



# Meeting the Food Needs OF OUR HUNGRY NEIGHBORS

WE ARE DEDICATED TO DIRECTLY ADDRESSING THE FOOD NEEDS OF EACH OF OUR HUNGRY NEIGHBORS, EVERY DAY.



**Our Mission**  
Lead our community by providing a **well-coordinated system** for collecting and distributing **healthy** emergency food to Sheboygan County residents while **inspiring our community** to support advocacy and other anti-hunger efforts.



**Our Vision**  
Inspiring and engaging our community to **end hunger.**



**2018 ANNUAL REPORT**



# A MESSAGE

## from our Team

### Dear Food Bank Friends,

Everyone goes through challenging times in their lives and one of the biggest challenges anyone can face is hunger. **Just imagine being unsure where your next meal will come from.** It is a terrifying thought and one that thousands of Sheboygan County residents face every day.

Our neighbors who are suffering from hunger include children, people living with disabilities, veterans, elderly people living off fixed incomes, working families that are unable to provide enough food for their entire family, and people suffering from mental illness. They may be going through financially strained times in their lives as a result of income changes, medical debt, and accidents. Even many college students struggle with food insecurity. **Facing hunger is more prevalent than you may think.**

We exist to help support and provide healthy food to our neighbors who are experiencing hunger and food insecurity. Our intent is to make sure that nobody in Sheboygan County suffers from the pains of hunger. To take on this difficult task, it takes a **special team** – made up of caring and loving people – **working together.**

**Our team** includes a motivated and highly determined staff, a dedicated and supportive board of directors, and an extraordinary group of volunteers who help with our daily operations. And of course, the people and volunteers behind the pantries, shelters, community meals, and other partner organization agencies within our emergency food network are all key team members. These team members who contribute to our partner organizations are essential in this fight and they continue to amaze and inspire us with the work they do to fight hunger and food insecurity throughout Sheboygan County.

As Sheboygan's Free and Local Food Bank, our team also relies on the support of individuals, families, organizations, the United Way of Sheboygan County, and the generous corporate community to address the food needs of each of our hungry neighbors, every day. **Thank you very much for being a part of our team by caring for our neighbors who need our compassion, love, and support.**

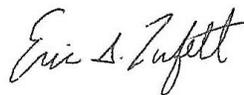
Kind regards,



**Patrick Boyle**  
Executive Director,  
Sheboygan County Food Bank



**Lizabeth Kroll**  
Food Bank Director,  
Sheboygan County Food Bank



**Eric Zufelt**  
Board President,  
Sheboygan County Food Bank

### Board of Directors

**Sue Dennis**, Board Secretary  
Sheboygan Area School  
District (retired)

**Jeff Froh**  
Rockline Industries

**Linda Goodine**  
Herb Farm at Cedar Lake

**Jennea Kluck**,  
Board Treasurer  
Kohler Company

**Tom Malmstadt**  
The United Way of  
Sheboygan County

**Mary Paluchniak**  
HSHS St. Nicholas Hospital

**Michael Pellegrino**,  
Board Vice President  
Sargento Foods

**Bert Sartori**  
Sartori Cheese

**Tony Schultz**  
Kangaroo Brands (retired)

**Andrew Viglietti**  
Sheboygan County  
Humane Society

**Eric Zufelt**, Board President  
General Counsel Windway  
Capital Corporation

### Staff

**Patrick Boyle**  
Executive Director

**Lizabeth Kroll**  
Food Bank Director

**Lauren Smith**  
Communications and  
Development Coordinator

**Jodie Zajkowski**  
Warehouse and Logistics  
Manager



## SHEBOYGAN COUNTY FOOD BANK'S EMERGENCY FOOD NETWORK

We purchase, accept, and safely store food locally at our warehouse. We then efficiently deliver food to our partner agencies – at no cost – so that food is provided to our neighbors that need it most.

### 22 Partner Agencies

1. Calvary Lutheran Church Food Pantry
2. Faith Reformed Church Food Pantry
3. First Reformed Church Food Vault
4. Fountain Park United Methodist Church Free Meal
5. Horizon 4 Girls
6. Housing Authority of the City of Sheboygan
7. Mapledale Baptist Church Food Pantry
8. North Side Christian Food Pantry
9. Nourish Farms
10. Plymouth Food Pantry
11. Random Lake Area Interfaith Food Pantry
12. Runaway And Youth Services (RAYS) Sheboygan
13. Safe Harbor
14. Samaritans Hand
15. Sheboygan County Interfaith Organization (SCIO)
16. Sheboygan Falls Food Pantry
17. Sheboygan Food Pantry
18. St. Luke United Methodist Church Food Pantry
19. St. Mark Lutheran Church Food Pantry
20. St. Peter Claver Church Food Pantry
21. The Salvation Army
22. Working-Family Bread Basket



14 Food  
Pantries

4 Other  
Partner  
Agencies

Sheboygan  
County  
Food Bank

3 Shelters

1 Community  
Meal



# Creating Awareness of the Food Needs of Our Hungry Neighbors

We are dedicated to directly addressing the food needs of each of our hungry neighbors, every day.

## Communicating our Dedication

Thanks to connections from our **FREE & LOCAL** friends at Sargento, Sheboygan County Food Bank (SCFB) teamed up with Erin Price (Sargento) and Jack Rooney (Ogilvy & Mather) – both of whom shared their professional knowledge – to help us create our brand blueprint. After many interviews and a lot of brainstorming, we decided on the most important messages to share and began drafting a plan to spread the word of **our commitment to support our 11,000 hungry neighbors in Sheboygan County.**

We ultimately agreed that we are truly dedicated to directly addressing the food needs of each of our hungry neighbors, every day.



## Finding the Perfect Sheboygan Solution

As our mission gained more attention and we added more partner agencies to our emergency food network, we found ourselves in an unfamiliar situation by the middle of summer – **we were experiencing a lower-than-normal supply of food.** With our next major community food drive not until October, we decided to put our brand into motion, while gathering food to quickly restock our shelves.

Equipped with signs, banners, and shopping carts, SCFB staff and volunteers took steps against hunger through the heart of Sheboygan – beginning on 8th Street, over to Michigan Avenue, and finishing in Worker's Water Street Park – in the **Brat Days Parade.**

SCFB's debut in a local parade worked as a perfect solution to create an awareness of SCFB, while also **collecting over 700 pounds of food.** As a bonus, along with social media posts and phone calls, the parade became a kick-off to a series of community food drives in response to our low food supply.

**Thanks to our caring community, our shelves were full again,** which enabled us to continue delivering food to our neighbors in need without any disruption to our normal distribution activity.



SCFB Food Bank Director, Lizabeth Kroll (left); Mapledale Baptist Church Food Pantry Manager, Joshua Lee; and SCFB Logistics and Warehouse Manager, Jodie Zajkowski, celebrate the grand opening of Mapledale.

"SEEING THE COMMUNITY RALLY WHEN WE NEEDED HELP WAS SO ENCOURAGING TO ME. IT CONFIRMED THAT THE COMMUNITY WE LIVE IN IS SECOND-TO-NONE. IT GAVE ME A RENEWED SENSE OF WHY WE DO WHAT WE DO AND HOW IMPORTANT THE FOOD BANK IS TO SHEBOYGAN COUNTY."  
– LIZABETH KROLL, FOOD BANK DIRECTOR

# Funding the Food Needs of our Hungry Neighbors

## Huddling up with the Hunger Ball of Sheboygan County & Other Community Donors to “Freeze the Freezer”

With our shelves full of donated non-perishable food, a new challenge arose when we realized the immediate need to add a 25-foot commercial-grade freezer to our warehouse. This necessary and important piece of equipment would give us the ability to efficiently store more fresh and healthy foods for the **3,000 families that we serve**.



In early September, we launched our **Freeze the Freezer social media campaign**. As donations came in, we unlocked local ‘penguin’ advocates who have taken stances against hunger in Sheboygan County on our social media. We were amazed by the generosity of our community. The board members of the annual **Hunger Ball of Sheboygan County** (the Hunger Ball) learned of our specific need and worked hard to raise **\$25,000**.

With the additional generosity of **HSHS St. Nicholas Hospital, the International Brotherhood of Electrical Workers – Local 494, Champion Storage & Rental**, and other **individuals**, we gathered enough money in just **ONE MONTH** to make the freezer a reality. By the end of December, the freezer stood as a shiny addition to help us better serve our hungry neighbors in 2019 and beyond.

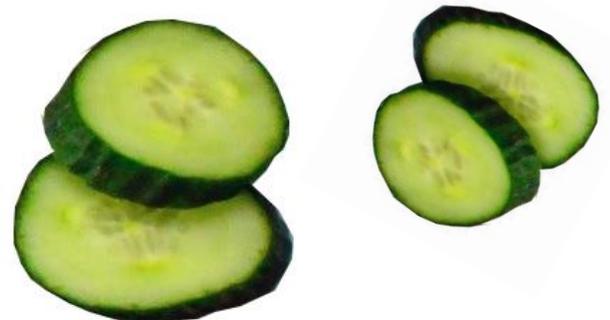
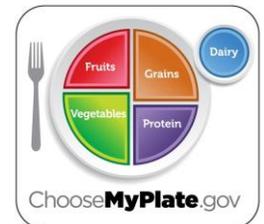
“CONGRATS ON THIS GREAT ADVANCEMENT! I AM SO HAPPY TO SEE THAT YOU ARE ABLE TO CONTINUE TO IMPROVE AND SUPPORT THE COMMUNITY.”

-TERRI HACKBARTH,  
MAKING SPIRITS BRIGHT STEERING COMMITTEE MEMBER

The new freezer is completely supported by our generous community and will allow us to:

- 1. Accept and safely store more fresh, perishable food from the local corporations** in which we have established strong relationships.
- 2. Store meat**, which is a highly requested item from pantries and essential protein source for clients – especially growing children.
- 3. Expand our fresh and healthy food offerings that fall under \*MyPlate guidelines**, such as frozen vegetables, juice concentrates, and cheeses.

*\*MyPlate is the current nutrition guide published by the USDA Center for Nutrition Policy and Promotion. MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a family image – a place setting for a meal.*



## Making Big Strides for our Second Holiday Lights Hunger Run/Walk

For the second year, our **Holiday Lights Hunger Run/Walk** fundraiser through Evergreen Park gave a "sneak peek" of the Sheboygan holiday tradition – Making Spirits Bright (MSB).

Thanks to a dedicated volunteer committee who helped plan this event throughout the entire year, **1,271 participants** and **over 150 volunteers** experienced the light displays one week prior to MSB's grand opening. To cap off the evening with warmth and refreshments, the after party and 5K run award ceremony took place at 3 Sheeps Brewing's taproom.

**How did we grow the event in one year?** People enjoyed "Santa's Workshop" tent with family-friendly activities and refreshments. A professional race chip-timing and reporting service was introduced for the 5K. Cheer teams were added along the course. For a better listening experience, additional speakers were set up. More 5K age-category awards were up for grabs. A delicious Deer Creek Cheese tasting and 3 Sheeps beer pairing was offered at the after party. These, along with other additions, made our second-year event a growing success.

"I LOVE THIS IDEA AND AM HAPPY TO HAVE IT IN OUR COMMUNITY!"

– RACHEL, PARTICIPANT



We are thankful for the amazing support from our sponsors, in-kind donors, participants, volunteers, committee members, and co-chairs, **Jenna Pack** and **Amanda Mac Neal**. Kudos to our great partners, **Making Spirits Bright**, **3 Sheeps Brewing**, **Fit Body Boot Camp**, and **Crossroads Community Church**, for taking steps against hunger by working with us on this pre-holiday event!

### Making Spirits Bright: Much more than a Sheboygan Tradition

Making Spirits Bright (MSB) is a holiday lights and music display coordinated by the three Sheboygan County Rotary Clubs. In its seventh year, MSB is SCFB's largest annual food drive and is an incredibly helpful partnership that has allowed us to purchase important equipment and highly needed items in the past.



SCFB staff members, committee co-chairs, and committee members gear up before the start of the second annual Holiday Lights Hunger Run/Walk on November 18, 2018.



Courtesy of Erika Rusch Reimer



Courtesy of Kayla Mueller

# Highlights

## Food In

- ✓ **Major Community Food Drives Collection Breakdown**
  - Stamp Out Hunger: **41,260 pounds**
  - Scouting for Food: **12,168 pounds**
  - Making Spirits Bright: **100,451 pounds – NEW RECORD!**
- ✓ **TOTAL: 153,879 pounds**



## Food Out

- ✓ **853,144 pounds** of food distributed
- ✓ **\$1,992,297** value for food distributed
- ✓ **53%** of food distributed fresh and perishable



## Fundraisers

- ✓ **\$36,700** raised for 25-foot commercial-grade freezer
- ✓ **\$27,237** in net income for Holiday Lights Hunger Run/Walk
- ✓ **19 sponsors** for Holiday Lights Hunger Run/Walk



## Helping Hands

- ✓ **3,889 volunteer hours**
- ✓ **\$96,019.41** value for volunteer work

*\*\$24.69/hour estimated value. Latest Figure from Independent Sector.*



## Neighbors Served

- ✓ **163 elementary-age children** served each week with a backpack full of nutritious weekend food
- ✓ **9 schools** enrolled in backpack program
- ✓ **2,706 families** served each month through our partner food pantries

*\*Approximately 3,000 total families served each month through all of our partner food pantries, shelters, community meals, and other emergency food network agencies.*



# Financial Snapshot

## Revenue

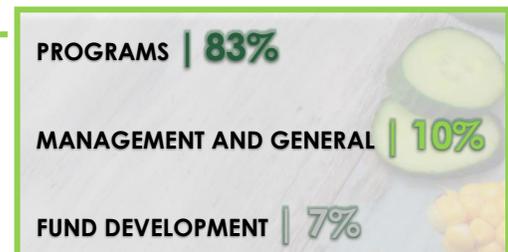
Corporate Donations	\$310,000
General Giving	\$163,271
Grants	\$54,319
Holiday Lights Hunger Run/Walk	\$42,126
Designated Gift – Food Purchase	\$36,109
Hunger Ball	\$25,000
Stock the Shelves	\$23,623
Making Spirits Bright	\$10,000
Designated Gift – Equipment (freezer)	\$10,000
Interest Income	\$700
<b>Total</b>	<b>\$675,148</b>



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

## Expenses

Programs	\$405,489
Management and General	\$48,854
Fund Development	\$34,198
<b>Total</b>	<b>\$488,541</b>



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

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For over 36 years, Sheboygan County Food Bank has been Sheboygan's leading non-profit food security organization.

We purchase, accept, and safely store food locally at our warehouse. We then efficiently deliver food to our partner agencies – at no cost – so that food is provided to our neighbors that need it most.

Every pound of food we deliver is absolutely **FREE**. There is no charge for food, delivery, or partner agency network membership. Established in Sheboygan and supported by the **LOCAL** community, we stay true to our roots by serving **LOCAL** families.

On any given day, **11,000 of our neighbors in Sheboygan County struggle with hunger**. We are dedicated to directly addressing the food needs of each of our hungry neighbors, every day. We provide healthy, nutritious, and free food to make sure that over **3,000 families don't go hungry**.

Follow us on our journey to feed our hungry Sheboygan County neighbors:    

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