

AMPLEHARVEST.ORG

# ANNUAL REPORT 2020





## SPECIAL NOTE

We spent most of 2020 being deeply appreciative of the doctors, nurses, essential workers and others who struggled to keep a difficult time from becoming a total disaster.

We also owe a special thanks to each and every home and community gardener who donated part of their harvest to a nearby food pantry, along with all of the people (often elderly) who continued to volunteer at the pantries despite the risk to their own health, to assure that the people in their community who needed help, got it.

Our 2020 Annual Report is dedicated to these tens of millions of gardeners and food pantry staffers. America owes a huge debt of gratitude to them.

Long after the pandemic is gone, the sustained impact of the healthy food donations will remain.

Thank you.



## OUR VISION

In 2020, America and the global community faced challenges not seen in over a century. Amidst a world overrun with sickness, economic depression, poverty, and hunger, AmpleHarvest.org was able to expand our impact, empowering communities to fight hunger with food from their own backyards. This was all thanks to overwhelming support from our partners and the American gardening public.

AmpleHarvest.org is wholly different from other food recovery or food waste operations. Our vision of the future is one in which donating surplus food from your garden will become ubiquitous.

Communities will come together to eliminate food insecurities themselves with healthy fresh food grown by local gardeners. Gardeners who grow excess food will know that they can donate it to food pantries and will do so as a matter of routine.

In a turbulent year AmpleHarvest.org was ready. From our inception, our operation is socially distanced, and gardener donations have been contactless.



# FOUNDER'S STATEMENT

This will not be an ordinary annual report letter because 2020 was not an ordinary year.

The landscape we were working in was under a great deal of stress due to the pandemic. Millions of Americans had to turn to food pantries because of the economic climate while at the same time, an unknown number of food pantries nationwide were forced to suspend operations because COVID-19, as well as the West Coast fires (remember them?) made it unsafe for their elderly volunteer staff to continue working in.

While no one saw a pandemic coming, it turned out that AmpleHarvest.org, was ready for just such a disaster.

## **How We Were Ready**

Our staff has always worked remotely so we were able to remain focused on our work without the need for any internal pivots.

Our program has social distancing built in with the individual gardener growing, harvesting and donating the food by themselves without being near other volunteers, as you typically see in traditional gleaning programs.

We guided growers and pantries toward a contactless donation procedure to protect the gardener, the pantry staff and the food itself.

America saw a sudden and dramatic increase in home and community gardening from 42 million in 2019 to more than 62 million according to the gardening industry. Why? The early uncertainty in the food supply in stores along with those working from home with time to spare had millions starting to grow food for the first time. These numbers speak to a dramatic increase in the amount of surplus food that became available for food pantries for the first time.

Many existing gardeners expanded their gardens explicitly for donation. For example, I expanded mine by about 120 sq. feet which enabled me to donate about 250 pounds of food this year while still having more than enough for my family.

While America was struggling with COVID-19, we continued to do our work.

### **2020 Highlights**

- 223 food pantries joined AmpleHarvest.org
- Our program for the faith community was relaunched as a year round program called Faith Fights Food Waste ([FaithFightsFoodWaste.org](http://FaithFightsFoodWaste.org))

- AmpleHarvest.org was blessed with corporate partners, foundations, individual donors to help support our work, three outstanding partners stepped up to help:
  - Bonnie Plants provided financial support and massive marketing and advertising capacity. This helped and will continue to help millions of additional gardeners start donating food.
  - Freudenberg's e2 initiative provided financial and volunteer support.
  - Mariah Carey, with her 48 million followers, started promoting our work.

Thanks to all of our supporters, we're now at work to improve the program and the organization itself in preparation for confronting the challenges we'll all face in 2021.

### **Looking Forward**

- We're totally overhauling the AmpleHarvest.org site and search engine. This will assure that our technology can meet the ever increasing need for our work for years to come by dramatically improving both the grower and the food pantry experience while also helping us gather more impact information in real time.

- Producepedia (garden produce information for food pantry clients) is already rolling out and will continue to expand in the months to come.
- We are planning on expanding AmpleHarvest.org from 50 states to include all American territories.

While AmpleHarvest.org's mission revolves around gardeners connecting to a local food pantry, AmpleHarvest.org also enables food insecure families, especially those seeing fresh food in the growing season, to find a local food pantry that can offer them fresh food. Using the same technology to help gardeners end food waste while also helping to nourish hungry families speaks the fact that AmpleHarvest.org anonymously brings neighbors together, each helping the other.

AmpleHarvest.org owes a deep debt of gratitude to all of our donors, grant makers, corporate partners - especially Bonnie Plants as well as Freudenberg's e2 initiative, both of whom provided financial and volunteer support, and Mariah Carey and her team who helped reach 48 million of her followers. This critically vital support provided the funds and public engagement to help us ignite the passion and the power of America's gardeners to nourish a nation struggling with a pandemic.

Like everyone else in America, we faced a crisis that we had never anticipated, yet our board, staff and technology were ready for it. And because of that, we were able to help tens of millions of America's gardeners help their community, many for the first time.

The light at the end of the pandemic tunnel is in sight, but we are far from fully recovered. We urge all of America's gardeners this year to plant what they want, plant more if they can, and donate their surplus bounty to a nearby food pantry. Your community and your country will be forever indebted to you.

Most importantly, please stay healthy. You are essential, and we deeply appreciate you.



**GARY OPPENHEIMER**

*Founder and Executive Director*



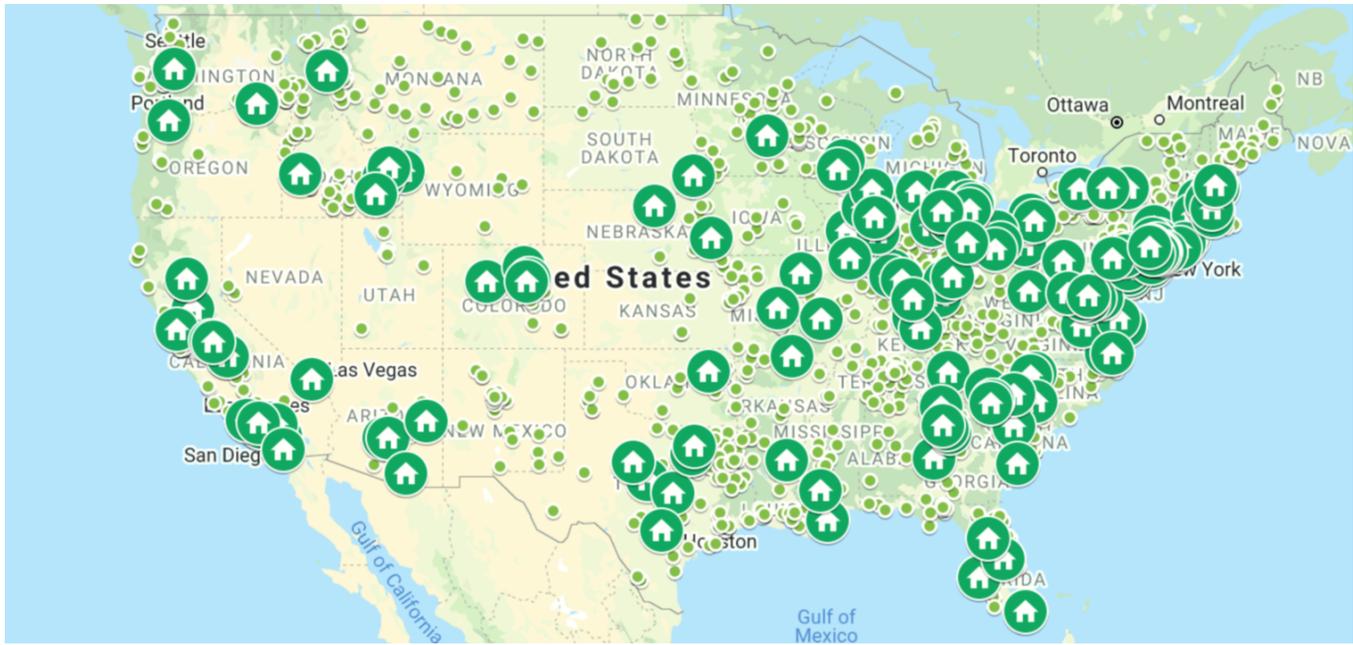
# IMPACT

- 1,641,880 lbs of produce saved
- 6,567,521 servings of produce donated
- At the urging of AmpleHarvest.org, the USDA revised their guidelines for the Emerson Food Safety Act (the “Good Samaritan Act”) to explicitly include the donations of garden produce to food pantries. This clarified what had historically been an implied but not stated protection.
- Helped 182,549 people find their nearest food pantry
- Reached 2.2 million people via Google Ads boosting awareness
- Bonnie Plants outreach for the Grow More Feed More program was in 600 media outlets
- In response to the market upheavals in early 2020 that had farmers nationwide throwing away food that they could not bring to market, AmpleHarvest.org created an opportunity for smaller family farms to donate that food instead of throwing it away.



# COMMUNITY FEEDBACK

- From Center for Food Action in Englewood, NJ - 2020 was an odd year. When gardeners and local groups first started reaching out in March/April, we were not able to accept food donations, as the year progressed we began accepting donations again and many local farmers and gardeners donated apples, apple trees, squash and more, in support of the families we serve. In 2020 CFA provided over 120,000 emergency food packages, compared to 80,000 in an average year. AmpleHarvest has been a true partner in our success, Thank you!
- So happy to have found your organization, so relieved that the extras from my garden can be used by other families!
- I think this is great. I always have extra from my garden and I am happy to share it. Thank you for giving me the information I needed to find a place for my vegetables.
- I was so glad to find your site! The information and map worked well. We found a food pantry happy to receive our excess garden produce, it was convenient and we are so happy to share our bounty with those in need.



# NEW FOOD PANTRIES

The demand to address food insecurity in communities across the U.S. has increased significantly over the past year due to the impact of COVID 19. Food pantries that were able to keep their doors open saw a tremendous increase in the number of people they served. Unfortunately, the pandemic also forced some pantries to temporarily shut their doors both literally in their community and virtually on AmpleHarvest.org. Despite these tumultuous circumstances, AmpleHarvest.org welcomed over 200 new food pantries and food assistance programs.

With nearly 9,000 food pantries on our site, AmpleHarvest.org not only was an invaluable tool for new (and experienced) home gardeners to connect with their local food pantries, but we also became an invaluable resource for food insecure individuals trying to locate a food assistance program in their community.

# 223

**NEW FOOD PANTRIES ADDED**

Impact of Donations to AmpleHarvest.org					
	\$	120	<<Enter Donated Amount here		
Year Number:      1                      2                      5                      10					
<b>Impact of a one time donation over 20 years</b>					
<b>PRODUCE DONATIONS</b>					
Total lbs of produce donated - not wasted (each year)		247	333	820	3,678
<b>Total lbs of produce donated - not wasted (cumulative)</b>			<b>580</b>	<b>1,428</b>	<b>6,402</b>
Total value of produce donated	\$	595	\$ 803	\$ 1,977	\$ 8,864
<b>NUTRITION</b>					
Servings of produce donated - not wasted (each year)		988	1,333	3,281	14,712
<b>Servings of produce donated (cumulative)</b>			<b>2,321</b>	<b>9,833</b>	<b>53,923</b>

# NEW METRICS

Our metric of success has always been the number of gardeners we connect to food pantries. But we wanted to find out more. Since we can't measure donated food directly\*, we asked volunteers from the Harvard Business School Alumni Association to translate the impact of monetary donations made to AmpleHarvest.org.

The result (aside from two of them joining the AmpleHarvest.org board) was a tool that used data from our surveys as well as publicly available data to translate monetary donations into the amount of food donated.

For example, a \$120 donation to AmpleHarvest.org generates 988 servings of food worth \$595 in the first year. Over a 10 year period, that original donation will have resulted in 14,712 servings worth \$8,864.

If you want to help systemically and permanently end hunger and food waste, visit [AmpleHarvest.org/impact](https://AmpleHarvest.org/impact) to see what your contribution to accomplish.

\*(Learn more about our unique approach in this new white paper "[AmpleHarvest.org: Defining The Difference](#)").



# FAITH FIGHTS FOOD WASTE

Sometimes, a simple piece of information opens a door to a whole new opportunity. For example, “70% of all food pantries are located in a house of worship”.

In 2016, that number inspired AmpleHarvest.org to launch a food waste public awareness program for the faith community called “Food Waste Weekend”. We created food waste sermons, (in partnership with Greenfaith) for multiple faiths.

The goal was to have these sermons all take place on the same weekend – Imams on Friday, Rabbi’s on Saturday and Christian clergy on Sundays for example.

In 2020, we renamed the program “Faith Fights Food Waste”, and added a component for people of faith who did not, or due to COVID, could not attend a house of worship.

AmpleHarvest.org is not a faith based nonprofit. We created this because clergy of all faiths are concerned about hunger, most food pantries are hosted by the faith community, and more than 35% of the people in the pews are statistically likely to be gardeners. This program helps reduce the waste of food by enabling people of faith to receive spiritual guidance on what their scriptures and traditions say about food waste.

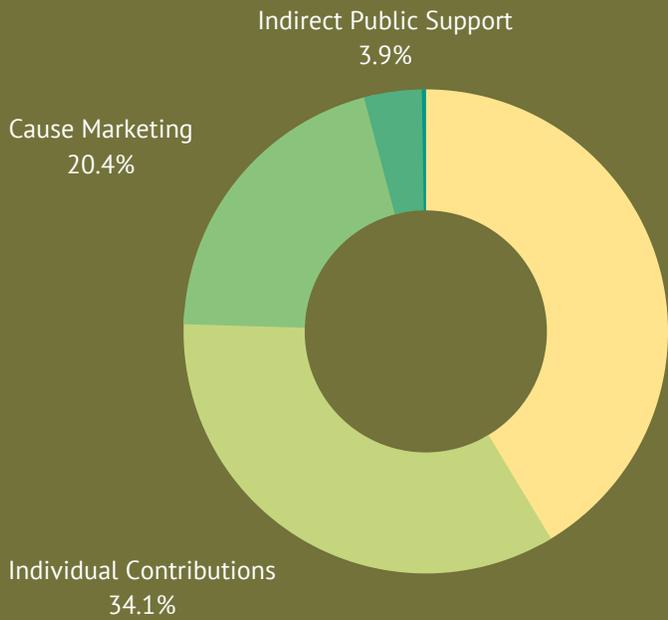
# FINANCIAL STATEMENT

2020 was a transformative year for AmpleHarvest.org, and indeed for America. Corporate partners, charitable foundations, and the American public have recognized how crucial AmpleHarvest.org's mission is to mitigating the effects of the COVID-19 pandemic, and have responded with unprecedented generosity. **Public support for AmpleHarvest.org in 2020 increased over 140% from the prior year.**

AmpleHarvest.org also received continuing support from Google and Xandr(\*) in the form of in-kind donations to support our online advertising and public awareness campaigns. These in-kind donations allow us to spread awareness of our program and educate the American public about the severity of the hunger and food waste crisis. In 2020, AmpleHarvest.org adjusted our PSA approach to increase efficiency by excluding all overseas advertising and focusing on the USA.

\*Xandr does not provide regular reporting as to the value of their donation

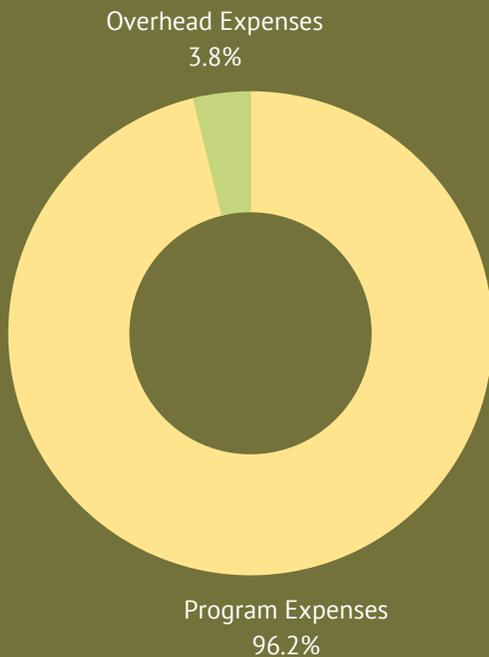
## Cash Revenues



Foundation and Government Grants  
41.4%

Foundation and Govt Grants	\$152,967.06
Individual Contributions	\$126,250.97
Cause Marketing	\$75,498.22
Indirect Public Support	\$14,244.40
Other	\$967.93
<b>Cash Total</b>	<b>\$369,928.58</b>
Inkind	\$427,929.09
<b>Cash + Inkind Total</b>	<b>\$797,857.67</b>

## Cash Expenses



Program Expenses	\$208,433.18
Overhead Expenses	\$8,311.70
<b>Cash Total</b>	<b>\$216,744.88</b>
Inkind	\$427,929.09
<b>Cash + Inkind Total</b>	<b>\$644,673.97</b>



# THANK YOU



- Albert & Ethel Herzstein Charitable Foundation
- Bonnie Plants
- Broadway Cares
- Clif Bar Family Foundation
- Franklin Robotics
- Freudenberg, e2
- Gardener's Supply Co.
- Google
- Harry Chapin Foundation
- Harvard Pilgrim Healthcare Foundation
- Midler Family Foundation
- Noble Vines
- Shikiar Family Foundation
- Xandr

We would like to thank all of our individual donors, partners, staff, volunteers, and board for their support in 2020.