

GROWING BEYOND HUNGER



FEBRUARY 2021



GROWING BEYOND HUNGER

Our goal is ambitious—but within our grasp. We want to move our region beyond hunger. We're pursuing a bold strategy to enhance and expand vital support services to get at the root causes of hunger and poverty. We're training workers to have the job skills to regain stability. And we're growing in scale to meet the entire need for missing meals. Because, for us, this isn't just about hunger. This is about hope. And giving people the confidence and support they need to achieve a brighter, healthier future.

That's why we're embarking on a \$30 million campaign that will significantly grow our capacity to move our region beyond hunger.



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The Procter & Gamble Company

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St. Elizabeth Healthcare

CAMPAIGN CO-CHAIRS



Jim Dressman
Partner, DBL Law



Marty Dunn
Partner, Dinsmore & Shohl



Teresa Tanner
Community Volunteer



**REAL PEOPLE.
REAL IMPACT.**

“From day one I felt like I was important. I felt like I had somebody to stand with me, to empower me, to help fill in the gaps when I couldn’t. They’re making life possible to do.”

—Our Neighbor

WE ARE YOUR FREESTORE

We've become the region's emergency food partner and so much more. We provide hope and help to lift families out of crisis. Every day, our caring staff and volunteers work diligently to reduce hunger in our region and connect people to the support they need.

BY THE NUMBERS

240,000 people directly impacted each month

37.7 million meals across 3 states and 20 counties

30 million meals distributed since mid-March 2020 for COVID relief

More than 13,200 volunteers provide **96,000** service hours annually

More than 21,000 families receive support services

192 Cincinnati COOKS! and LIFT the TriState graduates in 2018

Our vision is to create a hunger-free, healthy and thriving community.



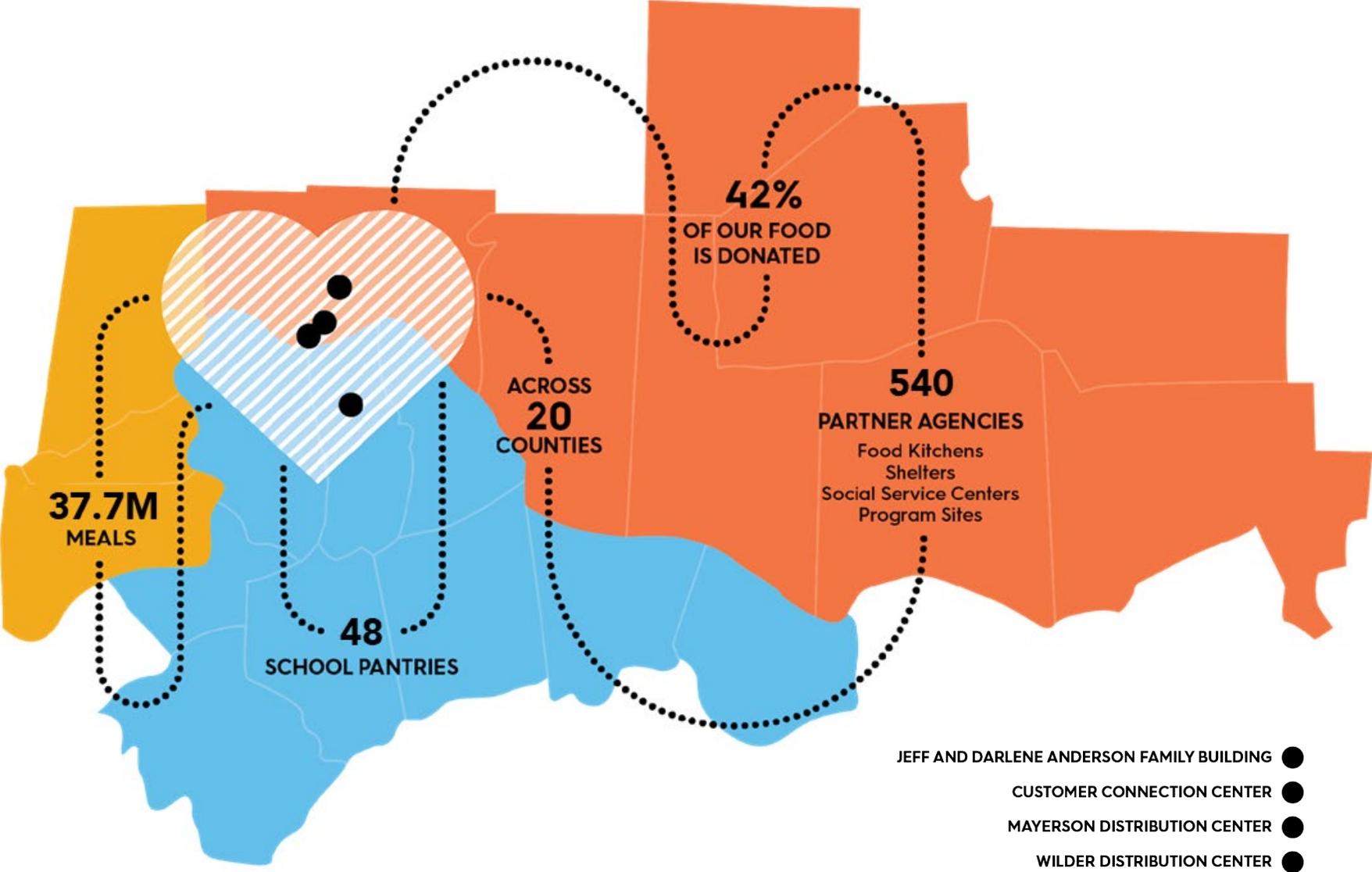
By providing nutritious food.

By connecting people to vital support services.

By creating pathways from crisis to stability.



BEATING HEART OF FOOD DISTRIBUTION



HELP AND HOPE BEYOND FOOD

WHEN HUNGER BRINGS THEM IN...



**We are the
entry point to
so much more.**

WORKFORCE TRAINING:

- LIFT the TriState training for warehouse work
- Cincinnati COOKS! Skills for food service

VITAL SUPPORT SERVICES:

- Transportation Assistance
- Benefits Enrollment
- Emergency and Work Clothing Assistance
- Birth Certificates and IDs

OUR COMMUNITY'S CHALLENGE

There is an urgent and critical need right here in our home community. Despite strong economic growth, child poverty rates in Cincinnati and Hamilton county are again on the rise. **Poverty and hunger** remain persistent issues for our community. For ten years, we've seen steadily increasing demand in all of our centers and programs. But, this is a challenge we can—and should—**do something** about.

1 IN 7 NEIGHBORS

in our tristate area is at risk of hunger.
(Feeding America Map the Meal Gap 2016)

OVER 80,000 CHILDREN

in our tristate area may not know where they will find their next meal.

(Feeding America Map the Meal Gap 2016)

270,000 NEIGHBORS

are "food insecure."



The percentage of city and Hamilton county children living in poverty is the highest it has been in five years.

- U.S. Census Bureau's American Community Survey, 2017

CLOSING THE HUNGER GAP

Closing the hunger gap in our region is within our reach. The solution is simple but will require the resources and support of our community to get us there.

We've made great strides, but our current food distribution and service programs are bottlenecked by limited space and infrastructure for us and our partner agencies. If we want to distribute more meals and provide the services our neighbors need to provide for themselves, we must invest in the infrastructure of our network and programs that address the root causes of hunger.

Together, we can close the hunger gap.



GROWING TO MEET THE NEED

Our Team and Board have determined the Freestore Foodbank needs to grow—but, we cannot do this alone. We must bring the capabilities of valued partners and network of agencies into the future with us. And we must take real steps to shrink the size of hunger in our community.

GROWING IN SCALE

We're investing in the right modern storage and infrastructure to scale capacity to meet the entire need for missing meals and to enroll more students in our workforce training.

\$20 MILLION

INVESTING IN PARTNERS

We're supporting network partners and pantries who need to store and distribute more food and take in greater quantities of perishable food.

\$5 MILLION

EXPANDING OUR SERVICES

We're expanding our vital support services and solidifying our endowment to better address the root causes of hunger and poverty in our community.

\$5 MILLION

\$30 MILLION



A HEALTHIER FUTURE FOR ALL

A balanced diet is essential to people's health and well being, which is why we're investing in the infrastructure needed to take in, store, and distribute fresh, perishable foods across our agency partner network.

- By 2025, we want 80% of all food distributed to be healthy, nutritious and, to a large extent, perishable foods.
- Our new distribution and workforce training center will have 350% more freezer and cooler space and will allow us to store a greater amount of perishable foods like nutrient rich fruits, vegetables, dairy, and meat.
- Investing in our partners' cold and freezer storage will increase the capacity of the network and allow us to distribute more healthy foods across the region.



A TRANSFORMATIONAL IMPACT

This investment will enable the Freestore Foodbank to enhance its capacity—from **37.7 million meals to 47 million meals each year**—ensuring no child, individual or family goes hungry in our community.

9 MILLION additional meals distributed

27,000 additional individuals served

350% increase in freezer & cooler space for healthy food storage & distribution

600,000 pounds of food rescued

DOUBLE workforce training graduates

STRONGER infrastructure across pantry network

MORE innovation and funding to scale best practices

INCREASED support for over 13,000 volunteers



GROWING IN SCALE

\$20 MILLION

Build a new, modern distribution and workforce training center.

- Our new, centralized center will expand Freestore's storage, processing and distribution capacity.
- Maximize efficiency and consolidate two of our current distribution facilities into one, for long term cost savings.
- Transform and expand our ability to provide more healthy, nutritious food—with greater refrigeration capabilities, improved efficiency and coordination with our partners.
- Increase our storage and processing of more fresh (perishable) foods.
- Expand and enhance space for LIFT and COOKS! workforce training programs.



INVESTING IN PARTNERS

\$5 MILLION

Expand partner pantry food distribution and storage capacity and support our network with more services.

- Strengthen infrastructure of our network of pantries with refrigerated vehicles, grants for capital needs, and additional resources.
- We must expand the capacity of partner pantries to bring in what we share out.
- By 2025, we want 80% of all food distributed to be healthy, nutritious and, to a large extent, perishable foods.
- Enhance the ability of the network to direct people into relevant supportive services.

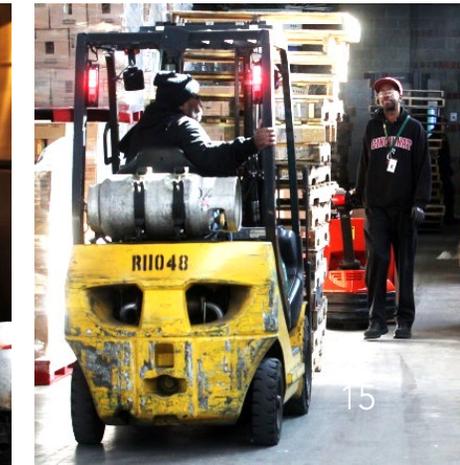


EXPANDING OUR SERVICES

\$5 MILLION

Strengthen the endowment and innovate with our support services.

- The endowment is our source for sustainable, long-term funding for our many support programs.
- Continue our unique role as a leader, partner and innovator with strategic investments in programs.
- Expand current successful workforce training programs.
- Pilot new nationally recognized best practices at the local level.



CAMPAIGN PROGRESS

We have already raised nearly \$23.2 million toward our \$30 million campaign goal. We hope you will join us in supporting this important project and moving our region *beyond hunger!*

**RAISED
TO DATE**

\$23.2M



“We picture a time when hunger in Greater Cincinnati is no longer the issue it is today. We want to move our region beyond hunger – and together we can make that vision a reality.”

– David Taylor

CHAIRMAN, PRESIDENT & CEO,
THE PROCTER & GAMBLE COMPANY
GROWING BEYOND HUNGER CAMPAIGN CHAIR

