



Feeding Kids One Pack At A Time.

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# GOLDEN BACKPACK PROGRAM, INC. ANNUAL REPORT TO DONORS 2014-2015



## 2014-2015 YEAR IN REVIEW

The 2014-2015 Golden Backpack year is best characterized by one word: change! While we continued to serve about 400 children per weekend in nine local schools during the school year, it became clear in our seventh year of service we needed to change our focus to organizational sustainability. That meant that it was time to move out from under the Golden Rotary Foundation, develop a broadly based board of directors, and expand our outreach and education in the community. Some of our major accomplishments include:

- The Golden Backpack Program, Inc. completed the IRS process and received tax-exempt status in March 2015.
- Through the end of the school year, the Golden Backpack Program has served over 92,600 sacks of food, which translates into over 370,500 meals since we began.
- Our volunteer corps expanded in both absolute numbers and total hours donated.
- The Golden Backpack Program began to include, on a pilot basis, fresh produce from Food Bank of the Rockies during the school year and from donated CSA shares through GoFarm, a local nonprofit food hub, during the summer lunch program.
- We piloted a “supper program” at Pleasant View Elementary School to supplement their “healthy schools” philosophy.
- We expanded partnership program to include the Jefferson County Public Library System’s “1,000,0001 Minute Summer Reading Challenge.”

## FINANCIAL SUMMARY: July 1, 2014 – June 30, 2105

Income	\$ 106,137.29
Expenses	\$ 79,903.40
Balance	\$ 26,233.89

Through our program “Challenge 600” in which people gather at least 600 units of any one item (e.g., oatmeal, can of vegetables, etc.), we saw an increase in the number of individuals taking the challenge to raise specific items such as packets of oatmeal, cans of fruit, or granola bars. One young lady, Molly Babitz, a member of the Student Council at Manning Middle School, took the challenge and helped raised 3,535 breakfast items which would have cost the Golden Backpack Program almost \$900 to purchase. Over the year, we have received donated shelf-stable food valued in excess of \$4,000. This program is under evaluation for expansion in the 2015-2016 school year.

For the first time, the Golden Backpack Program participated with other Golden nonprofits, under the sponsorship of the Golden Civic Foundation, in Colorado Gives Day. Through this participation, the nonprofits generated almost \$275,000 supporting various causes important to residents of Golden. We look forward to participating in this annual giving program again in 2015.

## SCHOOL-YEAR PROGRAM

With the help of hundreds of volunteers, the weekly food ordering, pickup, staging, packing, and distribution ran smoothly. Even with a few snowy evenings, enough hearty souls showed up and got the job done so that no kids went hungry. Throughout the year, we experienced a noticeable increase in the number of folks collecting shelf stable food items “in lieu of birthday gift” parties, sports teams collecting canned fruit or vegetables as an

entrance fee, and the number of folks taking on a Challenge 600 to raise 600 of any one item.

During our Mid-Year Survey, our recipients often expressed deep appreciation and praise for having access to such a program. All had hardships that emerged in their responses. Several emerged: Divorce, family members losing jobs, having to move to a new town with little or no work, and even returning veterans with PTSD were some of the challenges the family's experienced. Because of the flexibility of this program, we helped kids and families during a particularly tough time; and if and when circumstances improved, kids stepped out of the program when they were back on their feet. This flexibility is perhaps the hallmark of the program from school administrators' and teachers' perspective, and makes it possible for reentry or completion on an individual basis.

### **SUMMER LUNCH PROGRAM**

During the 2014 summer, we saw an increase in the number of kids from the previous year, ending with a daily high of 55 kids who came for lunch. In addition, volunteers and kids played with toys, balls, and games as well as gave away free books. These benefits were also a consistent attraction to our kid-friendly environment.

The 2015 summer lunch program goal was to expand into another location with high numbers of kids who qualify for food under the Federal "Summer Food Service Program." In late spring we were notified that our new location would not be able to serve as a host site this summer, and asked to schedule the location for 2016. In an effort to further enhance the kid's summer experience, we partnered with Jefferson County Public Library system summer reading program. They provided a free book to each child (in addition to the free books we offered every day) and provided librarians each week who helped the kids tally their minutes of reading to qualify them for prizes toward a personal goal of 1,000,001 minutes of reading during the summer.

Additional enhancements included providing sacks of a variety of farm fresh produce to kids/families on a biweekly basis from donated community supported agriculture (CSA) shares through GoFarm. The Golden Optimists through their Bicycle Recycle Program worked to connect bikes with kids who don't have any. They also provided basic bike safety, ideas of how to decorate bikes, and basic skills so kids can learn to repair their bikes.

### **VOLUNTEER SUMMARY**

Since moving into our home at the Golden Church of the Nazarene in Golden in 2014, we have seen a strong increase in the number of individuals who are volunteering for various tasks. By far and away, our most popular volunteer opportunity is helping to pack sacks of food on Wednesday evening. Anywhere from 25-55 individuals and family members show up to help pack food, place sacks into bins, and stage the bins for delivery the next day. The average timeframe for this packing process and cleaning up/making the fellowship hall ready for classes the same evening is 20 minutes. With a process that is fun, efficient, and flexible, we saw an increase in overall hours donated. The next most popular volunteer opportunity is volunteering for our Summer Lunch Program through the Snack-n-Wagon. Here is a comparison of volunteer statistics between 2013-2014 and 2014-2015 school years:

SCHOOL YEAR	VOLUNTEER HOURS	VALUE OF VOLUNTEER HOURS (\$25.68/hour for 2014 per Independent Sector)
2013-2014	5,145	\$132,124
2014-2015	6,607	\$169,668

The Board of Directors celebrated a number of volunteers for their selfless gifts of time, talent, and wisdom.

1. School-Based Volunteer(s):

This year Terre Degan-Young and Suzie McKee formed a very effective partnership to ensure accurate weekly numbers to working with teachers and kids around what food each kid takes home each week.

2. Behind the Scenes:

- a. One of the most giving volunteers being recognized for her gifts “Behind the Scenes” is Judy Babitz. Judy takes the numbers from all the schools every week and creates our weekly food menu, incorporating available items from the Food Bank of the Rockies and other sources like Sam’s Club. Creating nutritious and yummy menus from limited sources is something that Judy magically did week after week.
- b. Another “Behind the Scenes” volunteer is Kathy Frank, who gathers the numbers from all the schools, week after week, so that we order the right amount of food each week. Then, after the food is ordered and picked up, Kathy rolls up her sleeves each Wednesday and helps stage all the food that we order for the kids. Organizing enough food for 400 plus kids each week, so that our packing volunteers are efficient and effective, is key to our ability to get our job done in 20 minutes or less each week!
- c. Jessica Henley is a quiet and very critical part of our volunteer team. Owner and the creative energy behind her business, Gia Creative, Jessica continues to guide the Golden Backpack Program Team in maintaining the clarity and effectiveness of our Brand...as well as developing our marketing materials.

3. Above and Beyond:

- a. Dr. George Mamalis serves as our dedicated volunteer bookkeeper. By day, he is a local optometrist who is committed to giving back to his community. Working on our books on a daily basis is no small feat, one for which the Board and our Team are very grateful.
- b. Our operations manager, Judy Maxwell, is the individual who consistently leads the way to accomplish our mission of feeding hungry kids. Her interpersonal skills, coupled with her background of managing large warehouse operations, bring GBP process efficiency to a level rarely seen in a volunteer operations. Judy is recognized for going above and beyond what her job is...not unlike most of our volunteers!

4. Strategic Partner of 2015:

Pastor Shari Palmer and the Board of Directors of The Golden Church of the Nazarene, are recognized for the special gift that they brought to the Golden Backpack Program last year. When the Golden Backpack Program was faced

with the need to redefine its business model and location, the leadership of the Nazarene Church in Golden reached out and offered us to move into their home, and make it the headquarters for the Golden Backpack Program. The leadership, compassion, and ongoing gifts they offer are invaluable to the GBP Board of Directors, the Golden Backpack Team, and the children we serve.

5. Volunteer of the Year 2015:

When the Board of Directors looked at the vast landscape of people willing to share their time and talents, one individual rose above all else: Molly Babitz. This young lady, a member of the student council at Manning Middle School, had experienced the power of organizing and giving to the Golden Backpack Program as part of her Bat Mitzvah community service last year. She embraced this idea even more deeply by taking the challenge to her colleagues on the Student Council. Together they joined hands and generated 3,535 breakfast items...almost 6 complete Challenge 600's! That would be four more than any other person or group. Thank you for your leadership, Molly Babitz! We honor your leadership with the "Volunteer of the Year" award.

### **MOVING INTO THE FUTURE**

Moving into our 8<sup>th</sup> eighth year of service, we are exploring the possibility of a school-year based "Challenge 600 Challenge," during which the most complete Challenge 600's that are generated during the first and second semesters will win a prize. Also, the grand winner (the individual or group that generates the most complete number of Challenge 600's) will win a grand prize. As this is developed, we will send out more information.

During the 2016 Summer Lunch Program, we are exploring opportunities to expand beyond Mountainside Estates. We are currently serving less 50 kids per day, and are working on the possibility of serving at least 150 kids per day, in a variety of locations, while continuing the partnership with Jefferson County Public Library among others.

We have identified several key volunteer positions in our organization for which we will be seeking help. We are ready for a volunteer "Volunteer Manager," who will help to fine tune our volunteer program-so we may better identify our volunteer needs more clearly, improve how we capture volunteer information and hours, and finally, further develop our volunteer recognition over time.

In addition, we have the need for volunteer to do our data entry, while providing stewardship to our donor/volunteer management system. This position is ongoing and will require that an individual sign a "nondisclosure agreement."

From time to time we also need volunteers to help staff our "displays" at different events and share information and data about childhood hunger throughout the community. One particular event will be on December 8<sup>th</sup>, 2015, where we will participate in Golden's "nonprofit fundraising event" for ColoradoGives Day.

### **STORIES (AND SMILES!) FROM THE BACKPACKS:**

One boy came into school staff member's office and noticed a box of apples, which were leftovers from a GBP fruit delivery. They weren't without their bruises, yet the boy asked if he could have one, since he never gets fruit in his house. The staff member told him to help

himself. He did and then asked if he could take one for his sister, too. She again told him to help himself. A little while later he came back, smiling, and said he had loved the apple and was wondering if the other kids in his class could have one too. Clearly, he wanted to share something very special with them as well.

