

**SHEBOYGAN
COUNTY
FOOD BANK**

RESPONDING TOGETHER

2020 ANNUAL REPORT



A Message From Us

Dear Friends,

With gracious and kind support from so many organizations, volunteers and donors, we were able to actively help our community throughout 2020 and distributed historic amounts of emergency food. We added new and innovative programs to meet the unprecedented levels of need for food and ensured that no one in Sheboygan County went hungry.

As early as March, thousands of additional families directly affected by the COVID-19 crisis were counting on us. We faced a 300% increase in families served in the summer as new families entered our network of food pantries. Many of our neighbors became unemployed and relied on emergency food to get them through until they could get back on their feet.

During this time, we not only lost out on substantial revenue from fundraising events, but also missed out on tens of thousands of pounds of food drive donations that we normally depend on each year. The community quickly became aware of our challenges and, thanks to their enduring generosity, we were able to keep up with the heightened demand.

We will never forget the compassion our community gave to our hungry neighbors – it was incredibly inspiring and we are very grateful for the support. We look forward to continuing to **respond together** as we serve our neighbors who face difficult times in 2021 and beyond. Thank you!



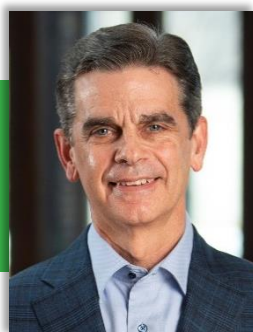
Patrick Boyle
Executive Director



Lizabeth Kroll
Senior Director of
Programs and
Community Impact



Michael Pellegrino
Board President



CREATING AN IMPACT TOGETHER



Follow the Flow of Food & Impact

- [1] Sheboygan County Food Bank relies on dedicated volunteers to sort & pack both purchased & donated food...

6,530 volunteer hours

\$177,616 is the estimated value of volunteer hours

The Current Estimated National Value of Each Volunteer Hour is \$27.20 via Independent Sector.

- [2] Staff & volunteers deliver food to partners throughout an emergency food network...



17 food pantries **2** community meals

4 shelters **5** other partner agencies

- [3] Healthy emergency food reaches our neighbors in need: seniors, children & families.

2.5 MILLION pounds of food distributed // 200% increase, or triple, from 2019

FOOD DISTRIBUTION HIGHLIGHTS

921,611 pounds of fresh produce // includes USDA's Farmers to Families boxes

1 MILLION pounds of perishable food // items such as meats, cheeses, and milk

15,377 prepackaged emergency boxes // packed with a variety of healthy, non-perishable food as well as personal care items

36,882 Farmers to Families Food Boxes // packed with a variety of produce, meats and dairy products // each box 23-40 pounds



perishable // 42%

fresh produce // 36%

other // 22%

5,000 is the approximate number of families served each month through partner food pantries // **Nearly a 100% increase, or double, from 2019**



976 is the average number of families served each week at SCFB's Sheboygan Cares Drive-Thru Food Pantry // operated for 22 weeks (May – October)





RAISING AWARENESS TOGETHER

Just weeks after the health crisis reached Sheboygan County, Sheboygan County Food Bank (SCFB) took a bold step in raising awareness for the growing need of emergency food. Board member, **Eric Zufelt**, connected SCFB with invaluable talent who have ties to Sheboygan County. Eric first virtually introduced his Kohler-raised, long-time friend, **David Leitch** – now a Hollywood film director with an action-packed resume of producing, coordinating stunts, and directing box office hits like *Deadpool 2* and the *Fast and Furious* spin off: *Hobbs and Shaw*. From afar, David shared his expertise in directing and script-writing, and reeled in professional editors from the industry to aid in the project.

Eric further teamed up SCFB with NBA/Professional basketball player, **Sam Dekker**, and his wife, ESPN Reporter, **Olivia Harlan Dekker**, who graciously told the important story of supporting our neighbors in need. And to help capture that story, Eric brought **Double Vision Films** to the table. With the collaboration of Sheboygan-based talent, including guidance from friends at **Sargento** and **Spectrum**, in May SCFB launched its first Public Service Announcement, generating awareness and traffic on SCFB's website for the easiest, safest way to help: donating online.



“
Together, we will
get through this.
Support your
community and
demonstrate the
love that we
have for
each other and
our hometown.
– Sam Dekker

”



David Leitch and Eric Zufelt

PLANNING TO MEET THE NEED TOGETHER

LOCAL // Sheboygan County

To stay connected and work with local organizations for a tailored, community-wide emergency response, Sheboygan County Food Bank met via video conference on a regular basis with the **United Way of Sheboygan County** and the **Anti-Hunger Coalition**, which included representatives from organizations such as **Fresh Meals on Wheels of Sheboygan County**, **Nourish**, **Sheboygan Area School District**, and **Sheboygan County (Division of Public Health)**. SCFB and the other organizations worked together to promote free pickup meals for children, discuss important emergency food updates, and share related community resources.

Local companies, **Sargento** and **Kohler**, provided invaluable mentorship, generously sharing their employees' time, skills and feedback. Kohler stepped in right away to help train staff and volunteers in proper mask-wearing. Sargento offered critical guidance in areas such as crisis communications, raising awareness, and forecasting the demand for emergency food.

STATEWIDE // Wisconsin

To link with organizations in other communities throughout Wisconsin facing the crisis, Sheboygan County Food Bank worked virtually with the Milwaukee-based **Hunger Relief Federation** (a coalition of Wisconsin's leading anti-hunger agencies) and **Hunger Task Force**, expanding SCFB's toolset to respond effectively and adjust accordingly in Sheboygan County.

These organizational relationships also facilitated vital food supply and equipment for SCFB, such as the USDA's **Farmers to Families Food Boxes**, thousands of gallons of milk and other dairy products through their **Wisconsin Dairy Recovery Program**, and a brand new 24-foot refrigerated truck via funding from Wisconsin Department of Agriculture, Trade and Consumer Protection.



Sheboygan Area School District
Nutrition Staff Member



Al Harmeling,
Volunteer

Brady Zufelt,
Staff Member



RECEIVING MORE FOOD TOGETHER

The cancellation of Sheboygan County Food Bank's second largest food drive event in May along with a temporary pause on all community food drives and SCFB's grocery store gleaning program created significant losses in food donations that SCFB normally relies on throughout the year. To combat the loss of incoming food, SCFB focused on securing ways to boost supply of emergency food.

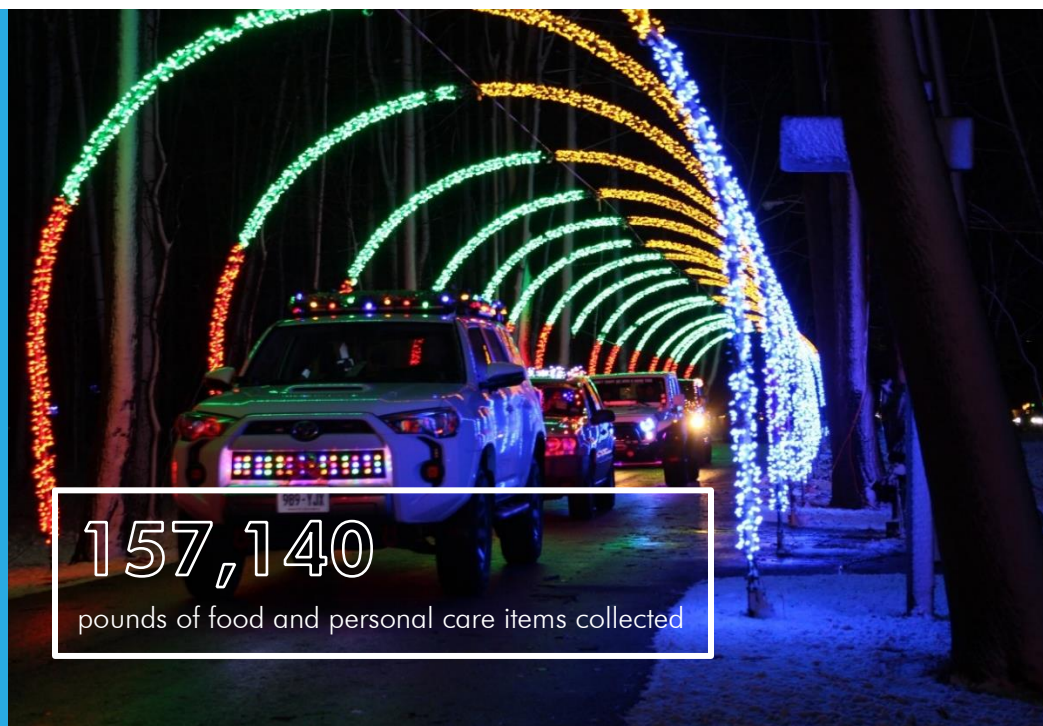
In March, SCFB established the **Sheboygan County Hunger Relief Food Fund**. The fund offered community members, businesses and organizations in the position to give an opportunity to safely support SCFB where 100% of the donations were used to quickly purchase food from SCFB's bulk partner suppliers.

As government assistance through the Coronavirus Food Assistance Program (CARES Act) became available starting in May, SCFB received the United States Department of Agriculture (USDA)'s **Farmers to Families Food Boxes**. The USDA purchased many rounds of fresh produce, dairy and meat products from regional distributors provided by American producers whose workforces had been significantly impacted by the closure of restaurants, hotels and other food service businesses. Distributors packaged products into family-sized boxes and then delivered them to food banks and other organizations across the United States.



Signature Partnership Spotlight

Making Spirits Bright shined especially bright in its ninth year. Built to safely go on amid a health crisis, the drive-thru holiday lights show continued its two-fold mission of providing a family-friendly event and Sheboygan County Food Bank's largest annual food drive. Together, Making Spirits Bright and all of the generous community members who either volunteered, donated food at the event, or hosted a food drive at a local business, helped stock up SCFB's warehouse during the holiday season. The extraordinary efforts resulted in the highest food collection year yet.



157,140

pounds of food and personal care items collected



“

I received food today and it was so amazing how it touched my heart. I believe I have regained some faith in humanity. I needed it and there are so many more who do also in these uncertain times.
– Our Neighbor, Jenine

”

DISTRIBUTING MORE FOOD TOGETHER

Safety as the Priority

Roughly 90% of SCFB's partner food pantries are backed by frontline volunteers in the most vulnerable age range for developing complications from COVID-19. To protect these volunteers, SCFB recruited younger volunteers from the community to fill in the gaps until the long-time volunteers were ready to return. SCFB also committed to offering guidance for food pantry coordinators, helping them safely adjust their operations and distribution methods, as well as supplying gloves and masks.

Sheboygan County Food Bank worked tirelessly with volunteers and organizations to safely distribute a high volume of food to the community. The **Support Dairy #DairyStrong** campaign raised money for SCFB to purchase milk, generous gifts were made to the Sheboygan County Hunger Relief Food Fund and United Way grants boosted SCFB's budget to buy food and personal care items. Through summer, devoted volunteers packaged a variety of purchased items into emergency boxes. These emergency boxes in combination with Families to Farmers Food Boxes offered food pantries and schools a quick, effective way to serve more individuals and families, and paved the foundation to establish a home delivery service in partnership with **Love INC**. Love INC's service supported our neighbors who couldn't access food pantries because of barriers like limited, or no means of transportation, and COVID-19 quarantine requirements.



SCFB coordinated with its **Food for Thought** partner schools to continue to reach enrolled children – ensuring that they were nourished with supplemental food for the weekends. As schools switched to virtual learning, or hybrid models, a majority adjusted their free meals to “grab-n-go”. SCFB relied on help from **Sheboygan North High School Delta Club** volunteers to deliver the bags of food to schools, supporting **400 children**.

SCFB also reinforced its network of partner food pantries by hiring additional staff and gathering more dedicated volunteers to assist in the launch, coordination and operation of its **Sheboygan Cares Drive-Thru Food Pantry**. This food pantry served an average of nearly **1,000 families** each week in its existence from May through October.



SERVIVING OUR NEIGHBORS TOGETHER

“ In July, my husband lost his job so we started doing what we had to do. We registered for FoodShare in August and then started going to the Sheboygan Cares Drive-Thru Food Pantry.

Chicken strips were made into fried rice, Dijon chicken, and chicken cordon bleu casserole. The chicken patties were turned into breaded chicken parmesan. My veggie-loving kids ate the veggies raw, steamed and roasted.

Life gives you lemons and you just have to figure out what to do with them so that when you receive other blessings you are grateful. But it is a great life. Sometimes you just need a helping hand to get through the mud to dry land.

– Claire, Our Neighbor ”



“ Participating in Food for Thought has been a life-changing experience. From the amazing aspects of feeding hungry local elementary children as well as volunteering with incredibly compassionate high school students and friends from SCFB, my heart swells with love and gratitude for the opportunity to make a difference.

– Anjenette, Volunteer ”



“ I approached SCFB when the pandemic shut our business down. From day one, the gratitude shown for the work done was unlike anything I’ve experienced. Maybe my favorite thing about helping was being able to answer the call when Sheboygan needed emergency boxes. When SCFB got behind, we would bring a team in and build up stock.

2020 was more than volunteering – it was a partnership of like-minded folks that cared enough about its community to put so many others’ needs ahead of their own.

– Todd, Volunteer ”



“ We lost our jobs so it’s been really hard. This has helped out immensely with having three kids. I appreciate it a lot.

– Sarah, Our Neighbor ”

“

This food will really help me out in my time of need. Thank you for all you do!

– Patty, Our Neighbor ”



Sheboygan North High School Students,
Food for Thought Volunteers

HONORING LIZ'S DEDICATION TOGETHER

Near the end of a challenging and busy year, Sheboygan County Food Bank's very first employee and now Senior Director of Programs and Community Impact, **Liz Kroll**, received national recognition for her dedication to fighting hunger in Sheboygan County over the past eight years.

SCFB's board member, **Sue Dennis**, nominated Liz for the *Spreading Holiday Cheer* series on **TODAY with Hoda & Jenna**. TODAY's producers were touched by Sue's story of Liz's drive and SCFB's humble beginnings of operating from Liz's home and garage – a time when she counted on the people around her to be a key part of her mission (like stuffing their kitchen freezer spaces with packs of donated Johnsonville brats).



Hoda Kotb,
Co-Anchor of TODAY

Jenna Bush Hager,
Co-Anchor of TODAY

To honor Liz's inspiring commitment to our neighbors, on a cold December morning TODAY's co-anchors, **Hoda Kotb** and **Jenna Bush Hager**, interrupted Liz's set-up budget meeting with a FaceTime call broadcasted on live television. When Hoda asked why she works so hard, Liz replied:

I just live in an awesome community and I just feel like we need to take care of each other and help each other out.

The two co-anchors instructed Liz to step outside where she was met with a TODAY correspondent and several family members, friends, and coworkers. Through a patchwork of iPhone cameras, Liz's genuinely warm-hearted reaction was captured nationwide as she learned that, in her honor, SCFB would be given \$10,000 from **Amazon** and another \$5,000 in Amazon gift card money to help SCFB purchase its most needed items. And when the tribute didn't seem like it could get any sweeter, long-time SCFB supporter and Sargento CEO, **Louie Gentine**, who was in attendance for the big surprise, pledged a \$10,000 Sargento match.



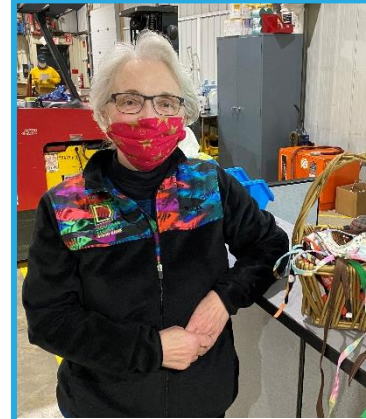
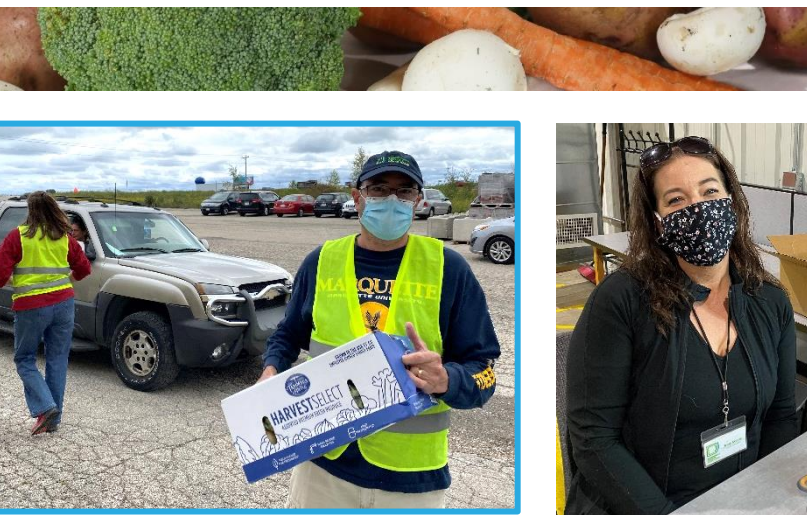
Fundraiser Event Shout-Outs

Despite a year when many events were cancelled, the **Plymouth Advancement Association** lit up the sky on the Fourth of July with social-distancing in effect on the ground, and **Sheboygan Service Club's Annual Gala** and the **Hunger Ball of Sheboygan County** transformed their fundraisers from normally in-person events to completely virtual events.

The Plymouth Advancement Association launched **Fire Fest** at Road America to recognize Sheboygan County residents for their tenacity and spirit during the health crisis with one of the largest displays of fireworks in Wisconsin history. Patrons purchased parking spots and proceeds supported SCFB along with two local fire departments.

The Sheboygan Service Club chose SCFB as their partner charity, which meant that SCFB received a majority of the proceeds from their annual gala. Through computer, television, tablet, and phone screens, participants got an opportunity to truly support the local community. Participants chose from a variety of viewing packages that offered deliveries, or pick-ups, of delicious meals cooked up by a variety of Sheboygan restaurants, and partook in both silent and reverse auctions during the memorable, skit-filled, Anchorwoman-themed gala.

The Hunger Ball of Sheboygan County supported SCFB and a handful of its partner food pantries through an expanded and safe fundraising movement that provided online and mail-in donation options.



FINANCIAL SUMMARY



Revenue

In-Kind Food Donations // 63% // \$3,474,907

General Giving // 13% // \$745,705

Designated - Food Purchase // 12% // \$685,639

Corporate Donations // 7% // \$399,800

Grants // 4% // \$194,249

Other // 1% // \$47,994

TOTAL // \$5,548,294



Expenses

Programs // 95% // \$4,161,910

Management and General // 3% // \$128,000

Fund Development // 2% // \$83,500

TOTAL // \$4,373,410



**Please note that numbers and figures above have not yet been audited.*

BOARD OF DIRECTORS

Rick Carr

Vollrath Company (retired)

Sue Dennis // Board Secretary

Sheboygan Area School District (retired)

Jeff Froh

Rockline Industries

Tom Malmstadt

The United Way of Sheboygan County (retired)

Mary Paluchniak

HSBS St. Nicholas Hospital (retired)

Michael Pellegrino // Board President

Sargento Foods

Bert Sartori // Board Vice President

Sartori Cheese

Tony Schultz

Kangaroo Brands (retired)

Andrew Viglietti

Sheboygan Athletic Club

Eric Zufelt

General Counsel Windway Capital Corporation

STAFF

Cullen Bauer-Trottier

Driver and Warehouse Assistant

Patrick Boyle

Executive Director

Erin Bremser

Administrative Assistant

Tracy Krause

FoodShare Assistant

Lizabeth Kroll

Senior Director of Programs and Community Impact

Lauren Smith

Director of Development and Marketing

Jodie Zajkowski

Warehouse Manager and Volunteer Coordinator

Brady Zufelt

Driver and Warehouse Assistant



TOGETHER TOGETHER TOGETHER
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**SHEBOYGAN
COUNTY
FOOD BANK**

Mission: Lead Sheboygan County's efforts to increase the food security of its residents by distributing healthy emergency food and fostering innovative partnerships.

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www.SheboyganCountyFoodBank.com