Dear Foodbank Family,

The past fiscal year was a time of tremendous growth for our organization. We continued planting seeds of hope and moving toward our goal of decreasing the meal gap for individuals struggling with hunger in Southeastern Virginia and on the Eastern Shore. Through innovative initiatives, we branched out to introduce more school-aged children, working families and seniors to nutritious food. Further, we began working to address some of the root causes of hunger and food insecurity by implementing plans that will increase access to fresh produce in rural and low-income communities throughout our service area. We turned over a new leaf by piloting strategic partnerships that offer holistic support services designed to eliminate hunger and food insecurity – in the present and in the future. As a result of these efforts, we grew together in our collective understanding of how to help individuals who are often uncertain about where they will get their next meal.

We remain grateful for the opportunity to serve diverse populations, but we acknowledge that there are still over 160,000 individuals in our service area struggling with hunger and food insecurity. A major challenge last fiscal year came with January’s government shutdown, which led to increased demand for food from individuals who would not typically find themselves in our lines. Thanks to generous support from partners like you, we were well equipped to assist furloughed employees and their families during their time of need. However, shifting public policy priorities continue to jeopardize federal nutrition and safety-net programs on which so many families depend.

At this important moment in our organization’s history, we appreciate the chance to look back on the year behind and thank our partners for all that you’ve helped us to accomplish. You made it possible for us to serve over 14 million nutritious meals this past fiscal year to individuals and families struggling to meet their most basic needs. Since our inception in 1981, you’ve helped us distribute over 300 million meals to individuals in Southeastern Virginia and on the Eastern Shore. In this regard, you’ve helped us grow in a manner that is shaped to our purpose.

Thank you for turning hunger into hope for the individuals we serve each day. In the upcoming years, we look forward to growing together and achieving measurable impact in the 757 community. Together, we can solve hunger.

With sincerest gratitude,

Ruth Jones Nichols, Ph.D.
President and Chief Executive Officer

Kevin X. Jones
Chair, Board of Directors

2019–2020 Board of Directors Officers:
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Susan Mayo
Marianne P. Scott
Marc Weiss

*Active Honorary Members
Strategic Pillars

The Foodbank’s work this past year remained guided by our 2017-2020 Strategic Plan. The plan is grounded by four pillars that drive strategic investments to help clients address their immediate needs for food access and build our organization’s capacity to engage in transformational work that will achieve our vision for a hunger-free community. Our work embodied within the plan is more important now than ever before as we expand our focus from “feeding the line” to “ending the line” of individuals seeking food assistance.

**Lead**
We will increase community awareness about the causes and consequences of hunger and food insecurity and mobilize the public to engage in advocacy that promotes hunger-relief programs for vulnerable adults and children.

**Feed**
We will improve the nutritional value of distributed food to positively impact health outcomes and increase access to healthy meals in communities with a high prevalence of food insecurity and food deserts.

**Strengthen**
We will expand our base of donor support to scale and sustain hunger-relief initiatives and empower our workforce to improve knowledge and performance.

**Transform**
We will develop a hunger-relief model that incorporates a multi-faceted approach to “feeding the line” and “ending the line,” and we will broker relationships with safety-net partners to implement holistic interventions that achieve client economic self-sufficiency.
**1981**
- Transitioned from a food and nutrition program of STOP, Inc. to a fully incorporated 501(c)3 organization with an annual budget of $52,000.
- Appointed Cindy Creed to serve as first Executive Director.
- Received two donated trucks from Kotarides family and Sandler Foods.
- Established formal Warehouse Distribution Program and secured 400,000 pounds of donated food to serve community through 73 member agencies.

**1982–1991**
- Accepted as United Way of South Hampton Roads’ agency.
- Developed Volunteer Program with support from Volunteer Hampton Roads.
- Established USDA commodity contract with Virginia Department of Agriculture.
- Launched Eastern Shore operations to serve Virginia’s two poorest counties—Northampton and Accomack.
- Reached 3.5 million pounds of food distributed annually by 1984.
- Completed capital campaign I and purchased main facility at 2308 Granby Street in Norfolk.
- Incorporated Virginia Peninsula Foodbank separately from the Foodbank of Southeastern Virginia in 1986.
- Established Justine’s Clothes Closet as a Foodbank program to assist clients.
- Collaborated with Norfolk & Portsmouth Bar Association to introduce first Legal Food Frenzy to Hampton Roads with 61 law firms participating in 1991.

**1992–2001**
- Admitted to United Way of Eastern Shore for annual funding of Eastern Shore operations.
- Purchased building in Tasley for Eastern Shore Branch operations.
- Began Eastern Shore Branch food deliveries by boat to Tangier Island.
- Merged SHARE Mid-Atlantic and Foodbank of Southeastern Virginia programs.
- Expanded Volunteer Program to include Volunteer Advisory Council and Volunteer Team Leaders.
- Relocated facility from Granby Street to 800 Tidewater Drive in Norfolk.
- Established Food Rescue Program for member agencies to enable increased food distribution.
- Launched Kids Café Program to feed nutritious meals to children in safe and supportive environments.
- Partnered with 106.9 The Fox to host inaugural Mayflower Marathon Food and Fund Drive.

*Shaped to its purpose,*
*The seed is planted,*
*The sapling grows,*
*Flings wide its branches,*
*The roots are secure.*
2002–2011

- Hired Joanne Batson as organization’s second Executive Director.
- Reached 7.5 million pounds of food distributed annually by 2003.
- Completed and launched first strategic plan in 2004.
- Selected as United Way of South Hampton Roads Certified Agency of the Year in 2005.
- Received $100,000 grant from Norfolk Foundation to secure new 26-foot refrigerated truck exclusively for Eastern Shore Branch.
- Initiated aggressive fundraising tactics to replace entire truck fleet and IT equipment.
- Completed capital campaign II and retired mortgage for building in 2008.
- Expanded Warehouse Distribution Program and launched new food assistance programs, including the Mobile Pantry and BackPack Programs.
- Awarded coveted Charity Navigator 4-star rating.
- Developed robust network of 300+ member agencies and program sites.

2012–Present

- Reached 18 million pounds of food distributed annually by 2015 and over 300 million pounds distributed since inception in 1981.
- Introduced Ruth Jones Nichols as organization’s third Chief Executive Officer in January 2016.
- Received $25,000 grant in fall 2016 from Obici Healthcare Foundation to create new strategic plan.
- Began implementation of board-approved 3-year strategic plan in July 2017 focused on holistically addressing hunger and food insecurity.

Heard is its singing,
In tune with its sisters,
By yielding its fruits,
In multiple harvests,
The tree can endure.

By: Mary Elizabeth Vroman
Branching Out

A core part of our continued work for FY19 involved promoting access to fresh fruits, vegetables and proteins. Thanks to partners who share our commitment to improving the nutritional value of distributed food, we brought fresh foods to more communities with high food insecurity rates and food deserts.

**Healthy School Markets**

In FY19, we expanded our reach to operate 13 Healthy School Markets in nine elementary schools, reaching over 1,800 children. Healthy School Markets provide access to nutritious foods, health and nutrition education and Supplemental Nutrition Assistance Program (SNAP) outreach during school-organized family engagement events.

During this expansion, we partnered with Mercy Chefs to incorporate the produce available at Healthy School Markets into family-friendly dishes during cooking demonstrations. Chef Kristin Macan with Mercy Chefs says the taste tests have helped to change minds about unpopular produce, including kale, cauliflower, Brussels sprouts and butternut squash. “If you can change someone’s mind about one food, it can open their perspective to other foods,” Macan says. “Now you have a whole family whose food world has opened up.”

Tysha R. Chambliss, school social worker for Accomack County Public Schools, says Healthy School Markets will make a long-term impact by introducing foods to enhance healthy eating habits. “Families are excited about the program, especially if it’s a certain food item they’re not familiar with,” she says. “It’s not only a nutritional experience but an educational experience as well.”

**Western Tidewater Community Produce Hub**

In March 2019, the Foodbank received a $300,000 three-year grant from the Obici Healthcare Foundation to establish a Community Produce Hub in Western Tidewater. This funding will allow us to expand the distribution of fresh produce to the rural parts of our service area, establish a physical presence in Franklin and grow our network of collaborative partners.

**Taylor Miller**

As Community Outreach Manager, Taylor Miller has played a pivotal role in launching the Foodbank’s Western Tidewater Community Produce Hub. In FY19, she worked with partners in building capacity to distribute fresh produce and other healthy foods. “Being out there with feet on the ground and learning what the opportunities are to make a positive impact within the community is an exciting challenge for me,” she said. Taylor is looking forward to scaling the initiative and achieving measurable impact in partnership with staff, volunteers, donors and service providers.
Helping Seniors in Need

Approximately 15 percent of individuals that the Foodbank serves are senior citizens. These seniors can benefit from the Commodity Supplemental Food Program (CSFP), a federally funded program that supplements the diets of low-income seniors with nutritious foods. By partnering with sites serving seniors who live on an average monthly income of $750, last fiscal year we scaled the program to provide 500 seniors with a monthly box of nutritious foods.

Jennifer Holland, property manager at John H. Wellons Foundation’s Springdale Apartments in Franklin, explains that since 90 percent of Springdale residents don’t drive, they can’t access the Foodbank’s Mobile Pantry in Franklin. “This box helps them get through the month,” Holland says. “As soon as they see the Foodbank truck, they’re excited and ready to receive the boxes.”
Last fiscal year, we set an aim for our work to move from transactional to transformational. In order to make systematic and sustainable change in our community, we must address not only the symptoms of hunger and food insecurity, but the roots that have taken hold.

The Root Causes of Hunger 2019 Hunger Summit

In March 2019 we brought together leaders from throughout the region for the second annual Hunger Summit, focused on understanding the root causes of hunger to begin to address them. Community leaders shared diverse perspectives about how earned income, affordable housing, early childhood education and federal safety-net programs can be combined with charitable food assistance to effectively address the root causes of hunger and food insecurity.

Participants attended breakout sessions on topics aligned with our four strategic pillars, as well as a session geared to using your voice for change. Sessions were followed by the second annual Pillars of Promise Awards Luncheon to recognize those who go the extra mile to support our work. The Summit concluded with a “Food for a Week” Hunger Simulation in which attendees got a glimpse of what it’s like to make decisions as a person living with chronic hunger and food insecurity.

Root Causes Research Study

We commissioned researchers from Old Dominion University to conduct a research study and explore the root causes of food insecurity among the individuals we serve. The study gave us a deeper understanding of the factors contributing to food insecurity, including housing and job insecurity, lack of financial literacy and barriers related to higher education and healthcare.

Sharing this insightful information with our community and beyond will enable us to leverage the observations gained from the study to partner with other organizations and create effective interventions.

Find the full report online at bit.ly/FoodbankRootCauses.
Elected Officials’ Engagement Day

As part of Hunger Action Month in September, the Foodbank hosted its eighth Elected Officials’ Engagement Day, bringing together business and community leaders to collaborate with us in our work to end hunger. Students from Grassfield High School attended the event and participated in a hunger simulation alongside elected and appointed officials and leaders. This opportunity raised awareness about the kinds of decisions that must be made by those experiencing food insecurity and explored issues of food access and availability.

Public Policy / Legislative Agenda

Our FY19 legislative advocacy agenda encompassed priorities related to the reauthorization of the Farm Bill, impacting access to nutritious food for millions of American families struggling with hunger. Our efforts, combined with those of the greater Feeding America network, led to the reauthorization of the Farm Bill without harmful changes to SNAP. We also met with key Virginia General Assembly legislators and successfully advocated with the Federation of Virginia Food Banks for $3M in Temporary Assistance for Needy Families (TANF) funding to address child hunger and help expand our Healthy School Market Program.
Turning Over a New Leaf

As our work transitions from addressing hunger in the short term to eliminating hunger for a lifetime, we realize the importance of reimagining our priorities to reach more populations. This fiscal year, we’ve taken innovative approaches related to three root causes of food insecurity—healthcare, higher education and employment—as we hold our vision for a hunger-free community.

Healthy Food Pantry

Thanks to a grant from The Sentara Foundation – Hampton Roads and Optima Health, as well as grant funding from Walmart, we piloted a Healthy Food Pantry Program in partnership with Calvary Revival Church in Norfolk. Offering support services to holistically address food insecurity, the Healthy Food Pantry distributes food that is low in sodium, sugar and trans-fat to those struggling with health-related conditions such as diabetes, high blood pressure and obesity.

Partnerships in Workforce

Through funding from Feeding America, the Foodbank partnered with the Hampton Roads Workforce Council through Virginia Career Works to connect individuals experiencing food insecurity with resources to launch or advance their careers through learning and training opportunities.

In FY19, the Foodbank launched onsite SNAP application assistance targeting individuals undergoing training at Virginia Career Works. For job seekers experiencing an immediate need, we also initiated plans to provide emergency food so that these individuals can continue their training.

“If people are in a position of not worrying about what they’re going to eat, they can focus on getting the skillsets they need for employment,” explains Latonya English, deputy director for Virginia Career Works. “They can put their focus on learning to write resumes and participate in job interviews without the worry of, ‘Will I be able to feed my family tonight?’”
Focus on Higher Education

The Foodbank partnered with Tidewater Community College (TCC) to determine ways to improve academic outcomes and the earning potential of students investing in their education.

Studies show that experiencing food insecurity as a college student can have a negative impact on academic performance. “When you’re hungry and your stomach is growling, you can’t focus,” says Dr. Michelle W. Woodhouse, provost of TCC’s Portsmouth campus. “Therefore, you can’t do your very best to be successful in that class.”

In March 2019, the Foodbank received a five-year commitment from TowneBank to offer a grant for $250,000 in support of the Foodbank’s partnership with TCC to establish a Campus-Based Pantry available to all TCC students to work toward addressing food insecurity as a barrier to higher education.
Growing Together

With community support, the Foodbank has grown significantly since its founding in 1981. We’ve grown as an organization, allowing us to expand our reach geographically and broaden the ways in which we serve individuals. We’ve grown in our processes, cultivating innovative ways to meet the needs of our neighbors experiencing food insecurity. Thanks to the community’s belief in our mission and commitment to serving our neighbors, we will continue to grow—together.

Women Ending Hunger

Women Ending Hunger (WEH) is a giving society comprised of female leaders committed to making a lasting impact on hunger relief in our community. WEH members gathered at the Chrysler Museum of Art in September 2018 for a gallery talk entitled, “Freedom from Want” featuring classic works of art that incorporate food as part of the Four Freedoms exhibition. Dr. Erik Neil, director of the Chrysler Museum of Art, and Dr. Ruth Jones Nichols, President and CEO of the Foodbank of Southeastern Virginia and the Eastern Shore moderated the discussion connecting works of art to issues around food insecurity. WEH members raised over $26,000 for our BackPack Program to fight child hunger.

#TackleHunger757

As football season kicked off, we teamed up with NFL player Darryl Tapp and his wife, Tiffany, and NFL player Don Carey and his wife, LaKeisha to encourage community players to “get in the game” in support of the Foodbank’s Backpack Program. This program provides students with a bag of meals to take home on weekends and before school holidays. Our October 2018 campaign raised over $53,000 to discreetly distribute nutritious meals for children in the program.
Legal Food Frenzy

For 13 years, the legal community has raised the bar by coming together to provide food and funds during the Legal Food Frenzy, a two-week, peer-focused competition open to all law firms, legal departments, law schools/programs and individual practices. In April 2019, the 35 competing teams raised over $91,000, collected over 4,800 pounds of food and donated time from 160 volunteers.

22nd Annual Mayflower Marathon

Our largest food and fund drive of the year, the FM99 and 106.9 The Fox Mayflower Marathon, put food on the tables of those struggling with hunger in our community for Thanksgiving. The 57-hour consecutive food and fund drive collected a combined 668,000 meals that included donations to the Foodbank of Southeastern Virginia and the Eastern Shore as well as the Virginia Peninsula Foodbank.

Hunger Heroes

In an effort to combat summer hunger, the Foodbank held the second annual Hunger Heroes Corporate Food Frenzy food and fund drive competition to get the local business community involved in putting food on the tables of individuals in need during a time of year when families no longer benefit from free or reduced price meals provided at school. We are grateful for each of our corporate partner Hunger Heroes who, together, raised food and funds for 176,846 meals.
**Foodbank Achievements**

**Mobile Pantry**
The Mobile Pantry program brings food to locations where community members cannot easily access fresh food.
- 1.4 million pounds of food distributed
- 1.1 million meals distributed
- 16,245 individuals served
- 249 Mobile Pantry distributions

**BackPack Program**
The BackPack Program helps children in homes struggling with food insecurity by providing a backpack filled with six nutritious meals before weekends and holidays.
- 3,385 students enrolled
- 317,194 meals provided
- 52 schools participating
- (46 schools have high concentrations of low-income students.)

**Kids Cafes and Summer Feeding**
Kids Cafes and Summer Feeding programs provide nutritious meals and snacks after school hours to children in need from ages 5 to 18.
- 216,108 meals and snacks served
- 2,023 children served
- 10 year-round Kids Cafe sites

**Commodity Supplemental Food Program (CSFP)**
The CSFP works to improve the health of low-income seniors by supplementing their diets with nutritious USDA Foods.
- 548 seniors served
- Over 168,000 meals distributed

**Partner Agencies**
Partner Agencies are community organizations that access food from the Foodbank to serve their community.
- 215 Partner Agencies
- 14.6 million pounds of food distributed by Partner Agencies
- 12.2 million meals distributed by Partner Agencies

**Supplemental Nutrition Assistance Program (SNAP) Applications**
SNAP is the largest federal nutrition assistance program, providing benefits to eligible individuals to purchase food.
- 566 applications, equal to 478,875 meals
- Local economic impact of SNAP outreach: $2,234,524

**Healthy School Market**
Healthy School Markets provide access to fresh produce and other nutritious foods, as well as health and nutrition education during a school-organized family engagement event.
- 27,516 pounds of food distributed
- 22,930 meals provided
- 13 distributions at 9 elementary schools
- 933 households and 1,330 children served
### Revenue Sources

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<tr>
<th>Source</th>
<th>FY 2019</th>
<th>FY 2018</th>
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<td>Donated Food</td>
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<td>Monetary Donations</td>
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<td>Grants</td>
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<td>Special Events</td>
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<td>United Way</td>
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<td>Other Income</td>
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<td>Program Fees</td>
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<td>Investment Gains/Losses</td>
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<td><strong>Total Revenue Sources</strong></td>
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<td><strong>35,437,358</strong></td>
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The Foodbank of Southeastern Virginia earned a 4-star rating from Charity Navigator. This distinction means the Foodbank, a 501 (c)3 charitable organization, outperformed most charities in America in areas of efficiency, fiscal integrity, and effectiveness. A copy of our financial statements is available upon request from the Virginia Department of Agriculture and Consumer Services, Virginia State Division of Consumer Affairs, P.O. Box 1163, Richmond, Virginia 23218.