, ensuring that our neighbors have the support they need to better manage chronic health conditions. As a Foodbank, we understand the link between food insecurity and negative health outcomes and know we must play a role in being part of the solution.





# Feeding Our Neighbors by the Numbers

**21,521**  
Households Served



Household Visits to  
Receive Assistance  
**114,240**



over **65,000** Individuals  
made **330,000** visits



Average number of visits  
**5**



**140+**  
Partner Agencies



**48,000+** individuals facing hunger across  
the greater Peninsula on a given day



Average Family Size **3**



**18,000+**  
children at risk of hunger





**22,165 HOT/COLD  
SUMMER MEALS  
PREPARED**

# FRESH PRODUCE DISTRIBUTED **3.5 Million Pounds**





# WHY YOUR SUPPORT MATTERS

"I started as a volunteer before the pandemic, and now I collect food for my son. It cuts down on buying food when I run out of money; it supplements what we get. It's a good program for seniors and for kids. The food goes a long way. You meet a lot of nice people. To anyone needing help, there's no need to feel nervous. Everybody is welcome and you get to meet new people." -**Hubert**

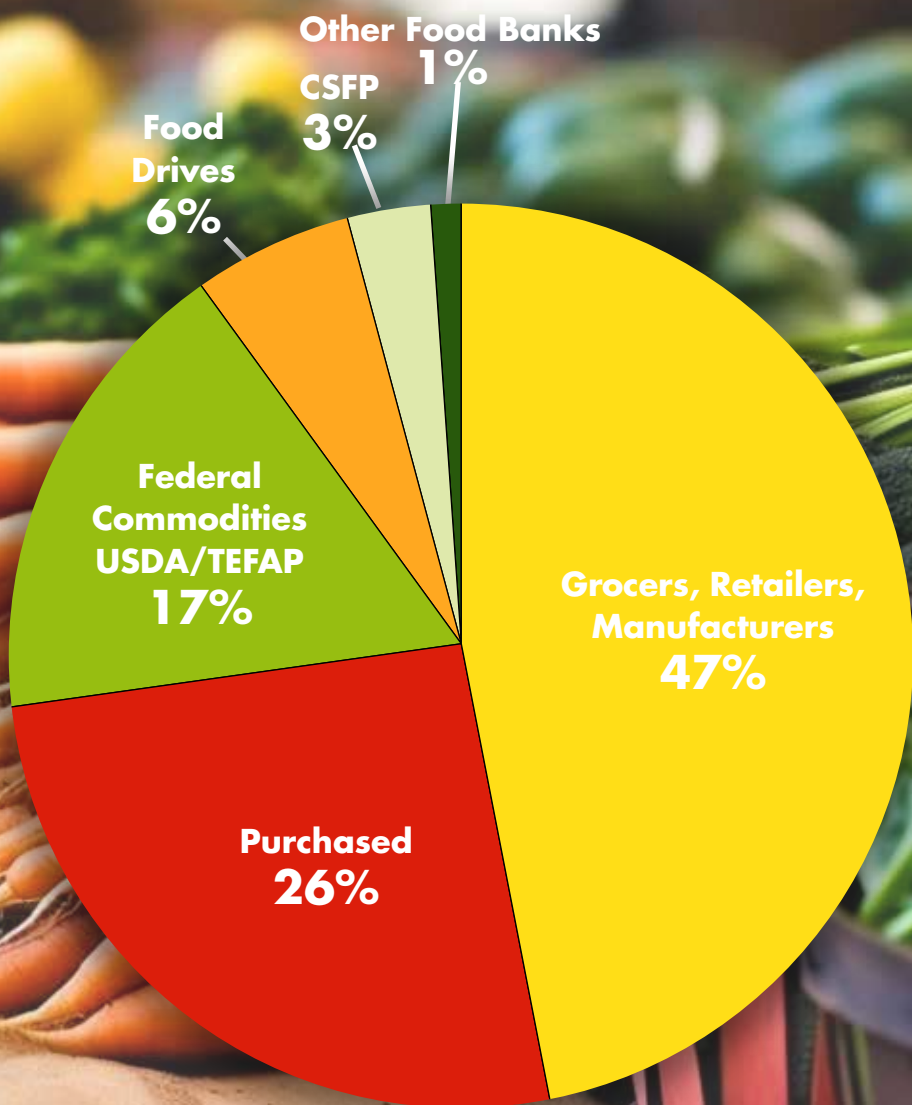
"I'm retired and on limited income, so it helps a lot. My favorite is the produce, the greens or fruit. I appreciate everything. It runs very efficiently. I appreciate everybody. They're nice and polite and helpful." - **Mary**

"It's a blessing. I like the vegetables and I appreciate the meat. So many people need help. I give a donation to the foodbank occasionally, too." - **Effie**

"I have found that my time volunteering with the Virginia Peninsula Foodbank has allowed me to meet other community members who have enriched my life and given me a passion for service." - **Lauren**

"Providing food for those experiencing hardship meets a basic need for survival and offers people the ability to worry about one less obstacle to getting back on their feet. I have been both the recipient of community aid and a helping hand distributing aid; it is from both perspectives that I believe that strong communities rely on volunteers to make the lives of our neighbors a better place." - **Aubrey**

# Where Our Food Comes From





# Financials

## REVENUE SOURCES

Donated Food	\$11,965,840	60.57%
Monetary Donations	3,642,943	18.44%
Grants	3,664,237	18.55%
Program Fees	53,784	0.27%
United Way	93,952	0.48%
Other Income & Special Events	333,702	1.69%
<b>TOTAL</b>	<b>\$19,754,458</b>	<b>100.00%</b>

## FUNCTIONAL EXPENSES

Donated Food Distributed	13,075,844	69.33%
Program Services	4,686,971	24.85%
Fundraising	855,906	4.54%
Management & General	241,323	1.28%
<b>TOTAL</b>	<b>\$18,860,044</b>	<b>100.00%</b>

CHANGE IN NET ASSETS	\$894,414
NET ASSETS, BEGINNING OF YEAR	<u>\$21,983,104</u>
NET ASSETS, END OF YEAR	<u>\$22,877,518</u>

NOTE: These audited FY23 financials include the value of donated and purchased food. Donated product on hand at year-end is valued at the national wholesale value of one pound of food as determined by the most recent study conducted by Feeding America. Food donations and distributions of donated product are recorded at the weighted average wholesale value in effect during the year. Our inventory and other surplus funds will help us to meet future demands for and costs of food and storage capacity for the Foodbank and its partners.





# Top Food Donors

AAFES Dan Daniels Distribution

Aldi

Barilla America, Inc.

BJ's Wholesale Club

Costco Wholesale Club

Crown Orchard Company, LLC

Farm Fresh

Feedmore

Food Lion

Fresh Market

Joint Base Langley/Ft. Eustis Commissaries

Healthy Harvest Food Bank

Interstate Warehouse

Kroger

Lidl

Manhattan Bagel

Publix

SAM's Wholesale Club

Schmidt Baking Company

Smithfield Foods

Sysco of Hampton Roads

Target

Trader Joe's

Walmart

WAWA

Whole Foods



## Over 236 Million Pounds Of Food Distributed Since 1986

# Top Community Donors



Air Force Champlain Corps.  
BayPort Credit Union  
Benevity  
Canon Virginia, Inc.  
Churchill Downs (Rosie's Gaming Emporium)  
City of Hampton  
City of Newport News  
Cosentino North America  
Federation of Virginia Food Banks  
Feeding America  
Ferguson Enterprises  
First Baptist Church of Hampton  
Food Lion Feeds  
Hampton Alumnae Chapter – Delta Sigma Theta Sorority, Inc.  
Hampton Baptist Church  
Hampton Elks Lodge #366  
Hampton Roads Testing Laboratories, Inc.  
High Liner Foods, Inc.  
Holden, Inc. – DBA Home Instead  
Huntington Ingalls Industries/Newport News Shipbuilding

James City County  
W. M. Jordan Company, Inc.  
Kirkwood Presbyterian Church  
Kroger  
Langley Federal Credit Union  
National Association of Buffalo Soldiers  
Norfolk Truck Center  
Old Point National Bank  
Payday Payroll Services  
Peninsula Funeral Home  
QVC  
Salesforce  
Sentara Healthcare  
St. Andrew's Episcopal Church  
St. Mary's Star of the Sea Church  
Wallace Memorial United Methodist Church  
Warwick Rotary Club  
York County  
Yorkminster Presbyterian Church

# Foundations



220 Pearls Foundation

ABNB Community Foundation

Amazon Smile Foundation

Bank of America Charitable Foundation

Bernardine Franciscan Sisters Foundation

Combined Federal Campaign

Commonwealth of Virginia Campaign

Dominion Energy - Surry Power Station Charitable  
Foundation

Dominion Energy Charitable Foundation

Enterprise Holdings Foundation

Feeding America, Blue Cross Blue Shield

Feeding America, Cargill

Feeding America, Food Lion Child Hunger & Agency  
Support

Feeding America, Red Nose Day Fund

First United Methodist Church, Newport News

Golden State Foods Foundation/Quality Custom Distribution

Kiwanis Club of the Colonial Capital Foundation

Mars Foundation

Peninsula Community Foundation of Virginia

Publix Super Markets Charities

Renaissance Charitable Foundation

Rouse-Bottom Foundation

St. John's Episcopal Church

The Trustmark Foundation

The Woodforest Charitable Foundation

United Way of South Hampton Roads

United Way of the Virginia Peninsula

United Way of Southwestern Pennsylvania & Alleghany  
County

Walmart Foundation

Williamsburg Community Foundation

Williamsburg Health Foundation

Williamsburg Presbyterian Church



# Fundraiser Campaigns

106.9 The Fox & FM99 Mayflower Marathon Food Drive  
(presented by Bud's Plumbing, Heating, Air Conditioning & Electric, in partnership with Kroger and Coliseum Central)

Abbott Realty Company, LLC

Alpha Kappa Alpha - Mid Atlantic Region

Casey Auto Group

Chick-fil-A

Christopher Newport University Food for Thought Food Drive  
(in partnership with Smithfield Foods)

Church of St. Therese

Church World Service - Peninsula Crop Walk

Commissioners & Cans Food Drive

(Newport News Commissioner of the Revenue; Poquoson  
Commissioner of the Revenue, Surry Commissioner of  
the Revenue; Williamsburg Commissioner of the Revenue  
Yorktown Commissioner of the Revenue)

CR England

DAV Thrift Stores (Williamsburg, Hampton, Newport News)

Emptly Bowls Virginia Peninsula

Federation of Virginia Foodbanks (VAWA, Volunteer State Tax)

Feeding America

(Aerie/American Eagle; Bimbo Bakeries USA; BoxLunch;  
Bush Brothers & Co.; Campbells; Crocs; Dave Inc.; Dole  
Packaged Foods; Dr. Pepper; Ferrara Candy Co.; Food  
Lion; General Mills; Gott for Good; Great Value; Iovate  
Health Sciences; Jersey Mike's; Keurig; Kraft Heinz, MOD  
Pizza, Monster Energy Company; Nestle USA; Pampered  
Chef; Pepsi Co.; Post Holdings, Inc.; Procter & Gamble;  
SAIC; Sam's Club; Simek's; Simply Good Food; Target  
Circle; The Clorox Company; The Fresh Market; The JM  
Smucker Co.; The TJX Foundation; Unilever; Walmart)

Flat-Out Events LLC

Grafton High School

Hampton Christian Church, Inc.

Harris Teeter Inc.

Kilgore Gifted Center

Legal Food Frenzy Food Drive

(Harty Jewell, PLLC; Hampton Commonwealth Attorney's  
Office; Huffman & Huffman Brothers-in-Law, PLLC; Dolan  
Reid PLLC; Newport News Public Defenders Office; Sands  
Anderson Williamsburg; Kaufman & Canoles; Newport  
News Commonwealth Attorney's Office; Legal Aid Society  
of Eastern VA; Newport News City Attorney's Office;  
William & Mary Law School)

Lionsbridge Football Club

MLK Day of Service Food Drive

National Association of Letter Carriers Stamp Out Hunger

New Horizons Regional Education Center

Patient Advocate Foundation

Peninsula CROP Hunger Walk

Peninsula Track Club

Propeller Club of NN

RNR of Virginia, LLC

Saints Constantine & Helen Greek Orthodox Church

Sly Clyde Ciderworks

Smithfield Foods

The Bionetics Corporation

TPMG

Unitarian Universalist Fellowship of the Peninsula

United HealthCare Svs Inc

VT vs UVA Food Fight

William & Mary IT

Youth Volunteer Corps of HR Can-Structure Competition

(Alfred S. Forrest Elementary School; An Achievable Dream  
Middle & High School; Denbigh High School; Ella  
Fitzgerald Middle School; Enterprise Academy Middle  
School; Hampton Roads Academy; Heritage High School;  
Horner L. Hines Middle School; Kiln Creek Elementary  
School; LF Palmer Elementary School; Menchville High  
School; Saunders Elementary School; Sedgfield Elementary  
School; Unitarian Universalist Fellowship of the Peninsula  
Youth Program; Warwick High School; York High School)

# Things We're Proud Of

**Refrigerated Trailers** – Refrigerated trailers are being delivered to partner agencies who do not have the capacity to store refrigerated and frozen items. The Foodbank delivers these items in a refrigerated trailer for the pantry's food distribution, which allows for healthier food to be provided to our neighbors in need.

**Nutritional Education Classes** – We are currently nearing the end of a 16-week Food as Medicine program in partnership with Sentara and the Peninsula C.A.R.E.S Foundation, which provides nutrition education on common chronic conditions, as well as hands-on cooking classes utilizing meal kits provided by the Foodbank. Future partnerships include Riverside Health Group.

**Statewide Boundless Collaboration** – In an effort to improve the nutrition security and empower strong, healthy communities, the Federation of Virginia Food Banks is leading a collaborative effort between the seven food banks in Virginia to transform hunger and health through our healthy pantry initiatives.

**Door Dash** – Home deliveries are provided to individuals who are unable to attend a food distribution due to transportation barriers and/or limited mobility. Having home deliveries has helped provide easier access to food assistance when needed.

**Food For Kids Back Pack Program** – Children struggle to learn and stay focused on their school work when they are hungry. The Foodbank was able to add early childhood learning centers and Head Start locations to the over 30 locations that were already a part of the program.

*The Peninsula's Premier Food Tasting Event*

**April 11, 2024**

**Hampton Roads Convention Center**

**TASTEFULLY  
YOURS**

# AGENCY SERVICES

We collaborate with more than 140 partner agencies (soup kitchens, emergency shelters, faith-based organizations, and other nonprofit groups) who have access to food items at our warehouse facility and take the food out into the community where they host local food pantries for our neighbors who are in need each day. These partner agencies expand our reach and impact far beyond what we could achieve with our small paid staff and fleet of trucks alone.

A listing of our partner agencies can be found on our website at [hrfoodbank.org](http://hrfoodbank.org)





*Thank You  
with a full heart!*

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757-596-7188

[www.hrfoodbank.org](http://www.hrfoodbank.org)



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