

DELIVERING A PROMISE

2012 Annual Report



DEAR FRIENDS,

ur fiscal year 2012 was truly remarkable for God's Love We Deliver. We celebrated our 25th anniversary of service to the community, and reached a new record number of meals delivered in a single year.

Cooking and home-delivering a million meals in one year is an extraordinary achievement and a watershed moment for God's Love. Twenty-five years ago, our founder, Ganga Stone, delivered a single meal to a man living alone with HIV/AIDS. The spirit of our community followed her vision, and now God's Love helps to make sure that no one who is sick and hungry has to go without a nutritious meal.

As we celebrated our 25th anniversary this year, we also announced our Expansion Campaign to expand and renovate our SoHo

facility so that we can nourish even more people. Our individualized nutrition services play a unique and vital role in New York City's health care continuum. More and more care providers in our community are referring clients to God's Love, and the result is an unprecedented surge in demand for our

individually tailored, home-delivered meals. To meet this growing need, our

Expansion Campaign will more than double the size of our current home in SoHo, and allow us to more than double the number of meals we cook and deliver each year.

Along with a million meals delivered and the announcement of our Expansion Campaign, there were many wonderful moments to celebrate this year. We cheered God's Love Volunteer Jamar Rogers as he competed on the second season of NBC's The Voice. Our Board Member Joan Rivers pitched in to help deliver meals with her family during the holidays. Acclaimed authors Adam Gopnik and Michael Connelly joined the legendary Harry Belafonte at our Authors In Kind Literary Luncheon. Longtime supporters Tony Ingrao and Randy Kemper hosted an amazing Midsummer Night Drinks at their magnificent home in East Hampton. And, God's Love Volunteer Uma Thurman joined us at our Golden Heart Awards Celebration to honor Carolina Herrera and "25 Years of Volunteers."

To all our volunteers and supporters, I hope you know just how much your commitment means to our clients and their families. Thank you for another year of helping God's Love bring nutritious meals — and hope — to those who need us most.

Sincerely,

Karen Pearl
President & CEO

Scott Bruckner Chairman of the Board

FOUNDING PRINCIPLES

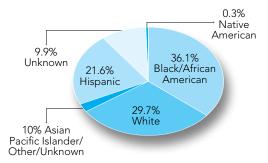
ur clients are living with severe illnesses that dramatically affect their lives. Because of this, we are committed to never charging for our meals and delivering without delay. The meals and services that help our clients to be as healthy as possible for as long as possible. When we deliver a meal, we are delivering not only nourishment, but also dignity and respect.

In FY 2012, God's Love cooked and delivered nearly 1.1 million meals, a record for our organization. We delivered to 4,084 clients, 305 children and 172 senior caregivers. Our clients are overwhelmingly poor, with a vast majority living at or below the poverty level in the region's most underserved neighborhoods in New York City and parts of New Jersey. The meals we deliver help reassure and comfort our clients who are facing disease, fear and loneliness.

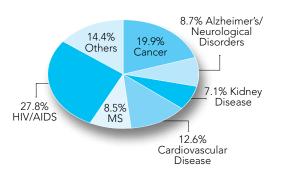
GOD'S LOVE

CLIENT BRIAN

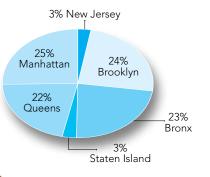
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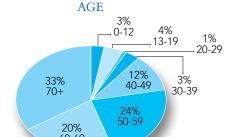


DIAGNOSIS



SERVICE AREA





"I was depressed and so anxious about how I was going to get my next meal, let alone healthy food. It was hard to feel hope in such a desperate situation....I am healthier than I have been in a long time and it is due to the help I receive from God's Love."

NUTRITION IS OUR SIGNATURE DIFFERENCE

ur individualized nutrition services are what sets God's Love apart from other meal programs. Unlike any other organization in New York City, our staff of Registered Dietitians works with every client to design a custom meal program that best meets each person's specific medical and nutritional requirements. Every day, our meals are individually tailored with the freshest and highest quality ingredients to ensure that our clients always receive optimum nutritional value.

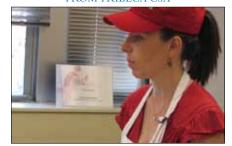




GOD'S LOVE COLLABORATES
WITH THE PALETTE FUND



VOLUNTEERS WITH LOCAL PRODUCE FROM TRIBECA CSA



LISA ZULLIG, DIRECTOR



STRAWBERRIES FROM THE TRIBECA CSA

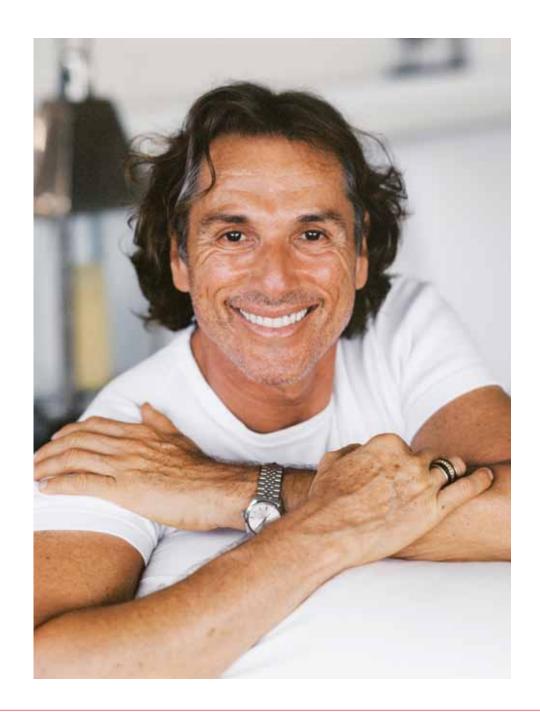
CREATING A LEGACY

t is our hope that each generation will help provide for the next so that we can always be there for clients at a time in their lives when they need us most. For this reason, in 2011, God's Love launched *The Legacy Society*.

Many thoughtful friends have chosen to include God's Love in their estate plans. Doing so is a demonstration of their dedication and compassion to the important work we do. We thank each individual who has so generously helped to secure our future.

'The best legacy you can leave is one that keeps on giving. The Legacy Society keeps your memory alive. And for me it's important that the support I give God's Love We Deliver carries on."

Vicente Wolf Interior Designer and Legacy Society Member



News from the Year



HEIDI KLUM AND TIM GUNN WITH GOD'S LOVE STAFF & VOLUNTEERS



JAMAR ROGERS AND GOD'S LOVE WE DELIVER STAFF



5% DAY WITH WHOLE FOODS MARKET NYC

n Friday, July 22, the hottest day of the year, supermodel, television star and entrepreneur, Heidi Klum, and fashion guru, Tim Gunn, joined forces to deliver life-saving meals to our clients. They were assisted by volunteers, God's Love Board member Desiree Gruber and President & CEO Karen Pearl. It is only through the dedication of our thousands of volunteers – like Heidi and Tim – that God's Love is able to ensure that sick clients receive nutritious meals when they need them most. We especially appreciate the service of our 7,600 volunteers on sweltering days.

One week in August started with a bang – the wrong kind of bang – and a visit from the fire department. Over the weekend, our steam boiler

gave out and with it our ability to power the kettles we use to cook our soups, vegetables and sauces. Our boiler needed immediate, expensive repair. Fortunately, we sent out an emergency appeal to our many supporters. Our community responded quickly helping us replace our equipment so that we could continue providing our clients with their normal meal deliveries.

In the Spring, we cheered God's Love volunteer Jamar Rogers as he competed on the second season of NBC's The Voice. He catapulted to the top as a fan-favorite that season, and he was thrilling to watch. We are so proud of Jamar and all that he has done and grateful to have him as a part of our God's Love family.

On Thursday, January 5, 2012, we were fortunate to join forces for the first time with Whole Foods Market NYC for their community giving day, 5% Day." On this day, five percent of all sales at Whole Foods Market NYC locations benefited God's Love We Deliver. It seemed like all of New York City shopped and we are grateful to everyone who showed up at the stores in Tribeca, Chelsea, the Bowery, the Upper West Side, Columbus Circle or Union Square. Once informed about "5% Day", some customers got out of line to go back and purchase more items, to support God's Love. Others used social media like Twitter and Facebook to tell their friends about "5% Day" and how their shopping was supporting us. Whole Foods Market NYC "5% Day" helped raise over \$62,000 for God's Love!

THE HOLIDAYS AT GOD'S LOVE

his fiscal year, we delivered a record number of holiday meals to clients, their children and guests on Thanksgiving and Christmas Eve morning.

The holidays are always the busiest time of year at God's Love; thanks to the help of many, we begin planning for these special days well in advance. Our Executive Chef begins working with the Nutrition Department in early autumn to develop our famously nutritious and sumptuous menus. Client Service Representatives contact every client and ask if they would like to invite a guest—we believe that no one should have to spend the holidays alone. Careful thought is given to what items we need for Emergency Blizzard Boxes and gift baskets. The weekend before both holidays, hundreds of dedicated volunteers come in to our cramped offices to assemble those boxes and baskets.

On Thanksgiving and Christmas mornings, the kitchen staff begins work at 3:00 a.m. and volunteers join them by 5:00 a.m., always with huge smiles on their faces. By 7:00 a.m., our delivery drivers start packing containers of hot meals to be delivered to meal distribution centers all across the city. Beginning at 9:00 a.m., devoted volunteers turn up at our SoHo office and at all of the meal centers, to pick up meals, boxes and baskets that are delivered to clients.

Every holiday is special at God's Love and, with the help of hundreds of volunteers, we are able to deliver meals and holiday cheer without charge, without fail, and, most importantly, with love.



ACTOR KIM CATTRALL VOLUNTEERING ON THANKSGIVING



HEADING OUT TO DELIVER ON CHRISTMAS EVE



VOLUNTEER FAMILY READY TO MAKE HOLIDAY DELIVERIES



HAPPY HOLIDAYS FROM GOD'S LOVE VOLUNTEERS!



Volunteers

e simply could not do what we do without the unwavering support of our amazing volunteers. Incredibly, each year, nearly 8,000 different people volunteer in some capacity, providing over \$2 million of donated time and service.

Our volunteers come from all walks of life to help us complete our important mission every single day. We're joined by our weekly volunteers as well as corporate groups from such companies as Levi Strauss, American Express, Ford Motor Company, M•A•C Cosmetics, Viacom and Ralph Lauren.

We are extremely grateful for their dedication and the time they give to help others in need.

M•A•C COSMETICS









OUR SUPPORTERS

hrough the generosity of more than 19,000 individuals, corporations and foundations, we were able to prepare and deliver 1,085,581 meals in FY2012.

Through the caring spirit of our supporters, God's Love We Deliver managed a budget of just under \$10 million in FY 2012. Every individual's commitment makes it possible for us to reach the 4,500 men, women and children living with life-altering illness whom we serve every year.



LOYAL FRIENDS SUPPORT OUR URGENT MISSION

















God's Love Board Member, Linda Fairstein, welcomed guests and three best-selling authors: Adam Gopnik, Michael Connelly and Harry Belafonte.

We concluded the year with our Midsummer Night Drinks party at the beautiful East Hampton

home of longtime supporters, Tony Ingrao and Randy Kemper, where over 400 guests enjoyed an extraordinary evening.

We are deeply grateful to everyone who supported our fundraising efforts this year.

MIDSUMMER NIGHT DRINKS

God's Love We Deliver hosts four signature events annually, which play a significant role in achieving our overall fundraising goals. In October, we celebrated our 25th anniversary at our 5th annual Golden Heart Awards dinner, More than 470 friends of God's Love saluted the extraordinary and exemplary philanthropic and civic efforts of Carolina Herrera and "25 Years of Volunteers."

In November, we held our 18th

Annual Race to Deliver in Central Park. The Park was bursting with over 5,000 runners, including over 300 children in the Kids Fun Run, and a festive pre-Thanksgiving mood lit the morning. TV Food Network star Sandra Lee, the cast of SISTER ACT and the reigning Miss Universe came out for this year's Race, supporting God's Love and all of the runners involved. Authors In Kind literary luncheon was held at The Pierre where world-renowned author and



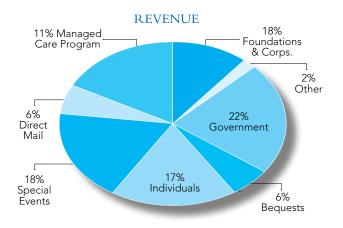
FINANCES

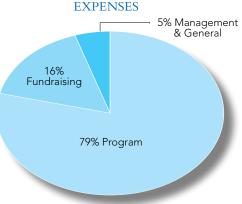
Fiscal year 2012 (July 1, 2011 - June 30, 2012)

unding from generous individuals, foundations, corporations, and government sources provided a diversified base of support, helping to ensure that we were able to continue our work without overreliance on one revenue stream. We worked hard to guarantee that valuable contributions were used on behalf of our clients. In FY2012, 79% of all revenue went directly to client services. Our donors expect no less.



GOD'S LOVE is proud to meet or exceed all 20 standards of accountability established by the Better Business Bureau for charities.





REVENUE

Government	\$2,075,226
Foundations and Corps.	\$1,717,857
Individuals	\$1,681,880
Direct Mail	\$597,563
Special Events	\$1,755,419
Bequests	\$543,028
Managed Care Program	\$1,042,827
Other	\$177,200
	\$9,591,000

EXPENSES including depreciation

Program	\$7,926,492
Fundraising (incl.Events)	\$1,546,539
Management & General	\$521,373

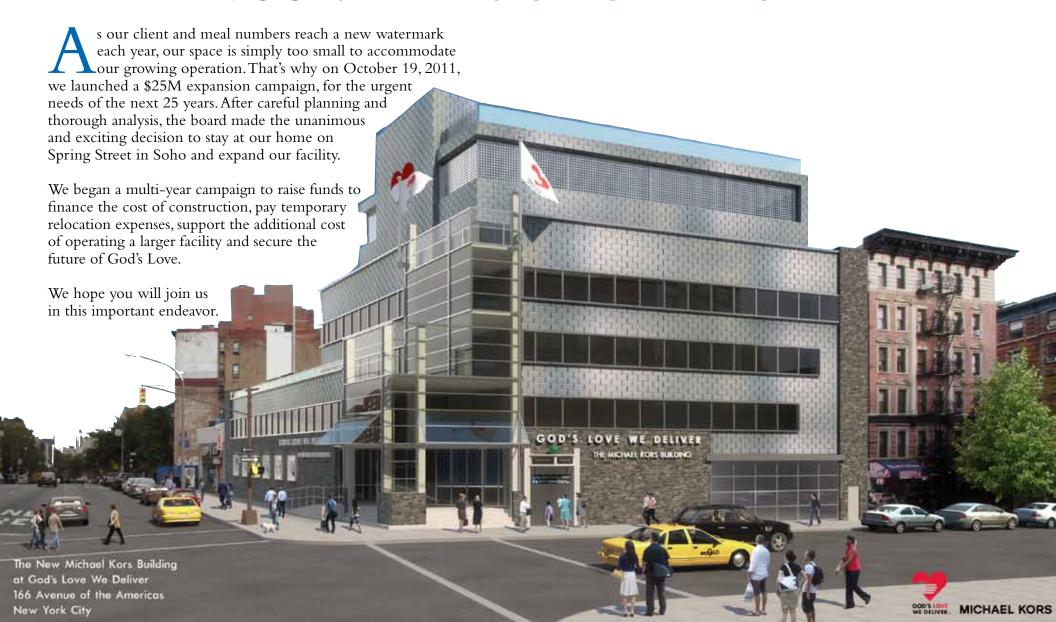
\$9,994,404

STATEMENT OF ACTIVITIES

OTHER DESIGNATION OF THE	CIIVIII
Revenue	\$9,591,000
Expenses before	
Depreciation	(\$9,585,681)
Operating Surplus	\$5,319
Depreciation	(\$408,723)
Change in Assets	(\$403,404)
Capital Campaign Revenue	\$2,806,031
Capital Campaign	
Expense	(\$300,774)
Change in Assets	
from All Sources	\$2,101,853
Net Assets Beginning	
of the Year	\$10,765,791
Net Assets End	
of the Year	\$12,867,644



RESPONDING TO THE GROWING DEMAND: OUR EXPANSION CAMPAIGN



EXPANSION CAMPAIGN

We gratefully thank those who have pledged their support to our Expansion Campaign.

\$1,000,000 +

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We Thank our Supporters

For gifts received July 1, 2011 – June 30, 2012, excluding gifts to our Expansion Campaign

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\$100,000 +

American Express Foundation

Avon Foundation for Women

Greater New York City Affiliate of Susan G. Komen

M·A·C AIDS Fund

The New York Community Trust

Wells Fargo Foundation

\$50,000 +

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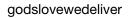
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