



Annual Report

2022



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Mission & Vision

OUR PURPOSE

To provide food insecure people with a sustained source of fresh, nutritious produce, by educating and enabling America's gardeners to donate their surplus harvests to local food pantries.

VISION AND IMPACT

Since day one, AmpleHarvest.org envisioned an America where millions of gardeners eliminate wasted food, malnutrition and hunger in their own community. The approach was most poetically described by Jen Chapin, Harry Chapin's daughter, as "simply beautiful, and beautifully simple".

AmpleHarvest.org has remained narrowly focused on its mission in pursuit of this vision. Over the past 14 years, we learned that gardeners grew 11 billion pounds more food annually than they could use and that 80% want to donate. Today, more than 8,000 food pantries, one out of every four in America, can now receive surplus harvests from America's 62 million gardeners.

We continue to adjust our approach where needed to help assure that America continues to move ever closer towards original vision of a healthier and better nourished America.



2022

An Inflection Point



We've had a great couple of years increasing the number of AmpleHarvest.org member food pantries while building cause marketing partnerships to educate gardeners and help us grow our reach and impact. This year we took a deep dive looking into the communities AmpleHarvest.org hadn't yet reached. We also completed the work on revitalizing our website and are working on our Faith Fights Food Waste site.

While we have been successful in registering over 8,000 pantries across the nation, we had not realized there is so much staff and management turnover at food pantries that some of the information they provided when they joined AmpleHarvest.org could be out of date within a year or so. And the pandemic only added to that.

So while we continued to expand AmpleHarvest.org's reach and impact, we began to put more effort into keeping this data current to avoid frustrating gardeners who wanted to donate food.

In early 2022, we contracted with another nonprofit called NTI@Home that hires people with disabilities for at home work. These amazing people called nearly all of the AmpleHarvest.org member food pantries and updated their data. When the project wound down, several of these people were ultimately hired into full time positions elsewhere. [Read more in this blog posting, "Doing Good When Doing Good"](#)

We also looked more closely to understand what communities we weren't reaching and recognized that many of those communities were Native American. (Read more about this in this report in the section, "[An Introduction to AmpleHarvest.org in Indian Country](#)")

AmpleHarvest.org got a great boost this year when, with the help of Bonnie Plants, The Home Depot launched a multi-year effort to help its gardening customers in all 2,000 stores learn about donating their surplus harvest. Check out our signage when you next visit a Home Depot gardening center.

As the largest big box provider to the gardening community, this partnership is destined to have a huge impact in helping millions of Americans who have harvested more than they can use, become the game changers in their community.

By working with our corporate partners as well as using new AI platforms to help identify where people garden, we plan to invite more food pantries to join, while also reaching out to nearby gardeners to let them know that the solution to hunger is in their backyard.

Hunger exists in EVERY county in America. Going forward, we will continue to explore the regions of America where we have yet to make the impact we want to achieve.

A handwritten signature in black ink, appearing to read "Gary Oppenheimer". The signature is fluid and cursive, with a large initial "G" and "O".

Gary Oppenheimer

Founder and Executive Director

**A MESSAGE
FROM OUR
BOARD CHAIR**



It's often said that one of the hardest things to do is to make something simple. It's what I really admired when I first learned about AmpleHarvest.org, and it's what I continue to admire as I'm fortunate enough to have a front row seat to its incredible impact. Connecting the naturally occurring food surplus of excess garden produce with local food pantries to make it available to those who are food insecure just makes so much sense. I couldn't believe it wasn't something that was already being done, and I knew that I wanted to lend my support in helping this behavior to become the norm in all communities.

Now that AmpleHarvest.org is in its second decade, my commitment as Chair of the Board of Trustees is to continue to help steer this organization in its mission to increase the number of people we help in our stride towards helping to end hunger. As we do this, we invite individuals, communities, and organizations from across the country to join us in raising awareness of this mission, and of course, to donate their own excess food produce to local food pantries.

Whether you donate produce, manage a food pantry, or contribute financially, thank you for your support of AmpleHarvest.org. Each of you has played an important role in getting the organization to where it is today, and will continue to help us as we continue this mission.

A handwritten signature in black ink that reads "Wendy Gonzalez". The signature is written in a cursive, flowing style.

Wendy Gonzalez

Board Chair

A little about the 8,000+ food pantries that have joined.

The more than 8,000 food pantries in all 50 states that are registered members of AmpleHarvest.org, extend food relief services to a wide range of individuals from varying backgrounds throughout their communities. There are food insecure people in every community. AmpleHarvest.org helps guide gardeners to share their abundance with their neighbors in need. These are some of special groups/individuals food pantries tell us they typically assist:

- Native American
- African American
- Hispanic
- HIV/AIDS
- Unhoused
- Immigrant
- LGBTQIA+
- Military
- People with disabilities
- Seniors
- Single mothers/fathers
- Students
- Veterans
- Working Families




NEW FOR 2022

Roughly 300 new food pantries registered with AmpleHarvest.org in 2022. Along with adding hundreds of new pantries, we worked with NTI (National Telecommuting Institute) a call center that employs individuals with disabilities, to help us update over 8,000 food pantries registered on our site so gardeners can access the most up to date information when donating their garden produce to a local food pantry.

“Our team loved doing the work. The amazing thing about you allowing us to do this, is that we were able to get two, soon to be three of the five candidates in more permanent positions. This program allowed them to become more confident while gaining experience. They all also believed in your mission!” said Angela Baldwin, Director of Candidate Experience.

Throughout the year, we featured food pantries in our newsletter to help highlight the work they are doing and to raise awareness of the need for fresh produce at pantries throughout the US.



There is no more noble endeavor than providing people with healthy food and AmpleHarvest.org does this superbly. They reduce food waste and offer an opportunity for gardeners to share the bounty of their work. What's not to like about that?

-Vint Cerf, Internet Pioneer



PANTRY SPOTLIGHT

Friend, Inc. Community Services

Each month we chat with food pantries that have signed up with AmpleHarvest.org and share the conversation. It's a great way to learn more about the kind people behind food pantries in your community. Plus it encourages gardeners to share their abundance this upcoming growing season.



Friend, Inc. Community Services actually operates three pantries! Their main pantry is a self-select model on Noble Street in Kutztown, PA which is connected to the agency's main office (we also provide case management services). They founded and operate the student pantry on the campus of Kutztown University, and run a monthly Mobile Market at Huff's Union Church in Alburtis, PA. They also respond to emergency food needs by opening up during off-hours or actually delivering the food to homes. Oh, and they have a very popular Pet Pantry at Noble Street as well!

Can you share an inspirational story or memorable experience about the food pantry and community you serve?

What strikes me time and again is the deep appreciation of the folks who shop. There are a dozen "thank you's" a day. We do try and make it as "normal" as possible by recreating a grocery shopping experience. But it is still humbling. While I had previously instituted a small pantry at the school I came from the tremendous need of today's college students to have access to good food is still striking to me. It is a huge issue nationally. I don't think many people outside of education realize that.

What we're hearing from gardeners

We are so grateful for the gardeners who make this all possible by generously sharing their abundance with their community through local food pantries. The leading marketing firm Axiom recently conducted a [nationwide survey of gardeners](#), which showed that interest and involvement in home gardening continues to trend in a positive direction. We're committed to helping ensure that this trend equates to more fresh produce donations heading to local food pantries.

IMPACT SNAPSHOT

88%

will spend the same or
more time gardening in
2023

84%

will plant the same
amount or more

33%

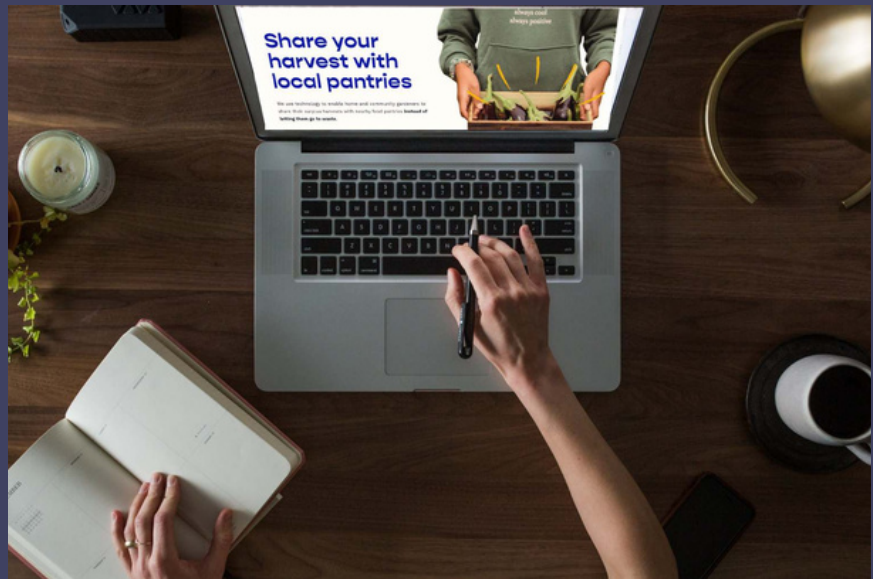
would like to grow more
plants and new
varieties



VOLUNTEER SPOTLIGHT

Clara

AmpleHarvest.org amazing volunteers helped us find and connect with food pantries in communities across the country! We featured one in a story in one of them, Clara, in our blog in April.



Clara helped us in 2022 to locate food pantries in various states that are not yet registered on AmpleHarvest.org. We asked Clara a few questions about her volunteer time with AmpleHarvest.org and here is what she had to say:

What do you wish other people knew about hunger/ gardening /food waste or about AmpleHarvest.org?

I wish people knew that preventing food waste and making our world sustainable does not have to be super complicated. It feels like a lot of the discussion around sustainability in recent years has involved some expensive new technology or complex infrastructure. Not only are we overcomplicating things, but we are turning people off from the movement in the process — most people read the news and think “what do drones searching for water in overly-farmed areas have to do with me? What can I really do here?” Waste prevention can be as easy as turning to your neighbor and saying “what do I have that you need?” and filling in the gaps that way. There’s no need to reinvent the wheel, and anyone can be involved!



Faith Fights Food Waste

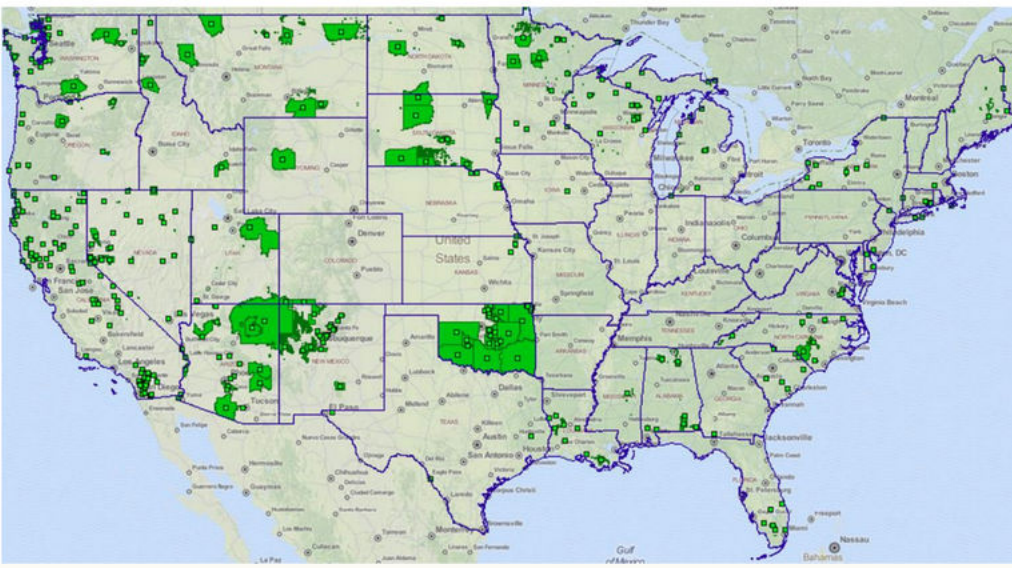
**70% OF
AMERICA'S
FOOD
PANTRIES ARE
IN A HOUSE
OF WORSHIP**


Faith Fights Food Waste (originally named Food Waste Weekend) is a program developed by AmpleHarvest.org. The goal is to educate clergy of all faiths about the issue of the waste of food, provide them with a faith specific sermon to share with their congregation. There are nine calls to action (the first of course urging gardeners to donate their surplus harvests to a local food pantry) for their congregants to act on.

AmpleHarvest.org itself is not a faith based nor faith advocating organization. We created this program to reach the 70% of America's food pantries that are based in a house of worship, which makes the faith community a logical partner to our core mission. Faith leaders are uniquely positioned to inspire and motivate their congregations to take action on issues such as food waste. They have a powerful platform through which they can communicate the importance of reducing food waste, and their words carry weight and credibility with their followers.

The central idea is to provide faith leaders with a pre-written faith specific sermon that they are free to revise, about what their traditions, scriptures and values teach about the waste of food, so as to assure that more food is available to help nourish people.

The program is online at FaithFightsFoodWaste.org and is available to Christian, Jewish, Muslim, Hindu, Buddhist, Unitarian Universalists and secular faith/spiritual leaders globally.




 Native American Reservations

In Indian Country

NEW PROGRAM

“Indian Country” is the generally accepted term for the 326 Federally recognized Native American Reservations across the country. Over the years, we realized that AmpleHarvest.org’s model and technology needed to be enhanced in these areas to bring them the benefits that the rest of America has been receiving. With the help of Tribal Elders and Native American food sovereignty experts, we enhanced AmpleHarvest.org to fit the unique challenges found in these areas. The rollout is now underway.



Thank you, AmpleHarvest.org, for continuous coverage of the NEED and SOME SOLUTIONS for hunger in our communities. Each year I donate as much as I can of my garden's spring/summer crops: oranges, grapes, plums, broccoli, tomatoes, onions, etc. AmpleHarvest.org encourages everyday folks (like me) to help however we can.

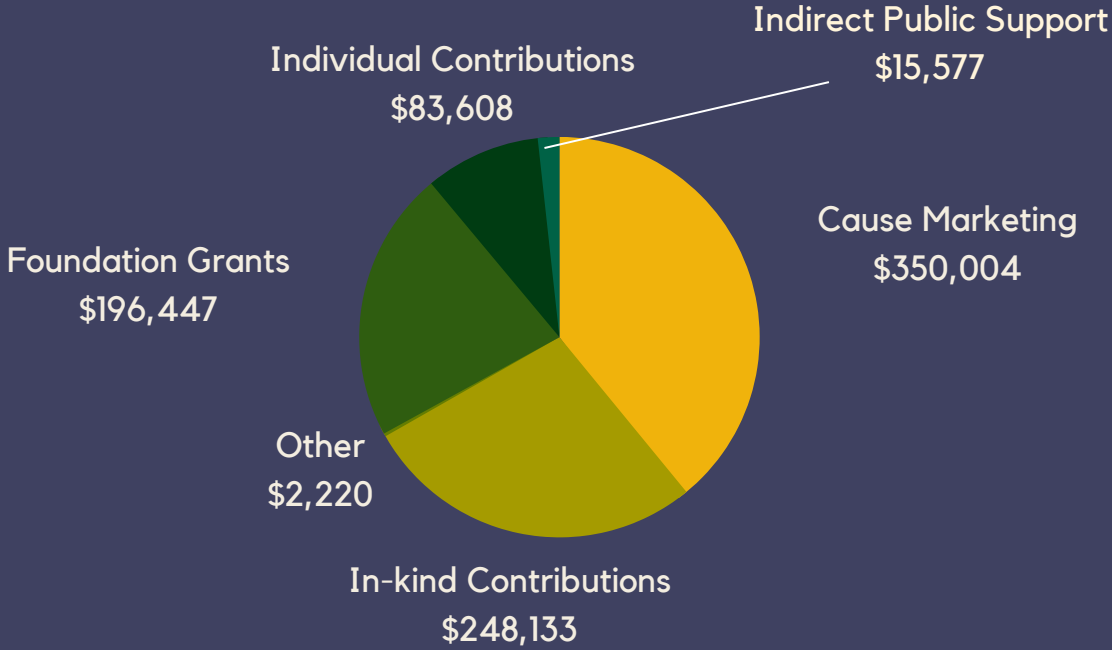
-mburnett



Key Financial Data

REVENUE

\$895,992



AmpleHarvest.org received continuing support from Google and Xandr in the form of in-kind donations to support our online advertising and public awareness campaigns. These in-kind donations allow us to spread awareness of our program and educate the American public about the severity of the hunger and food waste crisis. Since 2020, AmpleHarvest.org has adjusted our PSA approach to increase efficiency by excluding all overseas advertising and focusing on the USA.

*Xandr does not provide regular reporting as to the value of their donation.

EXPENSES

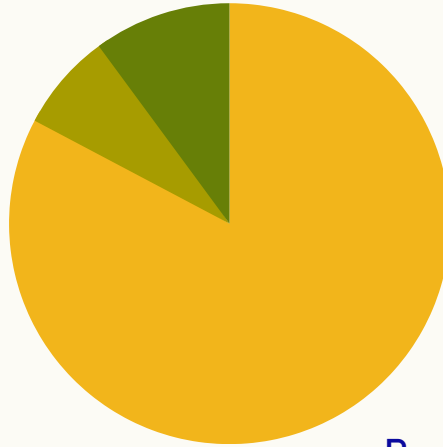
\$605,572

Fundraising Expenses

\$61,172

Administrative Expenses

\$43,358



Program Expenses

\$501,041

Over 80% of AmpleHarvest.org expenses are program related.



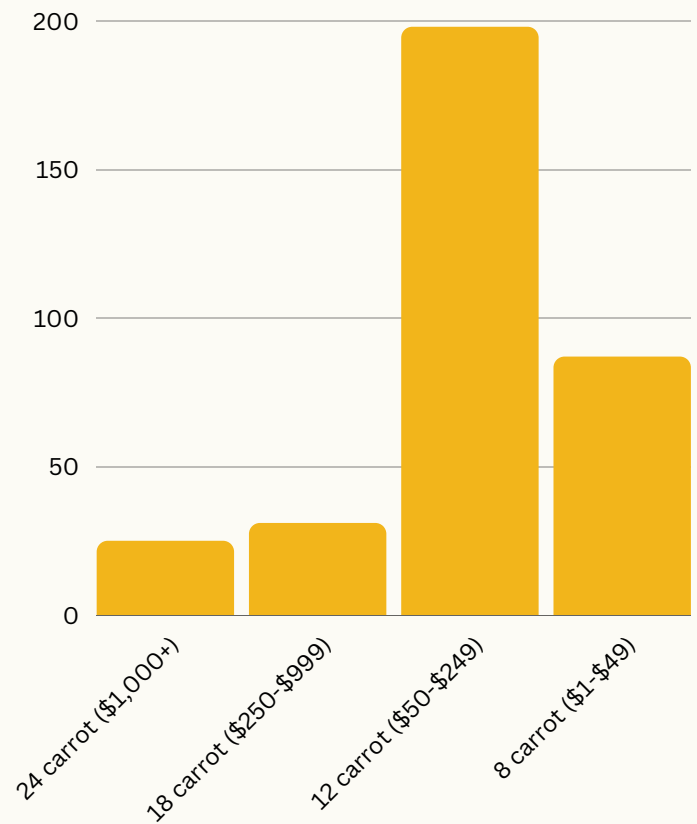
We couldn't have done it without your generous support.

Thank you!

Thank you to all our donors! We use your contributions to

- add pantries to our registry
- spread the word to gardeners so they know they can donate produce to pantries
- Increase our social media following
- engage volunteers to help us reach more food pantries across the US
- keep our website and pantry database current
- produce and send newsletters to all of you
- Amplify our voice within the food waste and hunger space

Our donors all made a difference! Thank you to individuals and companies that are sponsoring pantries!



Major Donors and Cause Marketing Partners



- Bonnie Plants
- Broadway Cares
- Clif Bar Family Foundation
- Gardener's Supply Co.
- Google
- The Home Depot
- The Marshal Restaurant
- Scott's Miracle Gro
- SWCA Environmental Consultant Employees
- Tides Foundation
- Xandr
- What3Words

We would like to thank all of our individual donors, partners, staff, volunteers, and board for their support in 2022.