



Solutions That Nourish Campaign Summary & Questions

1. What is the Forgotten Harvest's "Solutions That Nourish Campaign?"

Through a comprehensive organizational assessment conducted over the past few years and funded by the Kresge Foundation, Forgotten Harvest has learned that we can increase community impact and significantly reduce food insecurity in our region by changing the way we rescue and distribute the 40+million pounds of nutritious food to our community in need.

Forgotten Harvest is committed to ensuring that the appropriate quantity and nutritional mix – especially proteins, fruits and vegetables – are reaching each food pantry and agency, thereby achieving a more equitable food distribution based upon the number of households and families, seniors, and children in need. Over the past decade, we have doubled our food distribution efforts, and our current facility now severely limits our ability to further improve services to the community and enhance our food rescue and distribution program.

To achieve our goal of increasing access to fresh food, volume of food, and maximizing the nutritional mix for at-risk, food-insecure metro Detroit children, families and seniors, we seek to raise at least \$16 million to transform our local emergency food system by building and creating a new Forgotten Harvest Campus which incorporates our logistics hub, transportation center, volunteers center and administration. \$15 million for new warehouse and distribution center and \$1 million Sustainability Fund to ensure smooth operational transition over the first 5 years.

2. When will the project be complete? How long will the building project take? Will the building project interrupt normal operations of Forgotten Harvest?

The project is expected to take 18-24 months once land is acquired in 2019. We hope to have the new campus in operation in 2021. This project will not impact current operations, for construction will occur at a new site. Prospective sites for the project are near our current facility on Greenfield Rd., to maximize our logistics service across the 250+ agencies and pantries we serve in Wayne, Oakland, and Macomb counties.

3. Who is leading the campaign? What is the status of the campaign?

Forgotten Harvest has organized a Campaign Committee, led by board members Hannan Lis and John Carter, with support from several other board and community leaders. As of February 2020, we have secured \$7.22 million in leadership gift commitments and another \$2.5 million in requests currently pending.

4. How will this new campus and innovative food logistics and distribution center reduce hunger and advance food security?

This new campus and changing our food rescue and distribution model will have a transformational impact on reducing hunger and food-insecurity in the region and improve our ability to better serve our community. It will have a multitude of positive changes, such as:

Community Impact:

- Create a healthier, more nutritious mix
- Serve more underserved communities
- Enhanced volunteer experience
- Improved service, quality, and reliability to partner agencies
- Improved equitable distribution to community
- Better utilization of demographic related data to improve our ability to impact food insecurity in our community

Increased Organizational Capacity and Efficiency



- Improved food handling and throughput
- Retaining rescued food in local community
- Improved fleet utilization
- Maximize donor dollar
- Improved volunteer utilization and capacity
- Appropriate parking
- All program staff under one roof

5. Who is your architect and construction leadership?

We have hired Tom Marchesano and Associates as our project manager and owner's representative. GAV and Associates are assisting with architectural and engineering design for the project, and General Development has been hired as the construction management firm.

6. What will you do with the old facility?

We are still assessing whether to sell the old facility once we move, or to collaboratively partner with other organizations on a unique community best-use initiative.

7. Are you implementing sustainable (green) technologies?

As a food rescue organization, we believe in creating sustainable and environmentally friendly solutions. Our facility project will implement sustainable standards wherever feasible and will be compliant or exceed any State of Michigan standards.

8. Will you be hiring more people?

The facility assessment conducted by Ghafari and Associates and operating pro-forma done by IFF (Illinois Finance Fund) determined that we would have to hire a few additional warehouse staff to accommodate our food logistics changes with increasing the number of truck docks. Changing our food pickup and delivery model will enable efficiencies with our trucks and driver fleet.

9. How did you determine that you could raise \$16 million?

We conducted a campaign feasibility study in 2016-2017 with Hammond & Associates, where we interviewed 37 major stakeholders and funders. Based upon the findings of that study, our Board of Directors approved moving forward with a campaign in 2 phases:

Quiet Phase -2018-winter 2020 leadership gift commitments to be secured totaling \$8 million or more; Facility project and associated financing cannot move forward without this level of support.

2nd Public Phase –2020-2021 – Becomes publicly marketed- secure remaining \$8M in gift commitments.

10. What if you don't raise enough money to complete the project?

Forgotten Harvest is confident that our case for support of this transformational initiative will receive the needed funding support from our regional philanthropic community. This organization is very fiscally responsible (zero operational and zero building debt; six-month operating cash reserve). We will not move forward with construction and complete financing until Forgotten Harvest has secured \$8 million of the project in gift commitments. Several financial and funding institutions have shown strong interest in partnering with us on this project, and we believe we will raise the funding needed to be successful. However, we need our key supporter to help us make this vision come true.

11. Are gifts to the capital campaign tax deductible?

Yes, 100% tax-deductible, as we are a 501c3 non-profit EIN 38-2926476



12. Can I make a gift of stock?

Yes, we accept them! Appreciated securities held more than one year allow you to avoid capital gains tax while also receiving a tax deduction for your gift. Marketable securities held by a broker may be delivered by wire to us through Charles Schwab. Please visit our webpage to learn more via www.forgottenharvest.org/donate/ways-give or call Tim Hudson at 248-298-3421 if you need assistance.

13. Does Forgotten Harvest accept matching gifts?

Yes, we do, and encourage it. Please discuss with your employer or other matching entity about how you can get your gift matched. Call 248-298-3421 if you need assistance.

14. Is there recognition for leadership gifts?

Yes, we have some naming opportunities of major function areas of the planned campus and facility, starting at \$50,000+ gift pledges. There will be a permanent donor wall displayed at the new facility, and there will be some media communication (only for those donors interested as we honor donor privacy) once the campaign goes public. Also, we expect the number of naming opportunities to grow as facility plans are finalized more.

15. How can I give? How long can I take to pay off my pledge?

You may make a campaign gift commitment/pledge that is payable over a 3 to 5-year period. You can pay it off sooner if you wish. We ask that you sign a gift pledge agreement with us, so we can record it, etc.

We can accept gifts of cash (cash, checks or credit card payment) and securities. We will also discuss other forms of investment (i.e. your foundation, donor advised funds, a borrowing Strategy from your Life Insurance, annuity payment to us, or charitable lead trust) on a case by case basis. Call 248-298-3421 if you need assistance.