



# FOOD BANK OF SOUTH JERSEY

Food | Nutrition | Sustainability

## 2014 ANNUAL REPORT

30<sup>th</sup> Anniversary  
Edition



30 Years of Providing  
Food, Education and Hope  
to South Jersey





## A Message from Val

This year, the Food Bank of South Jersey marks its 30th year of operation. Thirty years of fighting the good fight, thirty years of striving and providing for hundreds of thousands of neighbors in need who require our empathy, our helping hands.

I have been privileged to be at the FBSJ helm for a decade. It can be quite gratifying to chart what has transpired here, to mark the moments and milestones when our fledgling organization leaped forward in its scale, in its vision, in the day-to-day effectiveness of its programs and services.

Gratifying, yet not satisfying. Testimony from the front lines in the fight against hunger puts us on guard; it informs us that food insecurity in 2015 – especially in our service area – continues to swell against a backdrop of reduced governmental assistance. Children at risk. Seniors at risk. Working-poor families, struggling. All in need of a reliable safety net, *our* safety net. *The safety net we build with you.*

I am so deeply appreciative of the community of individual and institutional donors and volunteers who walked alongside FBSJ in 2014, and every year since 1985. I ask for your continued trust in our stewardship and participation in our mission.

Our mission marches forward, aggressively as it always must. More advocacy. More nutrition educational programs. More direct services to the most vulnerable among us.

Let's agree to look back 30 years from now and know that we did all that we could.

Warmly,

Val Traore, FBSJ CEO



**1985:** FBSJ is born at a 28,000-square-foot warehouse in Camden. Thirteen member agencies unite to distribute 170,000 pounds of food.

**2001:** FBSJ moves to a 45,522-square-foot facility in Pennsauken. FBSJ now partners with 180 agencies and distributes 3.4 million pounds of food.

**1994:** With 13 employees now on staff, Bedzaida Mendez becomes executive director of FBSJ. Eighty agencies now partner with FBSJ.

## Top Institutional Donors

Aetna Foundation	MKM Foundation/Glenmede Trust	United Way of Gloucester County
Appaloosa Management LP	NBC Universal Foundation	United Way of Greater Philadelphia and Southern New Jersey
Bank of America	Panera Bread	Walmart Foundation
Campbell Soup Company	Peter G Schlotterer & Elizabeth M Zipf Charitable Trust	Wawa
Connelly Foundation	Philadelphia Sign Company	Wegmans Food Markets
Danellie Foundation	ShopRite/Wakefern Partners in Caring	Wells Fargo Foundation
Food Lion Charitable Foundation	Sodexo Foundation	William G. Rohrer Charitable Foundation
Home for Aged Women of Burlington County	Subaru of America	WW Smith Charitable Trust
Horizon Foundation		

## Top Food Donors

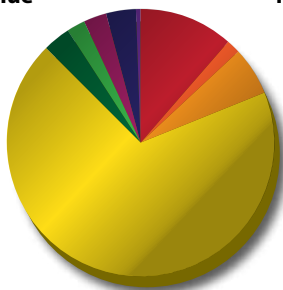
Albert's Organics	Glenn Distributors Corp.	PepsiCo & National Brand Beverage	ShopRite
BJ's	J&J Snack Food	PSS	Sunny Delight Co.
Campbell Soup	Kenco Logistics	Rastelli Global	Target
CVS	M. Levin and Company	Ready Raw	Top Banana, Inc.
Dietz & Watson	Michael Foods Inc.	Sam's Club	United2Feed United Way
Eastern ProPak	National Letter Carrier's Postal Food Drive		Walmart
Farmers Against Hunger			
FFE Transportation Services			

## Financials

### 2014 Revenue

Revenue	Dollars	Percent
Contributions	1,736,255	11.4%
Government Grants	253,901	1.7%
Other Grants	896,161	5.9%
Food Contributions	10,423,192	68.5%
Special Events	528,697	3.5%
Shared Maintenance	355,197	2.3%
USDA & Govt. Agency Fees	426,989	2.8%
Cooperative Food Sales	549,265	3.6%
Dues and Other	79,712	0.3%
Interest Income	3,214	0.0%
Gain on investments	4,729	0.0%
Loss on Disposal of Fixed Assets	37,620	0.2%

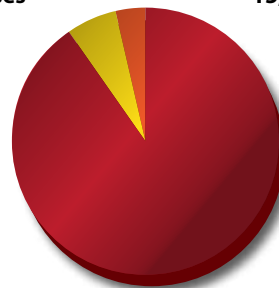
**Total Revenue** 15,219,692 100.0%



### 2014 Expenses

Revenue	Dollars	Percent
Program Services	14,303,279	90%
Fundraising	983,206	6%
Management & General	596,980	4%

**Total Expenses** 15,883,285 100.0%



**Change in Net Assets** 574,141

Net Assets, Jan 1, 2014 5,010,805

Net Assets, Dec 31, 2014 4,436,664



## *A Look Back* – 30 Years Strong

In the early 1980s, federal budgeting for welfare programs were scaled back significantly, leading to a rapid rise in activity from grass roots hunger relief agencies. According to a comprehensive government survey completed in 2002, more than 90% of food banks were established in the U.S. after 1981.

South Jersey joined the movement in 1985, when a very small group of friends saw the increasing number of people needing food and formed the Food Bank of South Jersey (FBSJ). It was a very modest beginning. We operated from a bare-bones warehouse in Camden, partnering with 13 agencies to bring emergency food assistance to our neighbors in need.



FBSJ still operates on one simple premise: food should not be wasted when hungry people are in our midst. From this truth, we have built an effective food distribution program that annually links nearly 11 million pounds of food with more than 250 charitable food providers, such as food pantries, community kitchens and shelters.

FBSJ is the largest source of government and non-government food assistance in South Jersey. We are the *only* major agency in South Jersey whose mission is to eliminate hunger and malnutrition by ensuring that wholesome surplus food reaches people in need.

Since our inception, we have provided more than 250 million pounds of food--the equivalent of 208 million meals--to thousands of families, seniors, individuals, and children in need in the four counties we serve: Burlington, Camden, Gloucester and Salem. Our centralized food donation and distribution system is a vital community link ensuring that low-income and disadvantaged residents can access free groceries and wholesome meals from a charitable food provider in their neighborhood.

Now, 30 years after its foundation, FBSJ continues to be that last safety net for hundreds of thousands of people who find themselves between a rock and a hard place. And as long as food insecurity is still a persistent problem in South Jersey, FBSJ will continue its work to make sure no one goes to bed hungry each night.

**2006:** Val Traore becomes CEO of FBSJ. Under her leadership FBSJ expands programs and services and increases food distribution to 8.4 million pounds.

**2010:** More programs are added including School Pantry, Summer Feeding, Healthy Living Initiative and Hope Mobile. FBSJ works to serve the 176,000 food-insecure homes in South Jersey.

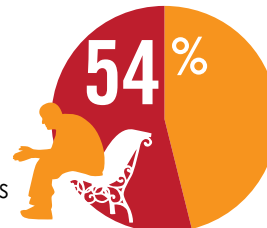
**2007:** FBSJ launches new programs aimed at children and seniors including KidsPack, Kids Café and Twilight Harvest.

## By The *Numbers*



**1 in 5 children** in our area cannot afford to eat nutritiously on a regular basis

**54% of working poor adults** are ineligible for social services because of their income



**196,000**

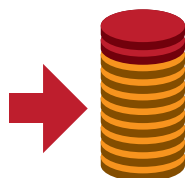
**food-insecure residents in South Jersey**



**20,000** seniors in South Jersey have to make the difficult choice between eating and paying for healthcare



**Over ten million** pounds of food were distributed in 2014 to needy families in South Jersey



**90 cents out of every dollar** donated is spent directly on programs and services



**2013:** FBSJ expands warehouse to 62,000-square-feet. Now partnering with 240 agencies, FBSJ distributes more than 10 million pounds of food.



**2012:** With the help and partnership of both farmers and corporate partner Campbell Soup Company, FBSJ develops Just Peachy Salsa – made with fresh Jersey peaches.



**2015:** Thirty years since its inception, FBSJ now distributes nearly 11 million pounds of food with the help of 6,500 volunteers and 45 employees to the 196,000 food-insecure homes in South Jersey.



## Executive Team

Valerie Traore, *Chief Executive Officer*

Joe Njoroge, *Chief Operating Officer/  
Chief Financial Officer*

Tom Sims, *Chief Development Officer*

## Board of Trustees

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Sam Thevanayagam

## Our Mission:

*The Food Bank of South Jersey exists to provide an immediate solution to the urgent problem of hunger by providing food to needy people, teaching them to eat nutritiously, and helping them to find sustainable ways to improve their lives.*



**FOOD BANK  
OF SOUTH JERSEY**

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*Do it for South Jersey!*

