



## Summary & Questions

### 1. **What is Forgiven Harvest's Solutions That Nourish Campaign?**

Through a comprehensive organizational and planning assessment conducted over the past few years and funded by the Kresge Foundation, Forgiven 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.

Forgiven 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 \$17 million to transform our local emergency food system by building and creating a new Forgiven Harvest Campus which incorporates our food distribution logistics hub, transportation center, volunteers center and administration. \$16 million for new warehouse and distribution center and \$1 million Innovation/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 Forgiven Harvest?**

This project will not impact current operations, since construction will occur at a new site. The new site for the project is 10 acres located at 15000 8 Mile Road, east of Greenfield Road, which will maximize our logistics service across the 250+ agencies and pantries we serve in Wayne, Oakland, and Macomb counties. The project is expected to take 16-18 months once construction begins. Due to the COVID-19 pandemic, construction has been delayed, but anticipating a Fall 2020 start. We hope to have the new campus in operation by early 2022.

### 3. **How has the pandemic impacted Forgiven Harvest operations?**

Forgiven Harvest is working collaboratively with nonprofit, government, and community leaders to meet increased food demands and deliver food in the most effective and safest way possible. Our agency partners report a 50% increase in the number of people seeking food support. Many of these people have never had to seek support before the crisis. In the first few months of the pandemic, we distributed over 5 million pounds of food monthly in the community, including over 20,000 kids' meals weekly to agencies. Forgiven Harvest worked with partners to establish multiple large mobile pantry sites throughout metro Detroit.

### 4. **Who is leading the campaign? What is the status of the campaign?**

Forgiven Harvest has organized a Campaign Committee, co-chaired by board members Hannan Lis and John Carter, with support from several other board and community leaders. As of September 2020, we have secured \$9.5 million in leadership gift commitments and another \$3.25 million in requests currently pending.

### 5. **Are gifts to the campaign tax deductible?**

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





6. **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](http://www.forgottenharvest.org/donate/ways-give) or call Tim Hudson at 248-298-3421 if you need assistance.

7. **Does Forgiven 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.

8. **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.

9. **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.

10. **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 distribution
- 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

**11. 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 is serving as the construction management firm.

**12. 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.

**13. 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.

**14. 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 as we will increase the number of truck docks. Changing our food pickup and delivery model will enable efficiencies with our trucks and driver fleet.

**15. How did you determine that you could raise \$17 million?**

We conducted a campaign feasibility study in 2018 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 & Public Phase:  
Quiet Phase: 2019 - winter 2021 – Continue securing leadership gift commitments which now total more than \$9.3 million; Facility project and associated construction financing cannot move forward without this level of support.  
2nd Public Phase: Campaign becomes publicly marketed; this is pending COVID progress and community engagement. Possible Spring 2021 to secure remaining gift commitments.

**16. What if you do not 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 debt with an operating cash reserve). We are finalizing the project financing and want to ensure that we have funding and gift commitments to support 50-60% of the project before we start. 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 supporters to help us make this vision come true.