

2013 Annual Report

# FOOD IS HOPE. FOOD IS LOVE. FOOD IS MEDICINE.



# DEAR FRIENDS,

uring our fiscal year 2013, the volunteers and staff at God's Love achieved astounding results for our community, delivering 1.2 million meals to 5,000 people – often in the face of extraordinary challenges.

In October, Hurricane Sandy struck New York City, and our SoHo building lost power. Immediately following the storm, staff and volunteers responded quickly, distributing more than 8,000 meals to clients and other evacuees. Many of our clients were without power. We assembled more than 2,300 nonperishable meal kits, and delivered these throughout the five boroughs.

Throughout the year we continued to implement innovations to our programs. Our Nutrition Department published a new booklet, "Nutrition Tips for Caregivers," providing helpful strategies to

make mealtime enjoyable for caregivers and their

loved ones. We also formed new partnerships with the Battery Urban Farm and the Tribeca CSA.

These partners donate fresh, organic produce for clients of our grocery bag program – those who are feeling better and are able to cook, but who still need nutritional support.

We also finalized our plans this year to complete the transition from a hot/frozen model to a chilled/frozen model. This change makes it easier for our clients to decide what they want to eat and when they want to eat it...a measure of control they told us they value.

In Brooklyn, we found a location for our operations during the next phase of our Expansion Campaign. By the time you read this, our move to Brooklyn will be complete, with no service disruptions to our vulnerable clients who count on our meals every day. We would also like to offer a special note of recognition to Michael Kors for his remarkable \$5 million gift to our Expansion Campaign, and for joining our board.

Of course, our work would not be possible without your extraordinary support. This year so many of you came forward to help. In October, we honored Michael Kors, Ryan Murphy, and Cindy Little at our Golden Heart Awards celebration, which raised more money than any event in our history. As well, our Race to Deliver celebrated its 19th year!

Thank you so much for another year of helping God's Love bring nutritious meals – and hope – to those who urgently need us most.

Sincerely,

Karen Pearl
President & CEO

Chairman of the Board

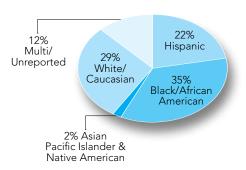
Scott Bruckner

# FOUNDING PRINCIPLES

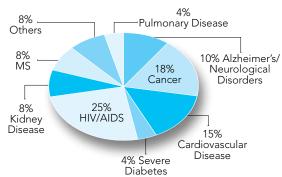
Our clients are living with severe illnesses that have a profound effect on their lives. Because of this, we are committed to never charging for a meal, never maintaining a waiting list, and delivering without delay. The meals and nutrition counseling God's Love provides are critical services that help them not only to get better, but also to take some measure of control over their circumstances. When we deliver a meal, we are delivering nourishment, dignity, respect and love.

In FY 2013, God's Love cooked and delivered nearly 1.2 million meals, a record for our organization. We delivered to nearly 5,000 clients, 279 children and 214 senior caregivers. Our clients are overwhelmingly poor, with most 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 illness, fear and loneliness.

#### RACIAL/ETHNIC DISTRIBUTION

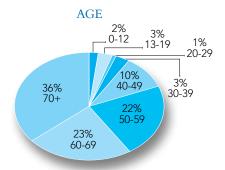


### DIAGNOSIS



#### SERVICE AREA





"Without God's Love, things would be so much harder. I'm so grateful for God's Love."

GOD'S LOVE CLIENT VIOLA



Inlike 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. This individualized nutrition is what sets us apart from all other meal programs.

Every day, our meals are individually tailored with the freshest and highest quality ingredients to ensure that our clients always receive optimum nutritional value. From the development of our therapeutic menus, to nutrition counseling, to the safe delivery of our client meals, we see the power of food as medicine and understand the significance of proper nutrition.



**OUR NUTRITION PUBLICATIONS** 





ADVENT SOFTWARE

# CREATING A LEGACY

It 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. In 2011 we formed our Legacy Society, and today we thank those who have joined this society and helped secure our future.

There are so many who have told us that they 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.

"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



BLAINE TRUMP, LANCE LEPERE, MICHAEL KORS & JOHN IDOL AT GOD'S LOVE WE DELIVER DURING MICHAEL KORS MONTH



HERITAGE OF PRIDE



GOD'S LOVE TEAM AFTER HURRICANE SANDY



JIM KONETSKY & ROZ GILBERT ON WORLD AIDS DAY

very day, week and year, we are able to meet the demand for our services thanks to our phenomenal supporters. And we are able to celebrate, unite and grow as an organization, no matter what comes along.

We named July "Michael Kors Month" in honor of our wonderful friend's longstanding and increased support. His staff generously gave their time and enthusiasm, volunteering with us in our kitchen. He elevated that commitment by devoting the resources of his company to our clients, our mission and our agency here at God's Love We Deliver.

In October, Hurricane Sandy struck New York City, and our SoHo building lost power. Immediately following the storm, staff and volunteers responded quickly, distributing more than 8,000 meals to clients and other evacuees. Many of our clients were without power. We quickly assembled more than 2,300 nonperishable meal kits, and delivered these throughout the five boroughs. We couldn't have responded so quickly, efficiently or thoroughly without the help of our outstanding volunteer community.

On December 1, we recognized World AIDS Day. Serving as our backdrop was Fred's panel from the AIDS Memorial Quilt. Fred was the son of our longtime volunteer, Roz Gilbert. We heard from many of our staff and friends who were touched by the AIDS pandemic, and we were reminded of the toll the pandemic took on our community. Through the wonderful

dedication of many friends, we have always been there for our clients at a time in their lives when they need us most. We never have a waiting list or charge for our services. Today, we are grateful for their amazing support.

In June, hundreds of staff and volunteers joined together at the 44th Annual Heritage of Pride March. For the second year in a row, God's Love and Whole Foods Market NYC partnered on the event – we are proud to have joined forces with this community minded company. Thanks to everyone who came out as we exclaimed #FeedYourPride!

Thank you for helping make it a great year at God's Love.

# THE HOLIDAYS AT GOD'S LOVE

very year, we continue to deliver a record number of → holiday meals to clients, their children, caregivers, and ✓ guests on Thanksgiving and Christmas Eve morning. This year was no less remarkable.

The holidays are always the busiest time of year at God's Love. Our Director of Culinary Services begins in early fall working with the Nutrition Department to develop our famously nutritious delivery 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 again in December, the kitchen staff begins work at 3:00 a.m. and their volunteers join them by 6:00 a.m., always with huge smiles on their faces. By 7:00 a.m., our delivery drivers start packing 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.



WITH US ON THANKSGIVING









# Volunteers

e simply could not do what we do without the unwavering support of our wonderful volunteers. Incredibly, each year, nearly 8,000 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 are 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. In FY 2013, we worked with 1,138 corporate groups.

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



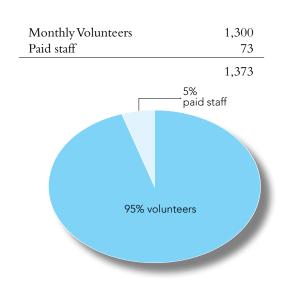




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# OUR SUPPORTERS

hrough the generosity of more than 19,000 individuals, corporations and foundations, we were able to prepare and deliver 1,185,321 meals in FY 2013.

Through the caring spirit of our generous supporters, God's Love We Deliver raised \$9.9 million in FY 2013. Every individual's commitment helps make it possible for us to reach the 5,000 men, women and children living with life-altering illness whom we serve every year.



# LOYAL FRIENDS SUPPORT OUR URGENT MISSION









RACE TO DELIVER







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 6th Annual Golden Heart Awards dinner. More than 600 people attended the dinner where we honored Michael Kors for Lifetime Achievement, Ryan Murphy for Outstanding Service to the Community, and our volunteer, Cindy Little, for Outstanding Volunteerism. Michael Kors, the

world-renowned, award-winning designer announced at the dinner his \$5 million gift to our Expansion Campaign! This gift ensured our ability to move forward with our critical expansion project.

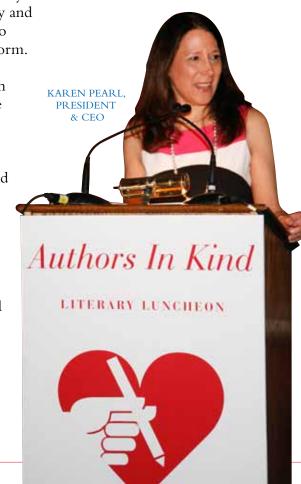
In November, we held our 19th Annual Race to Deliver in Central Park. The Park was bursting with over 5,000 runners, including over 300 children in the Kids Fun Run, and a festive pre-Thanksgiving mood lit the morning. The Race was an especially important one this

year, as it brought our community together after Hurricane Sandy and raised important funds for us to restock our shelves after the storm.

In the spring, we held our 10th Annual Authors In Kind at the Metropolitan Club in New York City. Sandra Brown, John Schwartz and Danny Meyer joined the luncheon's emcee and God's Love Board member, Linda Fairstein.

We concluded the fiscal year with our Midsummer Night Drinks party at the stunning Water Mill home of Vince and Louise Camuto where over 400 guests enjoyed an extraordinary evening.

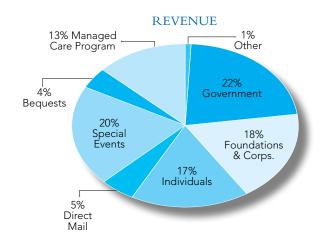
We are deeply grateful to everyone who supported our fundraising efforts this year.



# Finances

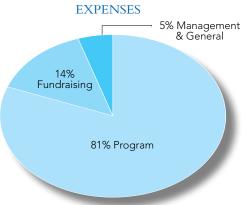
Fiscal year 2013 (July 1, 2012 - June 30, 2013)

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 work hard to guarantee that valuable contributions are used wisely in service to our clients. In FY 2013, 81% of all revenue went directly to client services. Our donors expect no less.









#### **REVENUE**

Government	\$2,167,485
Foundations and Corps.	\$1,755,823
Individuals	\$1,708,781
Direct Mail	\$531,253
Special Events	\$1,983,624
Bequests	\$353,510
Managed Care Program	\$1,282,898
Other	\$98,088
	\$9.881.762

### **EXPENSES** including depreciation

Program	\$8,325,908
Fundraising (incl.Events)	\$1,406,777
Management & General	\$541,790

\$10,274,475

#### STATEMENT OF ACTIVITIES

\$9,881,762
(\$9,871,971)
\$9,791
(\$402,504)
(\$392,713)
\$7,679,250
(\$285,260)
\$7,001,277
\$12,867,644
\$19,868,921

# **OUR EXPANSION CAMPAIGN**

very day more people living with HIV/AIDS, cancer, Alzheimer's disease and other life-altering illnesses call God's Love We Deliver looking for help.

As our numbers have continued to reach a new watermark each year, we find ourselves at a critical crossroads. Our need for an expanded building is urgent.

Without a significant increase in space in the immediate future, we will not be able to continue meeting the needs of our clients. We hope you will join us in this important endeavor.



# 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, 2012 - June 30, 2013, excluding gifts to our Expansion Campaign.

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# \$100,000 +

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M·A·C AIDS Fund

The New York Community Trust

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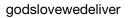
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