



WRITING  
A RECIPE  
TO HALT  
HUNGER.

2015 ANNUAL REPORT





# WRITING A RECIPE TO HALT HUNGER

## 2015 ANNUAL REPORT

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To halt hunger, you need a good recipe. You need quality ingredients, experience, creativity, and a desire to finish the dish. Halting hunger has been our priority for 35 years. Three years ago we strengthened our approach, building on an old recipe, expanding the numbers served, and enriching service provision. This grew from a determination to make a difference, move people out of poverty, treat people with respect, and apply the same energy in all our programs.

Ingredients may differ but they are always prepared with care and a focus on impact. We use data to understand what works. We learned that when a family receives food in our Choice Pantry for one year, combined with asset support and education in ways to stretch food dollars, that family reduces their service use—with 68 percent reducing visits after one year. These households move forward without relying on our pantry, thus allowing new families to be served.

When you’ve got a good recipe, it’s imperative you share it, and you feed more people. This year we will continue to take these ingredients and serve more New Yorkers through the expansion of our ‘Live Healthy’ program (read more on page 8) and a new program we’re launching from the Bronx to distribute food to seniors at over 70 sites spanning four of the five boroughs. Like the best cooks, we’ll share our recipes far and wide—and feed as many guests as possible with the results.

Stephen Grimaldi  
Executive Director

Michael Fitzsimons  
Board Chair



### Childhood Nutrition Needs\*

#### Age 2 to 3 yrs

Calories 1,000 k/day  
Calories from Fat 35%

Amount per day	
Milk/Dairy	<b>2 cups</b>
Lean Meat/Beans	<b>2 oz</b>
Fruits	<b>1 cup</b>
Vegetables	<b>1 cup</b>
Grains	<b>3 oz</b>
Vitamin A	1,000 IU
Vitamin C	15mg
Calcium	700 mg
Iron	7 mg

\*Food recommendations from the American Heart Association. Vitamin recommendations from babycenter.com.

# 1 in 4

children in New York City are food insecure<sup>1</sup>

<sup>1</sup> Source: 2014 Annual Hunger Survey. The New York City Coalition Against Hunger. Web.

# *How do you write a recipe to halt hunger?*

---

## **KNOW YOUR INGREDIENTS.**

We understand the need—the causes and the environment of poverty in New York City—and the people we serve. We tap into sustainable resources and solutions, and know that strong relationships matter.

## **CHOOSE THE RIGHT METHODS AND BE PRECISE.**

We plan strategically, with a comprehensive view and clear goals in sight. We're organized prior to getting started. We meet demanding goals through careful implementation and timely execution. We're guided by data, which we use to serve more people.

## **TEST. REVISE. ENGAGE.**

We analyze our data to ensure the results are in line with our goals.

We try innovative techniques, revise, and adapt our strategies.

Finally, we engage our whole community—from those we serve to donors, volunteers, and partner organizations. We know the dish can't be completed without them.





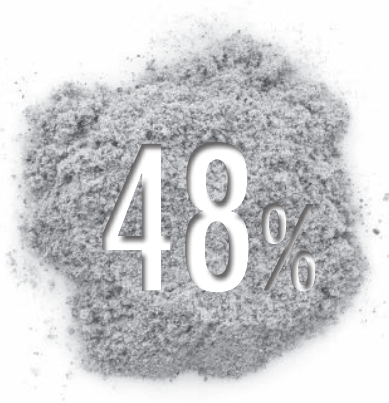
# Serving up results in 2015

One in six, nearly 1.4 million New Yorkers are food insecure, meaning they do not always have access to enough healthy food. Since 2000, food prices in the city are 25–50% above the national average. For those we serve, the cost of living in New York City is too high.

New York Common Pantry is dedicated to reducing hunger throughout New York City while promoting dignity and self-sufficiency.

## NEW YORK COMMON PANTRY’S IMPACT (2012 VS. 2015)

Year	Meals Served	Pantry Visitors	Benefits Accessed
2012	1,971,745	238,964	\$4,929,889
2015	2,921,497	306,673	\$5,952,394



*increase in the  
number of meals  
served.*



*increase in the  
number of visits.*



*increase in the  
dollar amount of  
benefits accessed.*

# INGREDIENTS

It's crucial to source the best ingredients.  
Ours grow from the experience we've gained over three decades serving New Yorkers.

✓ *In-depth understanding  
of poverty and need  
in New York City*

We understand the ongoing need in the city and its local effects by staying abreast of the latest events and research, and by surveying our participants (read their stories on pages 5, 8 and 11). We knew that after cuts to their SNAP benefits in 2013, 41% of surveyed Pantry members surveyed made up the gap with increased support from NYCP and other emergency food providers. We prepared our programs to maintain the level of service they needed.

✓ *Strong, people-centric  
relationships*

While NYCP is growing, we stay rooted in the communities we serve. Our focus on relationships means that our approach emphasizes partnerships. For example, our expansion to serve all of New York City has begun by offering services at no cost, through existing organizations around the city. As we move to open our own new facilities at sites beyond East 109th Street, the programs they house will continue to rely on local partnerships.

✓ *Sustainable resources,  
locally and around  
the globe*

Our relationships bring support from throughout New York City, from across the U.S. and even abroad. Such support makes our services sustainable—as when volunteers contribute almost half our labor hours in a given year, when a corporation lends us world-class expertise to solve a problem, or when Hudson Valley farmers supply affordable, healthy produce. Last year 66% of our food was donated, through partnerships large and small, and our financial donor base is growing as well.



## GETTING FOOD ON THE TABLE ISN'T ALWAYS EASY. I'M HERE TO HELP.

When you come to our Choice Pantry, be it your first visit or not, it's often Noby Rivera who greets you with a smile. Noby checks-in our Pantry members, orients the program's volunteers and is welcoming to all. An East Harlem native, Noby had a sense of community instilled in her at a young age as she and her brother were raised by a single mom. She approaches her

work at the Pantry with open arms and an open mind. "A lot of people think its humiliating to come to ask for food and once you come here, you don't feel like that. That's not how we make our visitors feel," states Noby. This past April, NY1 News named Noby their New Yorker of the week for nourishing those in need with warmth and respect.





# METHOD

Even the best ingredients won't shine when prepared with the wrong methods.  
We have planned our approach to halting hunger with care.

## Plan FOLLOWING THE STEPS TO FULFILL OUR VISION

Our Pantry was founded in 1980 by volunteers in the Yorkville neighborhood, that first year serving about 30 families. Our name, Yorkville Common Pantry, reflected their plan to serve one part of the city well. By 2012 we'd built our capacity with professional staff and systems, and were serving thousands of New Yorkers from across the city. Seeing this growth, we asked, "What more can we do?" To answer, we started a new strategic plan with pro bono help from experts at McKinsey. When done, we had our answer. It included these commitments:

- **Expand our programs**  
in measured steps to reach the entire city, and change our name to reflect the wider mission
- **Increase our emphasis on nutrition and wellness**  
and build our food rescue from city businesses
- **Strengthen our internal systems**, ranging from data collection to human resources to fundraising



We've taken action in all these areas in the short time since, and the changes worked together to create progress. For example: improving data collection gave us new information on visitors, which has guided our approach to programs. Combining access to food, economic resources, and nutrition education created a well-rounded approach to hunger that addresses the needs of the whole person. It's this focus on the complete person, supported by data driven management and effective programs, that defines our method.



## Choice Pantry

Choice Pantry distributes nutritionally balanced grocery packages to over 300,000 visitors annually and allows them to pre-order their meals through our online service, Pantry Direct, or on-site by using touch screen tablets.



## Hot Meals

Hot Meal Program serves breakfast Monday through Friday and hot dinner three times a week.

## Help 365

Help 365 provides case-management services for visitors, focused on acquiring financial resources, and provides brown bag meals on the days that we don't serve a hot meal. Help 365 Mobile delivers our case management services to residents around NYC, last year at partner sites in Queens and Brooklyn.

## Execute OUR PROGRAMS

NYCP's programs work in concert to provide a holistic and effective path toward food security, health and financial stability for New York City's children and families, ensuring that they have the resources they need to combat the effects of poverty.

## Project Dignity

Project Dignity serves as a bridge back to health, well-being, and self-sufficiency for our homeless visitors by providing case-management services such as housing and job training referrals, medical appointments, and basic on-site services including haircuts, showers and laundry.



## Live Healthy!

Live Healthy! Eat Smart New York encourages participants to embrace healthy, active living, resiliency skills and social support to improve overall quality of life.

*Refine*  
**SPOTLIGHT ON LIVE HEALTHY!  
EAT SMART NEW YORK**

Last year we established an Eat Smart New York program to enhance and expand Live Healthy! with support from the New York Office of Temporary Disability Assistance. Our education efforts now reach 4,800 participants in four boroughs each month, and the number of weekly classes has multiplied from 8 to 50. Live Healthy! Eat Smart New York fights obesity and other nutrition-related issues faced by city residents who use SNAP benefits. Its classes and activities offer lessons on healthful eating, nutrition, and active living, including eating on a budget, smart shopping for vegetables and fruit, exercise, gardening, and basic cooking and food safety skills.

## CECILIA WAS TIRED OF BEING TIRED. THEN SHE JOINED LIVE HEALTHY!

Cecilia\* began participating in the Live Healthy! Eat Smart classes in the Bronx with one goal in mind; she was tired of always being tired. Despite eating healthy and being active, Cecilia couldn't shake her headaches and low energy level. One of the instructors encouraged her to complete a weekly food and activity log. After reviewing the log, Cecilia realized that while she made healthy food choices she was not ensuring she remained hydrated. The instructor and Cecilia talked about different ways to increase her water intake and Cecilia resolved to keep a water bottle with her. A few weeks later, during class, she mentioned that she had fewer headaches and more energy!

\*Name has been changed.





# Measure

## FINANCIAL REPORT<sup>2</sup>

Fiscal Year July 1, 2014 to June 30, 2015

NYCP's programs work in concert to provide a holistic and effective path toward food security, health and financial stability for New York City's children and families, ensuring that they have the resources they need to combat the effects of poverty.

**Net Assets** for fiscal year ended June 30, 2015: **\$5,697,284**

### REVENUE \$5.1M

Other Sources*	\$154,949	3%
Individuals	\$704,190	14%
Events	\$707,986	14%
Government	\$891,181	17%
In-Kind	\$1,228,715	24%
Corporations & Foundations	\$1,447,407	28%

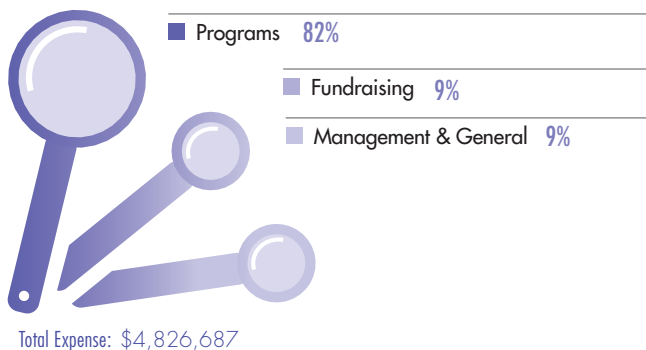
\* Other Sources include sponsoring organizations, interest & miscellaneous income.

Total Revenue: \$5,134,428

<sup>2</sup> This information was abstracted from unaudited financial statements for the fiscal year ending June 30, 2015. Audited financial statements are on file at New York Common Pantry, 8 East 109th Street, New York, NY 10029.

A copy of the audited statement filed with the New York State Office of Charities Registration may be obtained on request from New York Common Pantry, or at [www.nycommonpantry.org](http://www.nycommonpantry.org).

### EXPENSE \$4.8M



### COST PER PANTRY MEAL \$0.80



#### NEW YORK COMMON PANTRY SUCCESS RECOGNIZED

- Recipient of Eat Smart New York, 5 year multi-million dollar contract to provide nutrition education to SNAP-eligible individuals in Manhattan, Brooklyn, Queens, and the Bronx
- Featured in a Rachael Ray segment with actor Josh Duhamel and Joshua Williams of Joshua's Heart Foundation about battling food insecurity by giving back
- Our Food Rescue efforts were spotlighted on the front page of the New York Metro

# FINISHING THE DISH

Our recipe links the people we serve to those who offer help.  
As we look ahead, our aim is to keep bringing everyone to the table.

## PREPARING FOR THE FUTURE

One way we've addressed hunger through uncommon solutions is by increasing our food rescue. Last year, we had two vans traversing Manhattan to pick up food that otherwise would be wasted. In July, we added an additional van to our fleet thanks to The Judith C. White Foundation. The refrigerated van will allow us to rescue food from other boroughs.

For the first time in our history, we are expanding our physical footprint beyond East Harlem. We are starting a senior food distribution program that will be based in the Bronx and will serve the city's seniors. Directly relating to our 'recipe,' the Commodity Supplemental Food Program, funded through the USDA, will feed hungry New Yorkers who otherwise would not be able to come to the Pantry.

## ENGAGING OUR COMMUNITY: 2015 ANNUAL BENEFIT

Last March at our annual benefit, nearly 350 people filled Gotham Hall to support the Pantry's city-wide work. We honored longtime NYCP board member and supporter Linda E. Holt with The Estée Lauder Companies Distinguished Volunteer Award and Wells Fargo with the Corporate Partner Award—celebrating their achievements and their contributions to halting hunger.

A community parade of pantry members, staff and supporters told in their own words how the Pantry connects them to others while providing help. Seeing them come together was inspirational and we are happy to share that the evening raised \$700,000 to support the Pantry's vital work throughout New York City.



Honorees and Award Presenters at New York Common Pantry's Fill The Bag Benefit, March 10, 2015. Pictured from left: Michael Nachman, Board Member; Cheryl Wills, NY1 News; Linda E. Holt, Board Member; Deborah Smith, Wells Fargo; Sara E. Moss, Board Member; and Stephen Grimaldi, Executive Director.





## WARY OF FOOD PANTRIES, MICHELLE CAME AND FOUND DIGNIFIED SUPPORT.

Michelle first visited the Pantry after illness forced her from a hospital job she'd held for seventeen years. Dejected that she now needed assistance to provide food for her family, Michelle did not look forward to coming to the Pantry. Her mood changed after she was greeted and helped by NYCP's staff.

To her surprise, Michelle was able to choose her own food, which made her feel like her opinion mattered. "Coming to a food pantry can be disempowering but not when I come here. When I come to NYCP, I get to

select the food that I want and my dignity is restored."

At our annual benefit last March, Michelle participated in our community parade and shared her story. She emphasized that when she visited the Pantry the friendly staff greeted her with a smile, which always raised her spirits. "NYCP made it possible for me to make healthy meals for my daughter and I to eat, so I didn't have to worry and could focus on making sure she got into college."



OUR SUPPORTERS

Whether you volunteer, start a food drive, make a monetary donation, or offer expertise, you make a difference, and provide the final ingredient. Thank you!

VOLUNTEER HONOR ROLL

Groups that volunteered 100 hours or more in FY 15

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(as of October 2015)

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# NY COMMON PANTRY

## HELP US HALT HUNGER, WE NEED YOU AT THE TABLE!

### VOLUNTEER

Volunteers are a critical component in our ability to run effective programming. Last year, 14,423 volunteer shifts provided 46,769 total volunteer hours, which represent \$1,256,215 in saved labor costs based on New York State's 2014 volunteer rate.

From unloading delivery trucks, to stocking the Pantry, helping members choose their food, packing all Pantry orders, and serving breakfast and dinner, volunteers ensure that we are able to serve all who come through our doors. Becoming a volunteer is easy and fun! To learn more about volunteering, visit: [nycommonpantry.org/volunteer](http://nycommonpantry.org/volunteer). To set up a date to volunteer e-mail Jen Winter ([jwinter@nycommonpantry.org](mailto:jwinter@nycommonpantry.org)).

### DONATE

By donating you are taking an active role in halting hunger in New York City and we thank you for your support! You can use the enclosed envelope or visit [www.nycommonpantry.org](http://www.nycommonpantry.org) to make a donation. Remember New York Common Pantry through your will, trust, or other estate planning by contacting Neill Bogan ([nbogan@nycommonpantry.org](mailto:nbogan@nycommonpantry.org)). If you've done so already, thank you—and please be sure to let us know!

### RESCUE FOOD

Interested in becoming a food rescue partner? Our vans are available to pick up food at your business or organization. To find out more contact Dana Kuefner ([dkuefner@nycommonpantry.org](mailto:dkuefner@nycommonpantry.org)).

Thanks to the support of our whole community, we can make sure the dish is served.

To learn more about us or to find out ways that you can help us, visit our website at [\*\*www.nycommonpantry.org\*\*](http://www.nycommonpantry.org)



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New York Common Pantry is designated as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code and is a publicly-supported charity under Section 509(a)(1) and qualifies for the maximum charitable contribution deduction allowed to individual donors.





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