

# TRANSFORMING TO DELIVER HEALTH & HOPE



after the harvest  
healthy food for hungry people

After the Harvest rescues nutritious fruits and vegetables from going to waste and donates them to agencies serving hungry people, primarily in Greater Kansas City.

In 2020, as COVID-19 shook our community, ATH strategically shifted and transformed, delivering essential, health-building produce to the growing lines of those in need.

## ATH WORKS TO FIGHT HUNGER

As unemployment reached all-time highs, agencies—instead of serving mainly those who need extra help to make ends meet—began serving the newly jobless.

### FOOD INSECURITY IN OUR REGION

**15%** or 1 in 7 people (pre-COVID—1 in 8)

**21.2%** or 1 in 5 children (pre-COVID—1 in 7) 2020 projections



## HUNGER IN AN UNPRECEDENTED SEASON OF NEED



**50%**

increase in demand at U.S. food banks, pantries

**40%**

of people never needed help before



Black, Native, Hispanic communities disproportionately impacted

## ATH WORKS TO REDUCE FOOD WASTE

- No food should go to waste when people are going hungry
- 52% of produce is wasted annually in the U.S.



## ATH WORKS TO IMPROVE NUTRITION

- Everyone deserves food critical to good health
- Fruits and vegetables = lower risk of inflammation, heart disease, stroke, some cancers and type 2 diabetes
- Nutritious food helps support immune systems



## ATH: HEALTHY FOOD FOR HUNGRY PEOPLE

**24 MILLION LBS.** donated in first seven years

In 2020:  
**3.5 MILLION LBS.** donated to 380 food banks, pantries, shelters, community kitchens

**13,996,504** servings



**FREE**

**\$1,229,727**  
produce donations value

**\$34,735**  
volunteer gleaner labor value



## HUSTLING TO MEET THE NEED

- ATH staff shifted to work-at-home
- Closed down unused office to funnel more \$ into moving more produce
- Office items into storage as new home search started for 2021-22
- Fundraising efforts pivoted to target specific, increased needs
- Obtained funding for consultants to boost engagement in social media & website traffic, development efforts
- Greens&Jeans event went virtual
- Successful Health & Hope, Buck\$ for Trucks online campaigns launched
- Increased national, local news coverage
- Ended year in strong financial position as donors, large & small, stepped up



## GLEANNING PROGRAM

We pick what's left in farmers' fields and pick up already harvested leftover produce.

**PRODUCE LBS. RESCUED, UP 156%**

Due to cold storage, changing pandemic-related produce distribution/sales resulting in excess, grower generosity, increased ATH awareness



## DISTRIBUTION

- 114 agencies served by ATH direct deliveries
- ATH adjusted as needs shifted—varied agency safety protocols, virus exposure openings and closings, changing distribution models

## FARM FRESH LOCAL FOOD EXPANSION

- Mobilized larger team, acquired cold storage space, began search for refrigerated truck for more strategic distribution
- Lawrence/Douglas County produce rescue partnership

## GROWING FOR GOOD PROGRAM

- "Grow for us" plan developed

## FAIR SHARE PARTNER PROGRAM

- Expanded for large growers, distributors

**154** field gleanings  
**8%** growth in 2020

**463** pick-ups  
**68%** growth in 2020

**455,052 LBS.** already picked produce from farmers markets, distributors, growers  
**UP 193%**

**38,080 LBS.** of USDA produce boxes distributed

**86** varieties of produce

## TRUCKLOADS PROGRAM

Majority of funds raised helps secure semi-truckloads of donated produce—some with slight imperfections like size and shape—that might otherwise end up in landfills.

Most distributed by our partner, Harvesters—The Community Food Network

**40,000 LBS.** approx. amount of produce in each truckload

**-8%** down in lbs. —Added targeted variety to large-scale pandemic relief distribution of USDA produce boxes

**18** varieties of produce

**73** TRUCKLOADS in 2020, our 500th since inception



## FARMERS

**56** first time donors

**Grower of the Year:** Cider Hill Family Orchard

• **10,000 LBS.** of apples gleaned & donated to 23 agencies in 2020

• **95,692 LBS.** over last seven years

**209 FARMERS** and growers donated produce



## GLEANNING FACTS & FEATS

**148** of **153** days of gleanings or pick-up in peak season (June-Oct.)

**JAN. 21** FIRST PICK-UP

**DEC. 20** LAST GLEANING

Most unique: **CHOKEBERRIES** from Blue Hills Community Orchard

Year of the watermelon! **10,000 LBS.** from growers including Gieringers Family Orchard & Berry Farm

## VOLUNTEERS

### HARVESTING RESULTS

- 30% of volunteers returned to help again
- 45 met qualifications for VEG Squad, Produce Rescue Driver, up 50%
- 21 tons to 35 agencies—COVID Response Award to Decker, Burdge, Bolen families who gleaned weekly, picked up almost daily at Voigts Greenhouses & Fresh Produce
- 623 individuals, families pitched in for 3,475 hours to handle increased # of gleanings

## CONFRONTING CHALLENGES

- COVID safety protocols limited gleanings capacity
- 26% fewer unique volunteers
- 15% fewer hours
- Decreased # of gleanings groups, office volunteers

