

2014 ANNUAL REPORT



Blessings in a
Backpack®
Feeding The Future Of America

4121 Shelbyville Rd | Louisville, KY 40207
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A MESSAGE FROM OUR CEO & BOARD CHAIR

Fiscal Year 2014 has been a phenomenal year for Blessings in a Backpack. Thousands of additional children are now receiving weekend food due to the tremendous group of supporters, volunteers and partners that have allowed us to continue Feeding the Future of America, One School at a Time.

By the end of the 2013-2014 school year, more than 67,000 children attending 650+ schools in 43 states and Washington, D.C. received weekend nutrition from Blessings and its thousands of dedicated volunteers and supporters. This is a 12.5% increase from the previous year, and the number of program sites also grew by 21%. This growth also allowed us to expand our geographical reach with the addition of one new state and Washington, D.C.

“ **67,000**
children attending 650+ schools
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nutrition from Blessings... ”

Organizationally, during Fiscal Year 2014, Blessings focused on stabilizing its core structure and operations to support the organization's growth. Using feedback from volunteers, volunteer support services were improved through increased fundraising support, expanded food vendor partnerships and our first regional volunteer event. Unique media opportunities have enhanced the organization's visibility. In September 2013, Blessings co-hosted a hunger awareness event with The U.S. Department of Education and Secretary of Education Arne Duncan and White House Chef Sam Kass, among others. And our funding base has become more diversified as corporations, foundations and community members join our team.

We are thrilled with our progress during the 2013-2014 school year, and we are motivated by the passion and dedication of our volunteers, donors and partners. Unfortunately, the need for our work is still great. Nearly 16 million children in the United States live in food insecure households. Each week, more concerned citizens like yourself contact us, asking how they can help feed the future of America. Fewer children are feeling hunger pangs on the weekend. We look ahead into the future, and we are excited for what it holds for Blessings and the thousands of children we feed.

Thank you for your continued support. Together, we are feeding the future of America.



Brooke Wiseman
Chief Executive Officer



Ramona Ustian
Chair, Board of Directors

MISSION

Blessings in a Backpack mobilizes communities, individuals and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry.

VISION

Every school-aged child in America has the nourishment needed to learn and grow. As a leader in the movement to end childhood hunger Blessings in a Backpack strives to ensure children don't go hungry on the weekends by empowering individuals and communities to take action.

HISTORY

Blessings in a Backpack was piloted in 2005 in Louisville, KY when a concerned schoolteacher brought the issue of weekend hunger to a local philanthropist. The first school started with 50 children, and the program continued to grow organically from there. In 2008, Blessings in a Backpack became an official 501 (c)3 organization.



NATIONAL BOARD *of* DIRECTORS

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Richard Stephens - Vice Chair

Richard Gordon - Treasurer

Sara Moores - Secretary

Junior Bridgeman

Michael Gouloff

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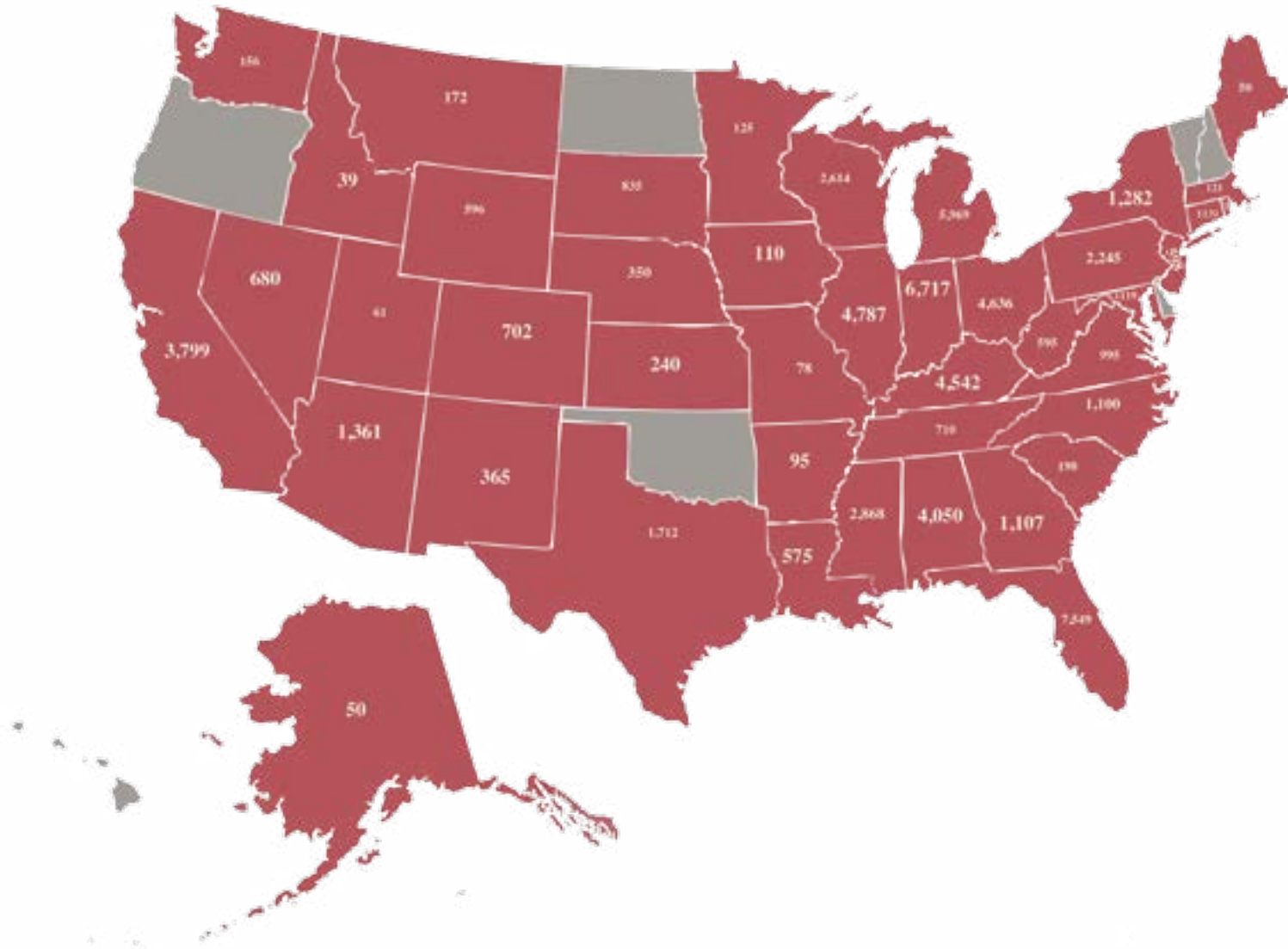
Doug Mejier - Past Chair

Kate Rose

Tonya York Dees

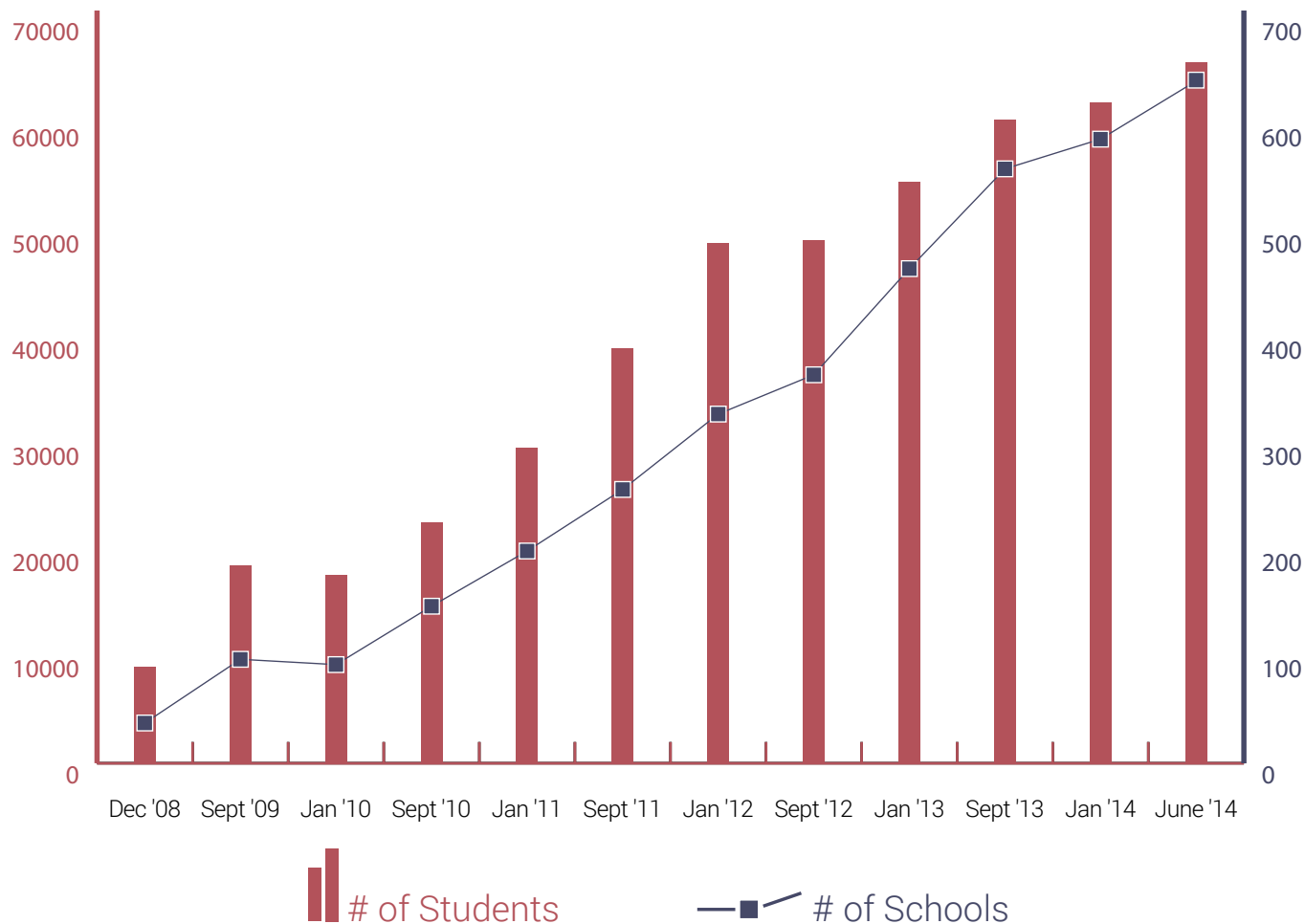
CHILDREN SERVED

In 2014 Blessings in a Backpack provided weekend meals for 67,571 children in 43 states and the District of Columbia.



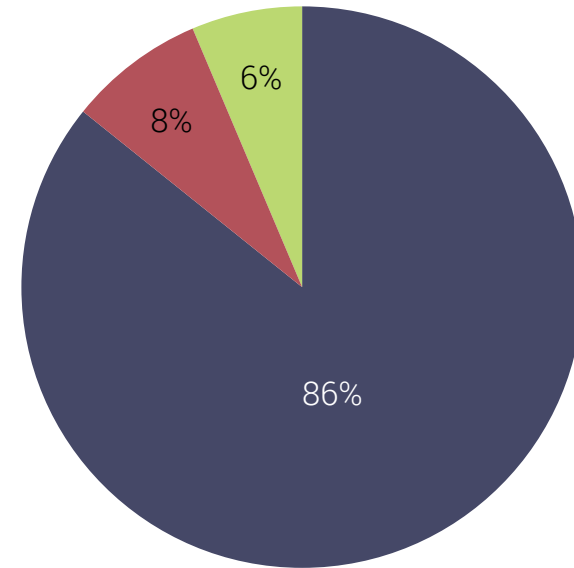
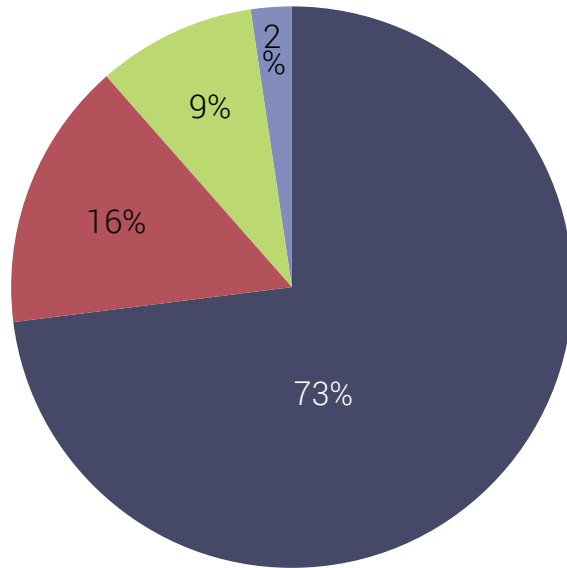
CHILDREN SERVED

Since Blessings in a Backpack was given 501(c) 3 status in 2008, we have increased the number of children we are feeding in the United States **by 649%**.



In FY 2014, 2.6 million backpacks of food went home with children in the U.S.
That's 7.8 million pounds of food!

2014 FINANCIAL SUMMARY



REVENUE & SUPPORT

Contributions.....	\$4,797,303
Grants	\$1,036,407
Fundraising Events	\$595,916
In-Kind Contributions.....	\$142,461
Interest Income	\$10,519
Other Income.....	\$3,267
Total Revenue & Support ...	\$6,585,873

EXPENSES

Program Services.....	\$4,329,204
General & Admin.....	\$407,296
Fundraising.....	\$314,990
Total Expenses	\$5,051,490
Increase in Net Assets.....	\$1,534,383*
Ending Net Assets.....	\$5,485,143

A full copy of our GAAP audited financial statement is available by request.

*Revenue includes funds raised in FY 2014 for specific schools' food expense for the following school year.

FY 2014 PUBLICITY VALUE

NEARLY \$3 MILLION FREE

Blessings in a Backpack received nearly \$3 million in free publicity in FY2014, based on types of media placements and their corresponding audience members.



CHICAGO SUN-TIMES 

The Miami Herald



The Atlanta Journal-Constitution



DONATIONS

Blessings in a Backpack wishes to extend a special **THANK YOU** to the following donors and all of our donors who supported us in FY 2014.

\$100,000 and above

Alex and Ani	The Jim and Tabitha Furyk Foundation
CBS Corporation	Mars Overseas Holding, Inc.
Cigna Foundation	The Meijer Foundation
Jason Dufner's Charitable Foundation	Walmart Foundation

\$50,000 - \$99,999

The Bobby Nichols-Fiddlesticks Charity Foundation	Checksmart Financial Services	Delta Dental of Michigan
Centimark Foundation	The Dale Jr. Foundation	Lena Meijer
	Darden Restaurants, Inc. Foundation	

\$25,000 - \$49,999

Anonymous	Ebocom, LLC	Simmons Employee Foundation
Barrington Children's Charities	Ellenwood Foundation	Sunny Delight Beverages Co.
Blue Sky Foundation	Zurich Financial	UBS Group
Brighter Days Foundation	Horseshoe Foundation	Mark & Amy Wilson
Farmers Insurance	of Floyd County	
City of New Albany, IN	Idealease, Inc.	
Delta Dental of New Mexico	Old National Bancorp	
The Donald Driver Foundation	The Kate & Justin Rose Foundation	

DONATIONS

Blessings in a Backpack wishes to extend a special **THANK YOU** to the following donors and all of our donors who supported us in FY 2014.

\$15,000 - \$24,999

Allen Memorial Baptist Church
Ulysses L. Bridgeman
Charley Hoffman Foundation
Churchill Downs
Citizens Bank and Trust
Tilden Cummings
Davis Love III Foundation, Inc.
E & J Gallo Winery
Emory T. Clark Family Foundation

Pamela Griffith
Highlands Cleaners, Inc.
Hillerich Family Charitable Foundation
Hillshire Brands Foundation
The Journey Church of Nassau County
New Venture Fund
The Dreambuilders Foundation - Randall Cobb
The Owsley Brown Frazier Family Foundation
Ponte Vedra United Methodist Church

Renaissance Family Foundation
Republic Bank Foundation, Inc
The Sallee Family Foundation
St. Johns County Education Foundation
Sysco Louisville, Inc.
The Thunderbirds
Dan & Ramona Ustian
Zion Evangelical Lutheran Church

\$10,000 - \$14,999

Alfred Matthews GMC
Anvil Corporation
B.A. & Esther Greenheck Foundation
Bluewell United Methodist Church
Boice Enterprises, LLC
Bunnett & Co, Inc.
Calvary Episcopal Church
Randall Cobb
Compass Consulting Group, Inc. /
Prospective Risk Management
Converse Church of Christ
Corbis Entertainment
Covenant United Methodist Church
Delta Dental of Kentucky Foundation
Discover Financial Services
The Dreambuilders Foundation - Dominique
Rodgers-Cromartie

The Dreambuilders Foundation - Hakeem
Nicks and UnitedHealthcare
Equitable Gas Company LLC
First United Methodist Church
Galesburg Community Foundation
Gerard Family, LLC
Greg Jones Lead Block Foundation
The Harley-Davidson Foundation
The J.R. Albert Foundation
KPMG LLP
The Looper Foundation
Dr. Mark Lynn
Middletown Christian Church
The Miraglia Family Advised Fund
NBC Studios, Inc. #4
New Spirit Lutheran Church
Jeannette V. Olson

PGA TOUR Wives Association, Inc.
Prospective Risk Management, Inc.
Rajon Rondo Assisting Youth Foundation
The Young Women's League
Ransom Everglades School
River Valley School District
Time Warner
Tomlinson's Touching Lives Foundation
Two Brothers Construction, Inc.
United Way of Laredo, Inc.
UPS Foundation
Jacque T. Vaughn
VMWare Foundation
The Young Women's League
Yes to Carrots Seed Fund, Inc.

DONATIONS

Blessings in a Backpack wishes to extend a special **THANK YOU** to the following donors and all of our donors who supported us in FY 2014.

\$5,000 - \$9,999

Adecco Group Services	East Ohio Conference of the United Methodist Church	The Janelle V. Foster Irrevocable Trust
AEP	Eggheadz, LLC	Kate Duncan Smith Dar Elementary
The Amit J. & Vicky L. Patel Foundation	Energy Feeds International, LLC	Jeremiah Keefe
Argonaut Management Services, Inc.	Evangelical Presbyterian Church of Longview	Mark S. Kristoff
Barbara Arnold	Annette Feld	Diana M. Kroll
Augusta Brown Holland Philanthropic Foundation	Ferber School PTO	Lake Orion Community Schools
John J. Baker	First Christian Church	LG & E and KU Energy LLC
Beam Global Spirits & Wine Inc.	First Presbyterian Church	Deborah Lindsay
Bedrock Community Church	First United Methodist Church of Guntersville	Drew Linn
Richard Bernstein	Kate Fischer	Magnolia Point Women's Club, Inc.
BMO Nesbitt Burns	Frost Brown Todd, LLC	The Mark and Susan Butt Saturday Mornings Fund
Brownsboro Hardware Inc.	GE Healthcare	Marshall County Community Foundation
Bullitt County Board Of Education	Gilbert Dickens	Marshall County United Way, Inc.
Calvary Temple Church	Give Miami Day	Joni McMordie
Camsan Inc.	Glass Slipper Society	Ryan Meester
The Carione Family Foundation	Golden Springs Baptist Church	Metts Company Realtors
The Church at Lake Guntersville	Good Shepherd United Methodist Church	Mills Real Estate Ventures LLC
The Dreambuilders Foundation - Chris Myers	Gratis Foundation	Patricia Moller
Church of the Resurrection	Nathan Grube	Deborah Nash
Cigna	Dana Harchuck	North American International Livestock Expo
Communities of Coastal Georgia Foundation	Anna Henry	Sheila Park
Community Connections	Allen & Joe Hertzman	Parks & Rec Commission- Alcoa, TN
Community Foundation of North Central Wisconsin	Holy Name Cathedral	Pinecrest Physical Therapy
The Cottage Bridge Foundation	Jeffrey F. Harrold	Pittsburgh Children's Foundation Inc.
Crane Communications Inc.	Humana, Inc.	Poe Companies
Dublin City Schools	Independence Television Co Inc.	Michael Powell
	Jackson National Life Insurance Company	Presbyterian Women of Hunter

DONATIONS

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\$5,000 - \$9,999 *(cont.)*

Premier Events and Networking
 The Randy and Vicki Velarde
 Charitable Trust
 Elizabeth Riley
 SAC Capital Advisors LP
 Saguaro Christian Church
 Sam Swope Family Foundations, Inc.
 Schottenfeld Group LLC
 David W. Schwartz
 Signature Healthcare
 Silicon Valley Community Foundation
 Anne T. Smith

St. Francis in the Fields
 Gregory R. Stubblefield
 Sunshine Environmental Services, Inc.
 Darren & Stephanie Taube
 Texas Capital Bank
 Theodore Cross Family Charitable
 Foundation
 Toyota Dealer Match Program
 Toyota of Louisville
 Trinity Baptist Church
 Trinity Episcopal Church
 Truist

Union Chapel United Methodist Church
 United Way of Greater Stark County
 United Way of Kendall County
 USI Insurance Services, LLC
 Virginia Semenchuk
 The Washington Post Company
 The West, Inc.



IN-KIND DONATIONS

Blessings in a Backpack wishes to extend a special **THANK YOU** to the following In-Kind donors and all of our donors who supported us in FY 2014.

\$5,000 and above

Consumer Packaging Group
Farmers Insurance
Tom Ley
Meijer, Inc.

Ministry Saint Clare's Hospital
PatchPak, LLC
Ralph Lauren Childrenswear
Kate & Justin Rose

Schenkel & Shultz, Inc.
Scotty Cameron Putter Studio
Stephanie Godke
Wegmans



FY 2014 EVENT SPONSORS

Blessings in a Backpack wishes to extend a special **THANK YOU** to the following event sponsors who supported us in FY 2014.

\$50,000 and above

Humana Vitality

\$25,000 - \$49,999

Cigna Foundation
ERJ Dining IV, LLC

Meijer, Inc.
Southern Wine & Spirits of KY, Inc.

SWS Charitable Foundation

\$10,000 - \$24,999

Churchill Downs

PGA TOUR, Inc.

Prospective Risk Management, Inc.

\$5,000 - \$9,999

Beam Global Spirits & Wine, Inc.

Constellation Brands Beer Division

\$1,000 - \$4,999

Arvind Bajaj
Braddocks Carpet Consultants, Inc.
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Marshfield Clinic
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Regency Builders, Inc.
Regions Bank
Peter Reynolds

River City Distributing, Inc.
R.W. Haggerty Pool Service, Inc.
Strothman & Co.
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Thomas F. & Lauren C. Hudson Charitable Foundation
Tickets for Less, Inc.
Watson Realty Corp.
Wheaton Franciscan Services, Inc.
William J. Fessler Family Dentistry PC

THANK YOU!



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