

**OUR COMMUNITY'S NEW HUNGER REALITY**

The economy we have faced as a community has brought a new story of despair for thousands of children, families and seniors in the tri-county area. Hunger now touches the lives of a new group of people in our neighborhoods — good, hard-working people who never imagined they would lack the means and suffer the indignity of being unable to provide food for themselves and those they love.

**WE INTEND TO SOLVE THE HUNGER PROBLEM**

Forgotten Harvest, supported by our community, has forged a solid foundation that will enable us to meet this devastating crisis head-on. During the past 10 years, we have built the most efficient and effective food rescue organization in the country. At the beginning of the decade, fiscal year 2000-2001, we distributed one million pounds of food. This fiscal year, 2009-2010, we distributed 19.4 million pounds, a 55% increase over the previous year. Our internal cost to rescue food was 19 cents per pound — the lowest of any food rescue organization in the country. For every donation dollar we generated during the year, five meals were provided for those in need.

We are poised and ready to meet the hunger crisis in our community with a three year plan approved by our Board this year. It will serve as a blueprint to help us meet our goal to drive hunger from our community.

We celebrated our 20th anniversary this year and are deeply grateful for the vision of our founder, Dr. Nancy Fishman, and the on-going support of the businesses, foundations and individuals who make our work possible. The agencies we serve daily deserve a special thanks. They are on the frontline of hunger relief. Their dedication and service to the community are a daily inspiration to all of us at Forgotten Harvest.

With sincere thanks,



Bruce Nyberg  
CHAIR | BOARD OF DIRECTORS



Susan Ellis Goodell  
PRESIDENT & CEO

**THE NEW  
FACE OF  
HUNGER**



**1 IN 5 FACES HUNGER  
DAILY IN METRO DETROIT**

# Supply

## Food Donors

Absopure  
AFPD  
Agemy and Sons  
Aldi's  
Altamirage, Inc.  
American Polish Century Club  
Andary's Grill & Deli  
Aramark  
Arctic Cold Storage  
Art Institute of Michigan - Novi  
Bagel Factory - Southfield  
Bareman's Dairy, Inc.  
Beaumont Hospital  
Better Health Market  
Birmingham Public Schools  
Blue Line Food Service Distribution  
Bosco's Pizza  
Breadsmith Bakery  
Busch's Fresh Food Markets  
Canstrong Food Service  
Capital Grille  
Champion Foods  
Chartwells Catering  
Chiquita  
City of Detroit  
Coca-Cola  
Cochran Brothers  
Comerica Park  
ConAgra Foods  
Concess's Market  
Costco  
Country Fresh  
Crank's Catering  
Cup.Cake  
Cupcake Station  
CVS  
D&B Grocers  
Dairy Fresh Foods  
Delphi  
Door to Door Organics  
E.W. Grobbel Sons  
Eastern Market - EMAC  
Eastlake Distributors  
Eckert's Greenhouse  
Edible Arrangements  
Edibles Rex  
Entenmann's  
Epoch Events  
Erie James Produce  
Farmington Public Schools  
Feeding America  
Feed The Children  
Fogler Greenhouse  
Foodland - South Lyon  
Foodland - Southfield  
Ford Field - Levy Restaurants  
Garden Fresh Salsa, Inc.  
Goodison Farms  
Goodland A.G Product  
Gordon Food Service  
Grand Traverse Pie Co.  
Great Northern Greenhouse - Masco  
Great Wild  
Greg's Produce  
Heartland Market  
Henry Ford Museum  
Henry Ford Village  
Holiday Market  
Hollywood Market  
Imperial Foods - Mazen  
Interstate Brands Corporation  
Interstate Distributors  
Joe Louis Arena  
Johnny Pomodoro's Fresh Market

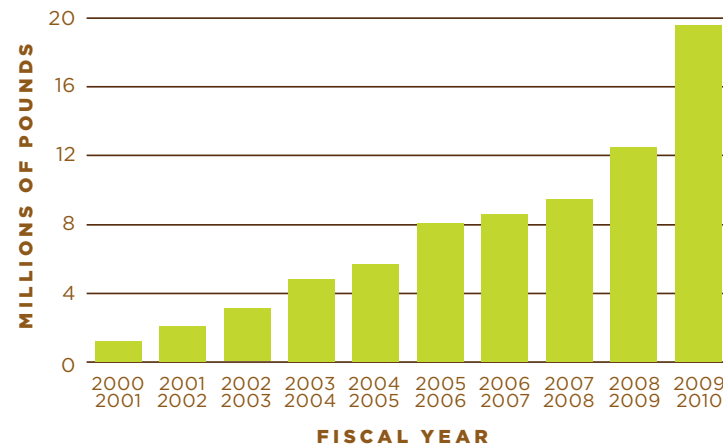
Knott & McKinley  
Kroger  
La Jalisciense Tortilla Factory  
Levy Restaurants  
Lipari Deli Foods  
Market Fresh  
Market Square  
Mary's Farm Market  
Mascari Sales & Marketing  
Mastronardi Produce LTD  
McLane  
Meijer  
Metro Detroit Deli  
Michigan Dairy  
Milano Bakery  
MSU Tollgate Farm  
National Food Group, Inc.  
Nino Salvaggio  
Norwegian Jakes  
Novi Schools  
Oak Ridge Market  
Oakland Hills Country Club  
Olive Garden  
Palace of Auburn Hills  
Peabody's Resturant  
Plum Market  
Pointe Dairy Service  
Prairie Farms  
Produce Palace  
Randazzo Fruit Market  
Red Lobster  
Royal Banana Co.  
Royal Oak Farmer's Market  
Royal Oak Public Schools  
Royalty House  
Sam's Club  
Sara Lee  
Save-A-Lot - Madison Heights  
Save-A-Lot - Pontiac  
Serra Produce  
Sherwood Food Distributors  
Sun Valley Foods  
Sundance Beverage  
Sweetheart Bakery  
Sysco Food Services of Detroit  
Target  
Temple Shir Shalom  
Tom Maceri & Sons  
Total Coffee & Vending Service  
Trader Joe's  
Troy Public Schools  
Turri's Italian Foods, Inc.  
U.S. Foodservice Co.  
Value Center Market  
Van Houtte Farms  
Variety Food Services  
Village Market  
Walgreens  
Walmart  
Wayne State University  
Western Market  
White Castle  
Whole Foods  
Windcrest Farm

### The Forgotten Harvest Solution

Ultimately, the hunger problem is not due to a lack of food. The problem is food waste and marshalling the resources — new trucks, more refrigeration space and more people — required to enable access to food that is currently going to waste.

During 2009-2010, we developed a three year business plan that calls for an intense focus on reaching out to new, high-volume, high-potential food donors, the most promising of which we have identified as bulk food sources from commercial farms and food producers in our geographic area. A solution to the hunger problem is within our community's grasp.

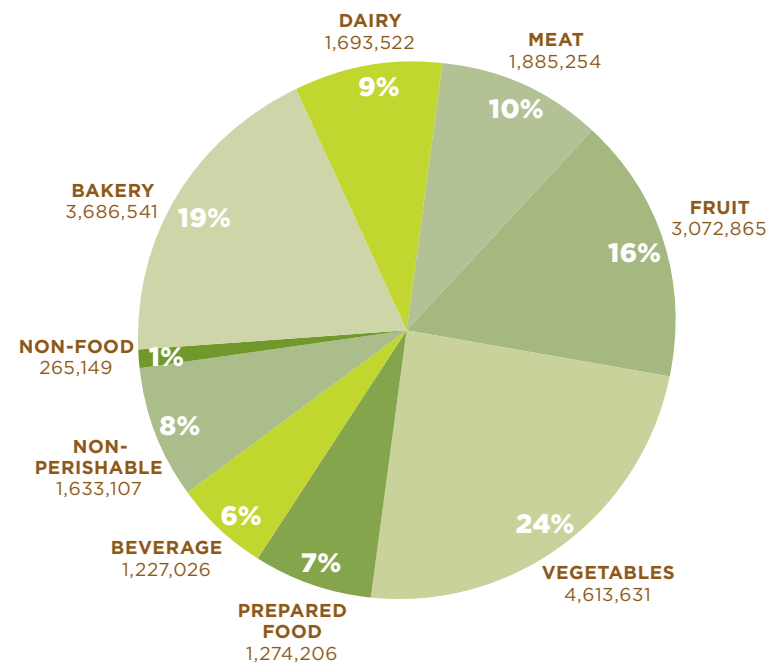
### GROWTH OF FOOD DONATIONS



### Just how BIG is the food waste problem?

- **96 billion pounds of food wasted in U.S. annually**
- **One billion pounds wasted in Metro Detroit annually**
- **12% of landfill waste is food**

### 2009-2010 RESCUED FOOD PRODUCT VARIETY IN POUNDS



19.4 million pounds of rescued food was delivered in fiscal year 2009-2010

### The Forgotten Harvest Difference

Forgotten Harvest is Metropolitan Detroit's only food rescue operation. We serve as a critical lifeline of support delivering fresh food, free of charge to 158 emergency food providers including food pantries, shelters, soup kitchens and faith-based organizations of all denominations.

# Demand

## Recipient Agencies

12th Street MBC Food Store  
A.T.C.  
Abundant Changes  
Agape Temple  
All Saints Catholic Church  
Alternatives For Girls  
Baldwin Center  
Baldwin Community Center  
Bread of Life-Christ Temple  
Bussey Center  
Capuchin Soup Kitchen\*  
Carter Metropolitan CME Church  
Cass Community Social Services  
Central Detroit Christian  
Central United Methodist Church  
Christian Gospel Center  
Christland Community Outreach  
Church of God Mt. Assembly  
Church of God of Prophecy  
Church of the Living God  
Churches Intervention  
City Mission  
Coalition On Temporary Shelters (COTS)  
Common Ground Sanctuary  
Continuous Independence Program  
Core City Neighborhoods, Inc.  
Covenant House of Michigan  
Crossroads For Youth  
Crossroads of Michigan  
Crossroads of Michigan-East  
Deliverance Center Outreach  
Detroit Rescue Mission Ministries\*  
Ecorse River Rouge Food Pantry  
Eddis Williams Community Center  
Emmanuel Community House  
Exodus Missionary  
First Baptist Church of Holly  
Fish and Loaves  
Focus: Hope\*  
Fort Street Presbyterian Church  
Free Indeed Outreach Ministries  
Freedom House  
Friends Assisting In Recovery, Inc. (FAIR)  
Full Gospel Church of the Sons of God  
Full Gospel Open Door Assembly  
Generations Neighborhood  
Giristown Foundation  
God's Helping Hands  
God's Storehouse  
Grace Center of Hope  
Grace Temple Church of God in Christ  
Greater Emmanuel Church of Christ, Inc.  
Greater St. Matthew Baptist Church  
Hartford Agape House  
Harvest House-Detroit Friendship  
Haven of Hope  
Hospitality House  
Jesus Tabernacle of Deliverance  
Judson Center  
Just Love Ministry  
Kimberly's Helping Hands  
Latino Family Services  
Liberty Temple  
Life Challenge  
Lighthouse Home Missions  
Lighthouse of Oakland County\*  
Lomax Temple A.M.E. Zion Church  
Lord of the Harvest  
Love Joy Church  
Macomb County Community Services  
Mariner's Inn  
McWarm-St. Margaret Food

Mercy Education  
Methodist Children's Home  
Metro Family Center - The Well  
Metropolitan United Methodist  
Michigan Veterans Foundation  
Mt. Vernon Trinity  
My Brother's Keeper  
Neighborhood Service Organization  
New Bethel Baptist Church  
New Fellowship Church of the Rock  
New Haven Food Pantry  
New Hope Apostolic Temple  
New Hope Food Pantry  
New St. Paul Missionary Baptist  
Northwestern Community Baptist  
Nourishing Gardens  
Oakland Church of Christ  
Open Door Ministries, Inc.-Tri City  
Open Door Outreach Center  
Open Door Rescue Mission  
Operation Get Down  
Our Lady of Good Council  
Oxford-Orion FISH  
Penrickton Center For Blind  
Perfecting Community Care  
Pure Word M.B.C.  
Redeemed Christian Fellowship  
Redford Interfaith Relief  
Restoration House  
Resurrection Ministries  
Revival Tabernacle  
Salvation Army\*  
Shiloh Deliverance Church  
Sisters of Christian Love  
Soul Seekers Outreach  
South Eastern Michigan Indian, Inc.  
South Oakland Drop In Center  
Southfield Goodfellows  
Spirit of Hope  
St. Alexander's Church  
St. Christine Christian Services  
St. Clement of Rome  
St. Dennis Food Pantry  
St. John Community Center  
St. Luke Food Program  
St. Luke Missionary Baptist Church  
St. Mark Food Pantry  
St. Mary Queen of Creation  
St. Mary's Community Outreach  
St. Patrick's Senior Center  
St. Peter/St. Vincent DePaul  
T.C. Simmons Visiting Ministries  
Tabernacle Missionary Baptist  
The Muslim Center  
The Old Landmark  
The Safe Center  
Tree of Life Church Ministries  
Tried Stone Missionary Baptist  
Trinity Presbyterian  
True Love  
Vessel's Full Gospel Church  
Vista Maria  
Waterford Senior Center  
Wesleyan Transforming Church  
Wolverine Human Services  
Word of The Lord  
Yad Ezra  
Zion Community Outreach

\*Multiple Locations

**Our Mission**

The mission of Forgiven Harvest is to relieve hunger in our community by “rescuing” surplus, prepared and perishable food and donating it to emergency food providers.

## Milestones

- Rescued 19.4 million pounds of food — a 55% increase over previous fiscal year. Forgiven Harvest ranks as the second largest food rescue organization in the U.S.
- Maintained our efficiency rankings. Held costs to 19 cents per meal. For every donation dollar generated, Forgiven Harvest provided five meals to those in need.
- Grew our fleet of food rescue trucks to 23 — all donated.
- Initiated national food rescue pilot program with Costco and Meijer resulting in 850,000 pounds of rescued food.
- Accelerated our Mobile Food Pantry Program and delivered over 2.2 million pounds of food to underserved neighborhoods.
- Finished construction of the Forgiven Harvest production kitchen. Increased prepared meal repacking program volume to over 550,000 meals.
- Developed an innovative volunteer program for large volunteer groups which facilitates production of 10,000-20,000 “Meal Paks” in a single volunteer session. These wholesome meals are generally distributed next day to families and individuals.
- Mobilized the Metro Detroit community with the “Help For Haiti” campaign in support of Haiti earthquake victims. Generated over \$1 million in food and equipment for earthquake victims. Over 75 local schools competed in fund-raising efforts as part of the campaign.

## Awards

- Recognized with honors by Bank of America in its Neighborhood Excellence Initiative and was awarded a \$200,000 grant.
- Awarded a 4-star rating by Charity Navigator for the fourth consecutive year. Recognized as a “Top Ten Slam Dunk Charity” among the 5,000 charities ranked across the country.
- Given Honorable Mention Award by the Detroit Free Press as a Michigan Green Leader.
- Awarded Feeding America’s National Technology Program of the Year Award.
- Received “Outstanding Partner” from Southfield Public Schools.
- City of Oak Park proclaimed May 2010 as “Forgiven Harvest Month.”



**CHARITY NAVIGATOR**  
Four Star Charity

**Most Efficient Food Rescue Agency  
In the United States - Ranked Among  
Top 8% of All Charities**

On a per capita basis for major metropolitan areas, Forgotten Harvest rescues more food than any other organization in America and distributes that food at the lowest cost per meal—just 19 cents per pound.

This year, Charity Navigator awarded Forgotten Harvest its fourth consecutive 4-star rating for our ability to efficiently manage operations and grow our finances. Among the more than 5,000 non-profits evaluated by Charity Navigator, only 8% have received four consecutive 4-star ratings.

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Susan Ellis Goodell

2009 - 2010  
**Audited Financials**

**SUPPORT AND REVENUE**

Contributions	\$2,553,809
Foundations and Trusts	\$1,258,734
Special Events	\$752,909
Third Party Events	\$179,523
In-Kind Donations	\$975,086
Miscellaneous	\$103,913
Interest	\$21,180
Investments	\$33,545
Government Grants	\$858,468
Perishable Foods	\$30,962,082

**TOTAL \$37,699,249**

**EXPENSES**

Program Service	\$34,019,335
Management and General	\$507,442
Fundraising	\$1,328,633

**TOTAL \$35,855,410**

**NET ASSETS END OF YEAR \$8,311,476**



21800 Greenfield Road  
Oak Park, MI 48237  
(248) 967-1500 PHONE  
info@forgottenharvest.org

"Driving hunger from our  
community since 1990"

[www.forgottenharvest.org](http://www.forgottenharvest.org)

