



# ANNUAL REPORT

2023





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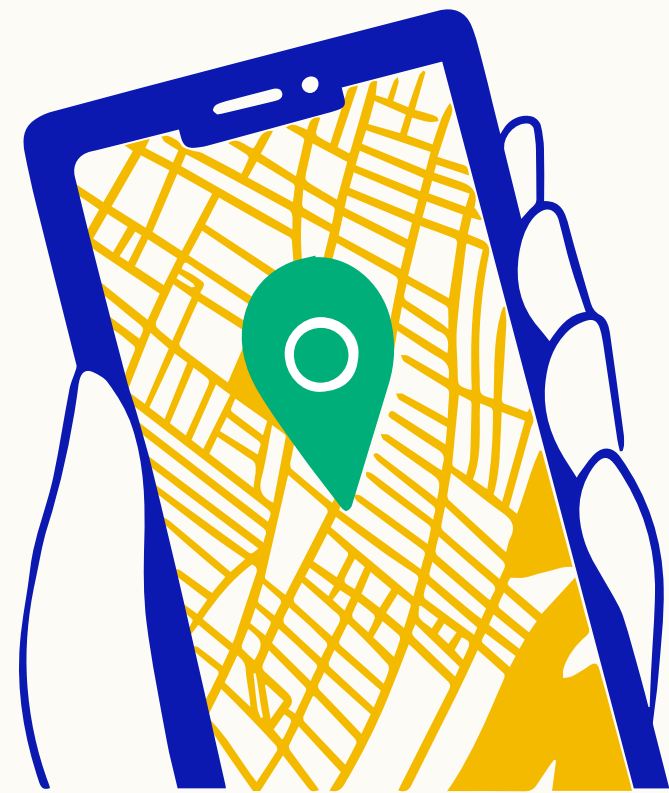
## OUR STORY

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Since day one, AmpleHarvest.org envisioned an America where millions of gardeners eliminate wasted food, malnutrition and hunger in their own community.

AmpleHarvest.org has remained focused on its mission in pursuit of this vision. Over the past 15 years, we learned that gardeners grew 11 billion pounds more food annually than they could use and that 80% want to donate. Today, more than 8,000 food pantries, one out of every four in America, can now receive surplus harvests from America's 62 million gardeners.

We continue to adjust our approach where needed to help assure that America continues to move ever closer towards our original vision of a healthier and better nourished America.



## OUR 15TH YEAR

As I reflect on the incredible journey through 2023, it brings immense joy to share the highlights of a remarkable year. The dedication and support of our donors, corporate and nonprofit partners, and especially America's gardeners, have continued to expand AmpleHarvest.org's influence, enabling gardeners to make a lasting impact on communities across the nation.

Our work revolves around reaching and educating millions more gardeners that they can donate surplus harvests, and then enabling them to do it. Simple as that might seem at first glance, there are a lot of moving parts needed to make that happen.

Our partnerships with Bonnie Plants and Home Depot and the incredible support we get from Google, continue to help millions of gardeners learn that they can donate, and Bonnie Plants "Grow More Feed More" program helps them learn that they can even expand their garden explicitly for donation.

At the same time, AmpleHarvest.org continues to find and invite an ever increasing number of food pantries in more communities to "join" AmpleHarvest.org – especially in remote areas, making them accessible to the gardeners wanting to donate.

While our amazing partnership with Feeding America has been critical in this effort, we're now using AI and GIS/mapping to find thousands of additional pantries, and we're rolling out a special adaptation of our program designed to meet the special circumstances found on Native American reservations.

I particularly enjoy the speaking engagements I do around the country. Some highlights included being invited to [speak at the Pentagon](#), the Johnson Space Center and Cape Canaveral as part of the rollout for the Combined Federal Campaign.

As we look forward to the next 15 years, the excitement is palpable. We are focused on creating new corporate partnerships and reaching many more as yet unreached communities, while also keeping the financial stability needed to ensure the sustainability of our initiatives and strengthen our ability to focus on our mission.

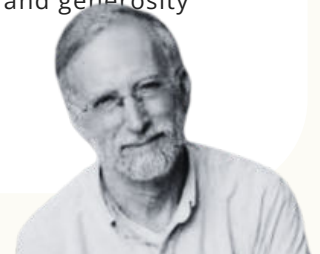
The years ahead hold immense promise, fueled by your unwavering support and the collective determination of the AmpleHarvest.org community.

Thank you for being an integral part of our journey. Your kindness and generosity make all the difference.



**Gary Oppenheimer**

Founder and Executive Director



## LETTER FROM OUR BOARD CHAIR

Since its founding in 2009, AmpleHarvest.org has facilitated the donation of millions of pounds of fresh produce to those in need, helping to nourish families and reduce food waste across America. It's such a simple idea — make it easy for home and community gardeners to donate the naturally occurring surplus in their gardens to local food pantries. In a sense, for 15 years AmpleHarvest.org has made it a little easier for neighbors to help their neighbors. As the organization celebrates its 15th anniversary and the tremendous impact it has made in that time, I am reminded that this is an anniversary that thousands of people have had a hand in making possible. Whether through donating produce, running a food pantry, making a monetary donation, or simply spreading awareness, thousands of you have joined together in the fight against hunger and food waste. That is something for us all to celebrate!

I hope you enjoy reading through some of our highlights from 2023. Please feel free to share and help spread the word about AmpleHarvest.org's work. And if you have ideas or opportunities to partner, please do get in touch! It's truly a team effort.

I remain inspired by the mission and energized by the opportunity ahead. Thank you for joining us on this journey – here's to the next 15 years (and beyond).

A handwritten signature in black ink that reads "Wendy Gonzalez".

**Wendy Gonzalez**

*Board Chair*





## FOOD PANTRIES

# 334

food pantries added in 2023

In 2023, we welcomed over **334 new food pantries** from communities across the United States to AmpleHarvest.org! We continued our partnership with NTI (National Telecommuting Institute); a call center that employs individuals with disabilities. Employees with the call center helped us reach to and update the 8,000+ food pantries that are listed on AmpleHarvest.org, ensuring that gardeners who are looking to donate their excess produce have the most up to date information to connect with food pantries and food assistance programs in their communities.



## AMPLEHARVEST.ORG IN INDIAN COUNTRY

Last year, we launched a new adaptation of AmpleHarvest.org specifically designed to meet the needs and challenges of Native American reservations nationwide.

This missed opportunity was particularly painful to us because according to gardening industry data, Native Americans do more gardening per capita than any other segment of America.

With the help and guidance of Tribal elders and food sovereignty experts, AmpleHarvest.org in Indian Country was launched to address this.

In 2023, our founder and executive director Gary Oppenheimer was honored to speak at two major conferences – the Native American Nutrition Conference in Minneapolis and, with help from Chief Henry Red Cloud (Lakota) of the Pine Ridge reservation, the Feeding America/FRAC conference in DC.

Our already existing partnership with Feeding America was further cemented thanks to a new collaboration with Mark Ford, Feeding America’s Director of Native/Tribal Partnerships, which further nurtured our overall relationship with Feeding America.

We were also thrilled to bring on board, Molly Cantrell (Choctaw) to help lead the rollout to reservations nationwide. Using GIS/mapping resources, we found that more than 40 of our already existing food pantries were on reservations, and an additional 450 located adjacent to reservations were serving Native Americans.

Going forward, we will be looking to expand our work with Feeding America, Tribal governments as well as Indigenous hunger programs, along with expanding our use of AI to find more reservation based food pantries.

Our ultimate goal remains to make it possible for any gardener in America regardless of where they live, to be able to donate their surplus harvest to help end hunger and the waste of food.





**65%**

of gardeners grow more than they can use

## **TOMATOES**

are the most donated vegetable



## **GARDENERS**

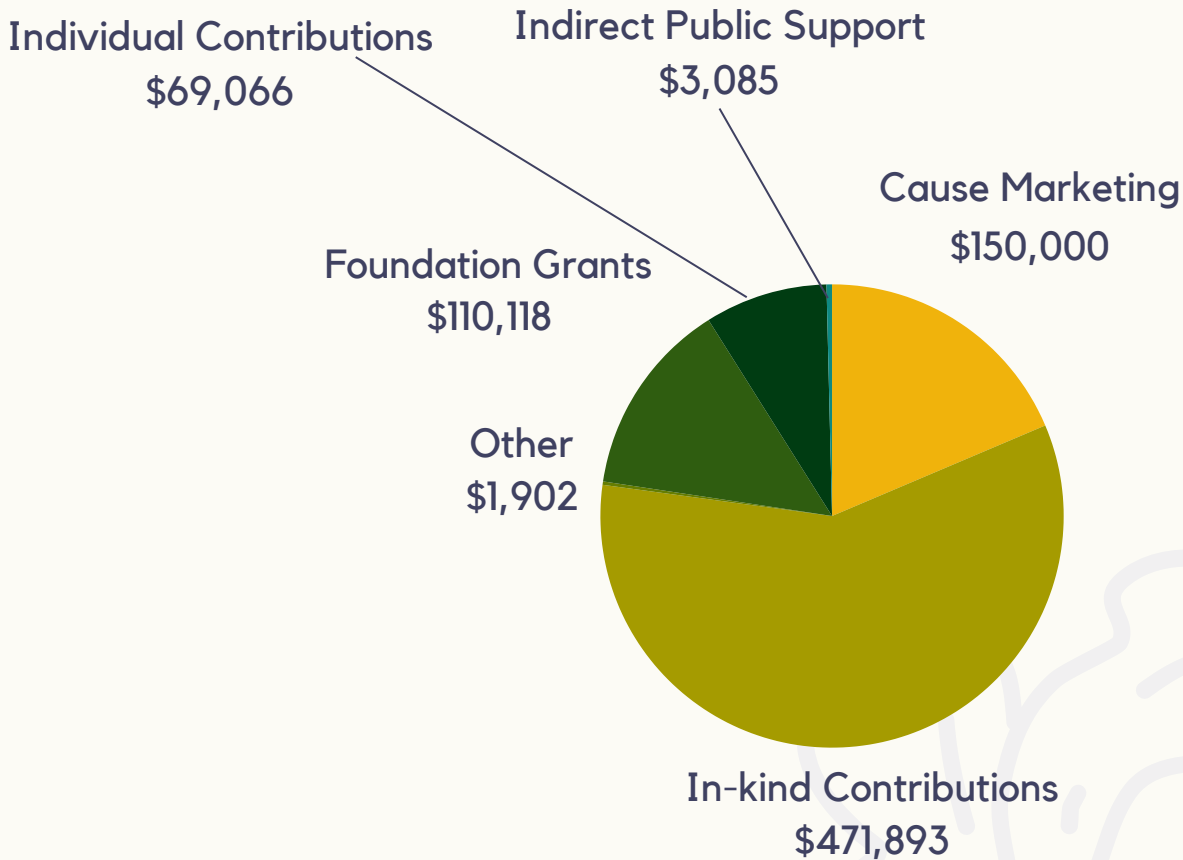
Our heartfelt thanks go out to the dedicated gardeners whose generosity plays a pivotal role in ending food waste and hunger. This spirit of giving is what makes the difference, allowing us to foster a stronger, more connected community.

Enthusiasm and participation in home gardening are on the rise across the country. This growing interest is not just a testament to the joy and satisfaction that gardening brings, but also highlights a significant opportunity for us to channel this passion into meaningful action.

We are committed to bolstering this upward trend, ensuring it translates into an increased flow of fresh produce donations to local food pantries. By doing so, we not only support our community's health and well-being but also reinforce the bonds that tie us together, making our community stronger and more resilient.

REVENUE

# \$806,065



AmpleHarvest.org 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. Since 2020, AmpleHarvest.org has 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.

\*These are unaudited numbers – see our website for audited financial statements..



## MAJOR DONORS AND CAUSE MARKETING PARTNERS



- Bonnie Plants
- Broadway Cares
- Cadence Group
- Clif Bar Family Foundation
- Elfenworks Foundation
- Gardener's Supply Co.
- Google
- The Home Depot
- The Marshal Restaurant
- Scott's Miracle Gro
- Xandr
- What3Words



We would like to thank all of our individual donors, partners, staff, volunteers, and board for their support in 2023.

## WE COULDN'T HAVE DONE IT WITHOUT YOUR GENEROUS SUPPORT.

Thank you to all our donors! We use your contributions to ....

- add pantries to our registry
- spread the word to gardeners so they know they can donate produce to pantries
- Increase our social media following
- engage volunteers to help us reach more food pantries across the US
- keep our website and pantry database current
- produce and send newsletters to all of you
- Amplify our voice within the food waste and hunger space

Our donors all made a difference! Thank you to Combined Federal Campaign - Federal Employee donors. Thank you to individuals and companies that are sponsoring pantries!

# THANK YOU!

