



**BLESSINGS IN A  
BACKPACK**



*Annual Report*  
*July 1, 2018–June 30, 2019*



# A Message from our Board Chair and CEO

This year Blessings in a Backpack celebrated a milestone—a decade of feeding kids on the weekends! On behalf of the Blessings in a Backpack Board and Staff, we are grateful for your generous support during this fiscal year. It's because of your donations, partnerships, and volunteer service that Blessings in a Backpack looks ahead to another decade of moving our impactful mission forward to feed more children.

Last year was full of exciting new ventures and collaborations. We partnered with Vera Bradley to send 25,000 kids back to school with a brand new backpack. We rolled out a National Food Solution to make it easier for our programs to purchase and distribute food to kids regardless of the program size or location. And we unveiled a new logo, tagline, and brand assets to shape our organization as a national front-runner in the fight against childhood hunger.

A significant part of our year-long 10th birthday celebration was the opportunity to reconnect with Blessings stakeholders, and that includes the kids whom we serve. Our organization hosted 38 birthday bashes across

the country, and thousands of party guests, young and old, enjoyed Hostess CupCakes while toasting the progress of Blessings in a Backpack since 2008.

With more than 1,000 programs nationwide, we provided 3 million hunger-free weekends for 87,000 kids last school year. We simply could not do what we do without our dedicated volunteers, school officials, corporate and athletic partners, and donors. We thank you for helping ensure the kids in your community, and all across America, do not go hungry on Saturdays and Sundays.

Together, we will feed the kids this weekend.



**Rich Stephens**  
Chair, National Board of Directors  
Blessings in a Backpack



**Brooke M. Wiseman**  
Chief Executive Officer  
Blessings in a Backpack

# Mission

Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry.

# Vision

Every school-aged child in America has the nourishment needed to learn and grow. As a leader in the movement to end childhood hunger, Blessings in a Backpack strives to ensure children don't go hungry on the weekends by empowering individuals and communities to take action.

# History

Blessings in a Backpack was piloted in 2005 in Louisville, Ky., when a woman named Missy Hammerstrom brought the issue of childhood hunger on the weekends to community leaders. The first program fed 50 children, and Blessings in a Backpack continued to grow organically from there. In 2008, Blessings in a Backpack became an official 501(c)(3) organization.



## National Board of Directors (as of June 30, 2019)

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Richard Gordon, Vice Chair  
Teresa McMahon, Treasurer  
Joe DePippo, Secretary  
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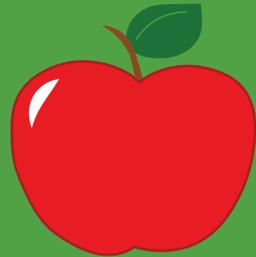
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# Our Impact



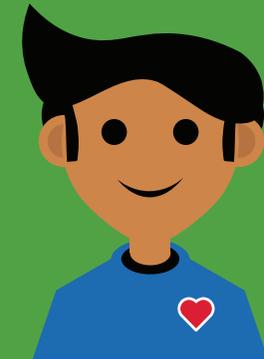
87,300  
Children fed



3 million  
hunger-free  
weekends provided



1,092 schools  
and 46 states\*  
served



17,305 +  
dedicated volunteers  
lived our mission

*\*includes Washington D.C.*

## Evaluation Results

Blessings in a Backpack measures program impact on a deeper level than bags and pounds of food distributed. Student surveys found that, in addition to no longer feeling weekend hunger pangs, children fed by Blessings in a Backpack also experience the following impact on their lives:

- **78%** feel cared for by their community
- **60%** report fewer behavioral issues
- **60%** have better school attendance
- **71%** feel they are helping their family
- **59%** find it is easier to learn at school

# Fiscal Year 2019 Highlights

## July 2018

We rolled out a new logo that is a visual representation of what we do—send kids home with backpacks full of food on Fridays. Our new tagline defines who we are, what we do, and when we do it, and creates a call-to-action. *Who will feed the kids this weekend? I will!*



## August 2018

During the back-to-school season, Vera Bradley partnered with Blessings in a Backpack to donate 25,000 backpacks together. We traveled across the country to select schools to surprise students with celebrity visits, carnival games, inflatables, and, of course, new backpacks!



## September 2018

More than 75 city leaders joined forces with local Blessings in a Backpack volunteers on National Blessings in a Backpack Day to provide hunger-free weekends for the children who need it most. Mayors attending the U.S. Conference of Mayors Fall Leadership Meeting in Columbia, S.C., also took part in the day.



## September 2018

We recognized the family of Missy Hammerstrom, the woman who started Blessings in a Backpack, with a proclamation from Mayor Greg Fischer declaring Sat., Sept. 29, 'Melissa Hammerstrom Day' in Louisville, Ky. The family helped pack 400 backpacks of weekend food for local kids that day.



## October 2018

We celebrated National Apple Week in honor of Blessings in a Backpack's beginnings—when a little girl asked for Missy Hammerstrom's apple because she didn't have any food at home. We told Missy's story on social media and in a video to share how one little apple started something big!



## November 2018

Blessings raised more than \$50,000 on Giving Tuesday—more than double our goal! For the campaign, we created backpack images with personalities and hobbies to match their kids and stories to go along with them. The backpacks shared the life-changing impact they see first hand from food being sent home on Friday.

## December 2018

On Dec. 28, as part of the TaxSlayer Gator Bowl in Jacksonville, Fla., NC State and Texas A&M came together to pack 1,000 bags of weekend food and write inspirational note cards for the local kids. It didn't matter the outcome of the game, because both teams were winners for Blessings in a Backpack.

## February 2019

We kicked off our birthday month by singing "Happy Birthday" to Blessings in a Backpack and challenging our friends to do the same. Birthday bashes took place across the country, with party guests of all ages celebrating a decade of feeding kids on the weekends by enjoying delicious Hostess CupCakes.

## February 2019

We kicked off a season-long partnership as a philanthropic initiative for the 2019 PGA TOUR Volunteer Appreciation Program sponsored by Myrbetriq® (mirabegron). In select PGA TOUR markets across the country, tournament volunteers participated in Blessings packing events that directly benefited the children in the community.

## April 2019

Superheroes are known for making a positive difference in the world, and so are Blessings volunteers. During National Volunteer Week, we transformed our volunteers into superheroes and shared with the world that not all heroes wear capes—some feed kids on the weekends.

# FY19 Financial Summary



**\$11.5 Million**  
in total revenue



**\$11.6 Million**  
in total expenses



**83%** in total  
program expense

## Revenue and Support

Athletic Partnerships .....	\$693,865
Corporations .....	\$2,976,838
Foundations .....	\$1,811,585
Government .....	\$111,352
Individuals .....	\$1,808,875
School/Faith Based .....	\$863,384
Other .....	\$599,199
Fundraising Events .....	\$585,830
In-Kind Contributions .....	\$1,878,430
Interest & Other Income .....	\$167,105
<b>Total Revenue and Support .....</b>	<b>\$11,496,463</b>

## Expenses

Program Services .....	\$9,642,016
General and Admin .....	\$1,011,448
Fundraising .....	\$963,642
<b>Total Expenses .....</b>	<b>\$11,617,106</b>
Change in Net Assets* .....	\$(120,643)
Ending Net Assets .....	\$9,246,605

*A full copy of our GAAP audited financial statement is available by request.*

*\*During Fiscal Year 2019, temporary restrictions were released on support raised prior to Fiscal Year 2019 that aligned with the \$(120,643) change in net assets.*

# Donations

Blessings in a Backpack extends a special thank you to the following donors\* and all of our donors who supported us in Fiscal Year 2019.

\*Every effort has been made to present a complete, alphabetical list of Blessings in a Backpack donors that gave support of \$5,000 or greater from July 2018 to June 2019. Should you notice an error or omission, please contact Erin Kerr at (312) 366-2748 or ErinKerr@BlessingsinaBackpack.org.

## \$100,000 and Above



**Bobby Nichols**  
Fiddlesticks Charity Foundation



community foundation  
**Greater Rochester**



**VOLUNTEER  
APPRECIATION**

SPONSORED BY  
**Myzbetrig**  
(mirabegron)  
extended-release tablets  
25 mg, 50 mg  
Official Sponsor of the PGA TOUR



PUBLIX SUPER MARKETS  
**CHARITIES**

**kate & justin**  
**ROSE FOUNDATION**  
feeding hungry tummies & curious minds



**Cigna**

**meijer**



**variety**  
the children's charity

Vera Bradley

## \$75,000-\$99,999

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Constellation Brands  
The Episcopal Church of the Holy Spirit  
Jim and Tabitha Furyk Foundation, Inc.  
New Albany Floyd County Education  
Foundation, Inc.  
Larry and Susan Patrick  
Trader Joe's

## \$50,000-\$74,999

Anonymous  
Antares Capital  
The Century Club of San Diego  
Champions 4 Children, Inc.  
Children's Fund, Inc.  
The Dale Jr. Foundation  
Discover  
Farmers Insurance  
FedEx  
Fifth Third Bank  
FNBGC Charitable Foundation, Inc.  
The Glass Charitable Foundation  
Nike North America  
United Way of Frederick County, Inc.

# Donations

*Blessings in a Backpack extends a special thank you to the following donors' and all of our donors who supported us in Fiscal Year 2019.*

## \$25,000–\$49,999

ADP  
American Honda Finance Corporation  
Anonymous  
B.A. & Esther Greenheck Foundation  
City of New Albany  
Community Foundation of Frederick County MD, Inc.  
Conagra Brands Foundation  
Davis Love III Foundation Inc.  
Fore!Kids Foundation, Inc.  
The Grayfox Trust  
Jackson National Life Insurance Company  
The Junior League of Houston, Inc.  
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Northwestern University  
The Oosthuizen Family Foundation  
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The Thunderbirds  
Tyson Foods  
Unbridled Charitable Foundation, Inc.  
United Way Lee County  
UPS Foundation  
UPS Jacksonville Employees  
The Vitamin Shoppe  
Walmart Foundation  
Washington Christian Outreach  
Zurich North America



## \$15,000–\$24,999

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Arizona Association of School Business Officials Conference  
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PGA TOUR Wives Association, Inc.  
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SWFL Children's Charities, Inc.  
Sysco Corporation  
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Jim and Evelyn Unger  
United Way of Morgan County  
Whirlpool Corporation

# Donations

Blessings in a Backpack extends a special thank you to the following donors' and all of our donors who supported us in Fiscal Year 2019.

## \$10,000-\$14,999

Anonymous  
Aon Corporation  
Ascension  
Ausherman Family Foundation, Inc.  
Bell Gate Farm  
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Mount Vernon Community School PTA  
Name Bubbles  
New Spirit Lutheran Church  
Patricia J. Parsons  
The Patricia Crown Family  
PGA TOUR, Inc.  
Ponte Vedra United Methodist Church  
Republic Bank  
Saints Francis & Clare Catholic Church

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Southwest Florida Roofing  
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Trinity Episcopal Church  
Union County Health Department  
United Way of San Antonio and Bexar County  
Valero Energy Foundation  
Vizient  
Wegmans Food Markets, Inc.



# Donations

*Blessings in a Backpack extends a special thank you to the following donors' and all of our donors who supported us in Fiscal Year 2019.*

## \$5,000-\$9,999

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AASA  
ABRH, LLC  
ASCM  
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Adams County Common Pleas Court  
Aidlin Foundation  
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COMBS Consulting Group  
The Community Christian Church  
Community Financial Credit Union

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Lori and Johnnie Ellis  
Stephanie and Keola Elobt  
Emergent BioSolutions  
The Emma and Georgina Bloomberg Foundation  
ERC, Jacksonville

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## \$5,000–\$9,999

Evangelical Free Church  
Evans Scholars Foundation  
Eversheds Sutherland LLP  
Karen F. Exline  
Factory Connection LLC  
Annette Feld  
First Assembly of God of Mansfield OH  
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NBA Cares  
Norman V. Noltemeyer  
Nora Roberts Foundation

# Donations

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## \$5,000–\$9,999

Norfolk Iron & Metal Co.

THE NORTHERN TRUST

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Gia and Patrick O'Keefe

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Pittsburgh Childrens Foundation, Inc.

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Valpar Championship

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Waste Management Phoenix Open

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The West, Inc.

Wildly Fit LLC

Will Davis Elementary PTA

William J. Clancy Foundation

Witch's Hat Brewing Co. LLC

Woodmen of the World

Wyndham Championship

# Thank you!



## **BLESSINGS IN A BACKPACK**

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