



Food Banking:

# Building Momentum to Create Change

2022

IMPACT REPORT



## Dear Friends and Partners of the Food Bank,

First, let me thank all of you for the warm welcome I have received since I took over my role in October 2022. I have truly enjoyed getting to speak with, and, more importantly, learn from the many people who make our work possible. My greatest professional challenge has been and remains challenging the status quo. Even when we know that we have surpassed expectations and delivered, when you're in the business of mission, there's always more to do, better ways to do it, and lessons to learn.

One of the reasons I was drawn to the Food Bank was the ambitious strategic plan the staff, board, and partner agencies created and put in place last year. It showed me that I was going to have the privilege to lead an organization that is not afraid to challenge the status quo in the food security space. This group, which includes you as our biggest supporters, is ready to not only nourish people, but to build solutions that will ultimately see our vision of no one going hungry in central and eastern North Carolina become a reality.

Which is why in this report, you will see several updates regarding the initiatives in our strategic plan. We want you to be aware of and continue to play a role in our growth and in building those solutions. Your support is going to be key to addressing food insecurity in our service area. Thank you for helping us keep the Food Bank strong while reaching even higher.



**Ashley C. McCumber**  
President & CEO



## Out of the Mouth of the Vice President of Equity, Diversity, and Inclusion, Mariah Murrell

With the Food Bank's placement of equity, diversity, and inclusion as an all-encompassing value of our strategic plan in 2021, we have been highly motivated to determine ways to support staff and enhance our workplace culture. We embarked on a journey to complete our first ever internal equity audit, a process that spanned from June to November of 2022. The results of this audit have allowed us to better understand staff needs and experiences and make changes that will ensure our EDI values are present in our internal policies, and more. We will be working to implement the recommendations that have resulted from the audit and are excited to see how they positively impact our organizational culture. This process will set the tone for the creation of our equity lens that will be utilized both internally and externally.

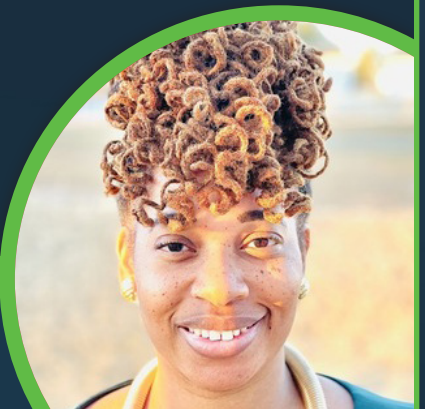


We have also had great success this year in EDI with building more awareness. Staff completed required trainings on the connections between racial equity and our mission, recognizing and addressing microaggressions in the workplace, and gender inclusivity at our EDI-focused Fall 2022 Staff Day. Members of our Culture Impact Committee hosted a Town Hall honoring the life and legacy of Dr. Martin Luther King, Jr. and connecting his commitment to social justice to our own mission and vision. Staff across the organization participated in Raleigh's 2022 Pride event to provide support and build connections with members of the LGBTQIA+ community. Finally, our Board of Directors participated in an EDI training during their April 2022 retreat to deepen their understanding of their role in promoting equity at the board level and within the community.

It has been a busy and productive year and we are energized as we continue to center EDI in our approaches to achieve our mission!

**Mariah Murrell**

VP of Equity Diversity & Inclusion



## Nourishing More through Facility Upgrades

**One of the three pillars of the strategic plan is Nourishing People through a focus on efficiency, equity of services, and innovation.** Also under the Nourish Pillar, our staff and board identified some key facility upgrades that would allow the organization to distribute more food in a more efficient manner. Recently, the Wilmington Branch completed a capital campaign for an updated building, as insufficient space has been the largest single obstacle to feeding more of our hungry neighbors. The new facility will provide the infrastructure and space to reach more of our neighbors facing food insecurity in the Cape Fear region and allow the Food Bank to operate additional programs to address hunger at its root causes. Construction on this new facility began in March 2022 with plans to move into the space in April 2023. The new facility will include a commercial teaching kitchen, a fresh food market, and a learning farm.

In fall 2021, our New Bern Branch moved from its original location, a 6,500 square foot facility to a 26,000 square foot facility at 1702 Red Robin Lane. The impacts of Hurricanes Matthew and Florence, and now the COVID-19 pandemic, have caused distribution in the eastern part of our service area to soar over the last five years. These events have forced operations to run out of additional leased warehouses, stretching our resources beyond their limits. This new facility will allow us to distribute more food, especially perishable product like produce and frozen meats. There is also more space for loading trucks, receiving deliveries, and for volunteer projects.

And finally, we purchased the building that houses our Sandhills Branch in Southern Pines. Since then, we have done interior upgrades to allow our staff and volunteers to sort and store more food. Currently, an addition is being planned that will enable the Food Bank to increase our volunteer numbers, with the aim to sort and pack more food.

**For more information about our Strategic Plan, visit [foodbankcenc.org/stratplan](https://foodbankcenc.org/stratplan).**





## Feeding our Community with Pop-Up Markets and Fresh Produce

The Nourish Pillar of our Strategic Plan aims to address increased access to and distribution of nutritious food that is culturally appropriate, reduces waste, and strengthens the food systems in our community. Two new initiatives we've launched are Pop-Up Markets and NC Local Love.

In June of 2022, the Food Bank hosted its first Pop-Up Market – a no cost food distribution in Louisburg. We now host Pop-Up Markets at 6 sites, 4 of which are on a regular schedule. Pop-Up Markets were set up to reach places across our service area that had barriers to obtaining food.

"Most of the food that the Food Bank sends out goes to our partner agencies," the Food Bank's Pop-Up Market organizer Cassie James said. "That's your food pantries, your soup kitchens of your local organizations that work with us. But pop-up markets are different because we are furthering our understanding of the communities we serve, filling gaps in service, and providing new volunteer opportunities across the service area for those looking to help others close to home."

**So far, Pop-Up Markets have served 11,000 individuals in over 3,000 households.**

The NC Local Love initiative will strengthen connections with retailers and donors to our Partner Agencies so they will have access to more fresh, healthy produce that otherwise might have gone to waste while being more cost effective at getting supplies to our Partner Agencies in a timely manner.

We started implementing this process at the beginning of fiscal year 2022, and our goal is to provide 6 million pounds of produce to our partners; so far, we have helped distribute 3 million pounds of fresh produce this fiscal year. In the past, we had 30-38% fresh produce distribution, but with this initiative in place, fresh produce has increased to 52%.



**Your support ensured the Food Bank's ability to nourish people, build solutions, and empower communities in 2022.**

**97,159,166**

Pounds of Food Distributed

**80,965,972**

Meals Provided

**37,769,829**

Pounds of Produce

**142,481**

Volunteer Hours

**700**

Partner Agencies

**695,622**

Kids Meals Provided Through our Kids Programs

**\$5,488,291**

In Benefits Generated by Outreach Team (SNAP)

**\$8,451,968**

In Economic Activity Generated by Benefits Outreach





**The corporate, foundation, and government partners showcased here are members of our CORE leadership giving circles. Each organization on this list has made a significant gift of food or funds in support of our mission and has allowed us to respond to unprecedented need.**

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### **Cornerstone Partners**

Bank of America Charitable Foundation  
Biogen Foundation  
Blue Cross and Blue Shield of North Carolina  
Bright Funds Foundation  
Credit Suisse Americas Foundation  
David and Nicole Tepper Foundation  
Feeding America  
Fidelity Foundation  
Food Lion  
Harris Teeter  
Hendrick Auto Group  
The Leon Levine Foundation  
Lowes Foods  
NC Department of Agriculture  
TOSA Foundation  
Walmart  
William R. Kenan, Jr. Charitable Trust

### **Outcome Partners**

1 In 6 Snacks, LLC  
Ashton Woods Homes  
BASF  
Bone Farms  
Cape Fear Memorial Foundation  
Enterprise Rent-A-Car Foundation  
Fords Produce  
Hering Farms  
James J. & Mamie R. Perkins Charitable Trust  
NetApp  
Oak Foundation  
Publix  
Sam's Club  
Society of St. Andrew  
Wegmans Food Markets, Inc.  
William C. Ethridge Foundation  
Wolfspeed, Inc.

### **Resource Partners**

ABC11 / Walt Disney Company  
Amazon  
Asha and Sajjan Agarwal Foundation  
Bailey's Fine Jewelry  
Battleboro Produce  
Bayer Fund  
Campbell Soup Foundation  
Carlson Family Foundation  
Cedar Creek Gallery, LLC  
Chick-Fil-A  
Coca Cola  
Costco Wholesale  
Delta Air Lines, Inc.  
Eddie & Jo Allison Smith Family Foundation  
Enact Mortgage Insurance  
HCL America, Inc.  
John William Pope Foundation  
Johnson Brothers - Mutual Distributing of North Carolina  
McLane Distribution  
Melon 1 Sales  
Mildred Sheffield Wells Charitable Trust  
Mt. Olive Pickle Company  
Nature's Way Farm, Inc.  
New Hanover County  
Pepsi Cola  
Refresco Beverages  
Reser Fine Foods  
Sheetz, Inc.  
Smithfield Foods  
Target  
United Way of the Cape Fear Area  
US Food Service  
Vick Family Farms  
Vidant Health / ECU Health


Vivian West Memorial Fund  
Woodforest Charitable Foundation  
WP Rawl  
Yardi Systems, Inc.

### **Essential Partners**

Aldi  
Arby's Foundation  
B&B Produce  
Bailey Farms  
Bailey Foundation  
Barnes Farming Corp  
Bimbo Bakeries USA  
Braswell Family Farms  
Burch Farms  
Butterball  
Carlie C's  
CarolinaEast Foundation  
City of Wilmington  
Clannad Foundation  
Coastal Credit Union Foundation  
Coosaw Farms  
Cottle Farms  
Craven County Community Foundation  
CV Pilsen Farm  
Dave Ludlum Produce  
Dollar General  
Duke Energy Foundation  
Epic Games  
Charles River Laboratories  
Fresh Market  
FreshPoint  
Fresh-Pik Produce  
Full House Farms  
GFL Environmental, Inc.  
Gulfstream/Parker AG



Gumbo Foundation  
Ham Produce  
Healthy Harvest  
Henry Nias Foundation  
HomeServe Cares Foundation  
House-Autry Mills, Inc.  
International Paper Foundation  
Jackson's Farming Co.  
Church of Jesus Christ of Latter Day Saints  
Kellogg Company  
Kornegay Farms  
L&M Companies  
Lidl  
Lipman Family Produce  
Martin Marietta  
Moore County Community Foundation  
Norfolk Southern Foundation  
Obsidian, Inc.  
Phil Sandifer & Sons Farms  
Railinc  
Ripe Revival  
Saber Healthcare Foundation  
Scott's Farm  
Six L's Packing Company  
Sprouts Farmers Market  
Starbucks  
Sysco Corporation  
TBM Consulting Group, Inc.  
The Backyard Foundation  
The Clorox Company  
Titmus Foundation  
TJX Foundation  
Tobacco Road Marathon  
True North Foundation  
Value Max  
W. Trent Ragland, Jr. Foundation  
Wake County  
Watsonia Farms  
Wells Fargo Foundation  
Whole Foods  
Windham Distributing Company



**YOU GIVE US  
HOPE FOR THE  
FUTURE.**

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**THANK YOU!**



## 2022 Financials

### 2022 Revenue

Food Donated	\$179,354,302
Contributions	\$25,434,522
Campaign Pledges	\$3,447,635
Governmental Awards	\$6,516,003
Agency Contributions	\$796,962
Miscellaneous	-\$2,213,625
Goods, Services, and Facilities Contributed In-kind:	\$364,438
<b>Total:</b>	<b>\$213,700,237</b>

### 2022 Expenses

Program Services	\$201,364,416
Management & General	\$2,533,769
Fundraising	\$4,483,122
<b>Total</b>	<b>\$208,381,307</b>

### 2022 Net Assets

Increase in Unres. Net Assets	\$5,797,994
Decrease in Temp. Res. Net Assets	-\$479,064
Inc/(Dec) in Net Assets:	\$5,318,930

Net Assets at Beg of Year	\$83,361,021
Net Assets at End of Year:	\$88,679,951

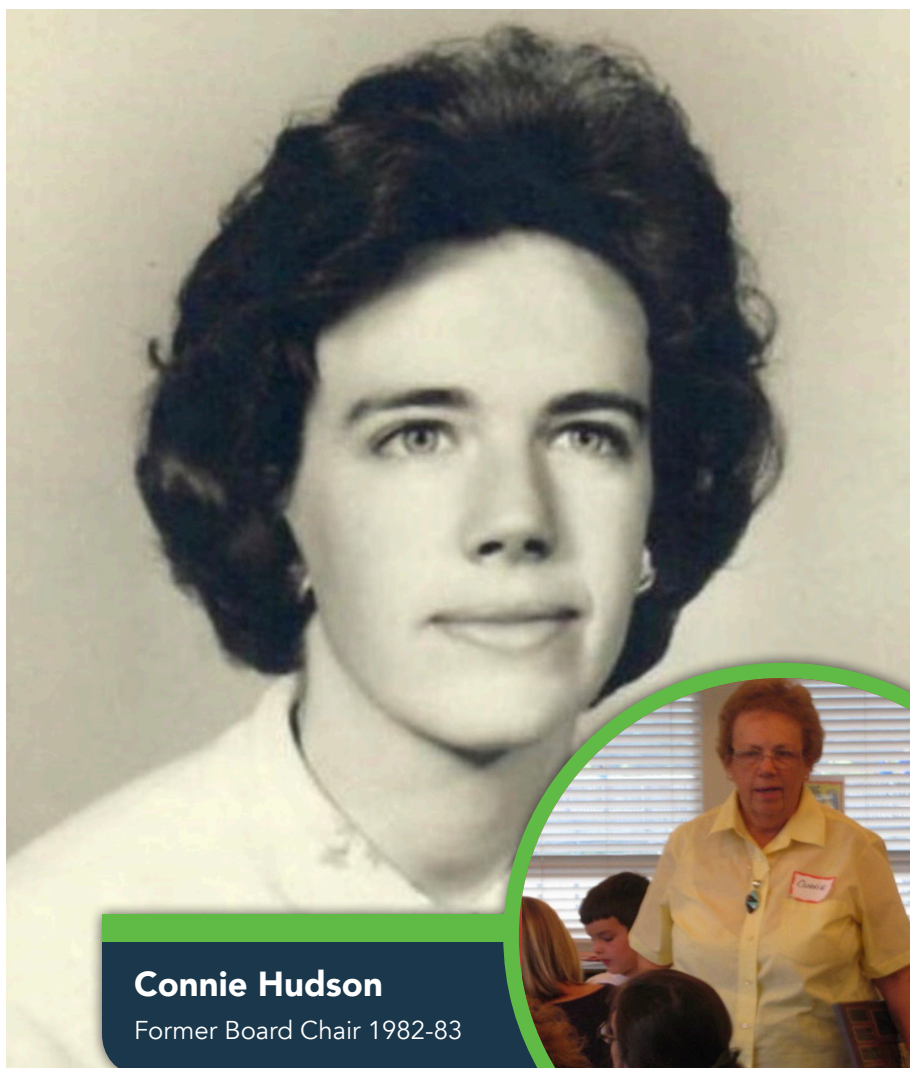
**This means that 97¢ of every \$1 goes directly to programs and services.**

Year End = June 30, 2022 Audited by Cherry Bekaert LLP



## In Memory of Connie Kneeder Hudson

The Food Bank would like to recognize and honor the life of Connie Kneeder Hudson, who passed away in Raleigh on January 6, 2023. Connie was a founding member of what was known as The Food Bank of North Carolina in 1980. A child of medical missionaries, Connie had an early passion for doing all she could to make the world a better place. She served as Board Chairperson of the Food Bank in 1982-83 and continued a lifelong relationship with the organization, providing support and expertise. She was passionate about collaboration with the Food Bank and the local CROP Walk, and we're so thankful for her work in recording the Food Bank's early days and history. The Food Bank would not be where it is in its mission to nourish people, build solutions, and empower communities without the tireless and steadfast passion for ending hunger and building community of Connie Hudson.



**Connie Hudson**

Former Board Chair 1982-83

## 2022-2023 Board Of Directors

### CHAIR

**Stephanie Miles**, Genesys

### CHAIR ELECT

**Anne Lloyd**, Retired, Martin Marietta

### PAST CHAIR

**Octavio Soares**, BASF Corporation

### TEASURER

**Mickey Holt**, Food Bank

### SECRETARY

**Timothy Tripp**, Retired, Duke Energy

### MEMBERS

**Monica Barnes**, ABC11

**Greg Bromberger**, Cisco Systems, Inc.

**Rev. Charles Brooks**, Poplar Springs  
United Church of Christ

**Drew Duncan**, Biogen

**Greg Fountain**, Pure Storage

**David L. Garriss (ex-officio)**, Food Lion

**Susan Corts Hill**, Public Policy  
Consultant

**Travis Hockaday**, Smith Anderson

**Charles Inman**, Food Lion

**Randolph Keaton**, Men and Women  
United for Youth Families

**James Kissinger**, Nationwide

**David Kochman**, Blue Cross and Blue  
Shield of North Carolina

**Chistine Mazzone**, Lenovo

**Jonathan Mize**, Womble Bond  
Dickinson (US) LLP

**George Norman III (ex-officio)**,  
Retired, Total Direct LLC

**La Verne Reid, Ph.D., MPH**, NCCU

**Matt Rogers, Ph.D. (ex-officio)**,  
Aramark

**Shelayne Sutton**, Daly Seven, Inc.

**Louise Winstanly**, UNC Chapel Hill

**Chris Wozencroft**, Credit Suisse

**Susan Yaggy**, Retired, NC Foundation  
for Advance Health Programs

### PRESIDENT & CEO

**Ashley C. McCumber**



— foodbankcenc.org —

**Nourish** people. **Build** solutions. **Empower** communities.

**foodbankcenc.org • @foodbankcenc • 919.875.0707**

