Food is Medicine.
Food is Love.

FISCAL YEAR 2017
ANNUAL REPORT
Dear friends,

We are proud to share with you the many remarkable achievements and milestones we have accomplished this year. In August of 2016, God’s Love celebrated one full year in our new home, the Michael Kors Building, in SoHo. We are now cooking and delivering nutritious meals for 6,803 individuals affected by severe and chronic illness – clients, their children and their senior caregivers. We are most grateful to all of our generous supporters and amazing volunteers who helped make this year such a memorable one.

We continue to enhance our menu in order to provide clients with the best possible experience. This year, our Kitchen and Nutrition departments added a new “soft diet” for clients who do not need minced or pureed meals, but for whom chewing and swallowing our regular meals may be too difficult. Softer entrees like fish cakes and meatloaf are delicious, nutritious and easy to chew. These meals help many clients boost their nutrition intake with minimal discomfort and impact to their oral health concerns. As always, we strive to ensure that the most appropriate nutrition is delivered to each client, and we are thrilled to introduce this option into our meal program.

This was a year of firsts. In September, we launched our first-ever cookbook, God’s Love We Deliver Cookbook: Nourishing
Stories and Recipes from Notable Friends, featuring an impressive group of New Yorkers including Michael Kors, Danny Meyer, Ina Garten, Meryl Streep, and many more. This project, a true labor of love from our beloved Board member Jon Gilman, and dedicated volunteer, the late Christopher Idone, is beautiful and full of delicious recipes and engaging stories of how food binds us together as family and friends. All proceeds benefit God’s Love, helping us meet the urgent needs of our clients while never turning anyone away who qualifies for our services.

In March, we held our first annual benefit concert, Love Rocks NYC! The concert, produced by our remarkable supporters, iconic fashion designer John Varvatos and NYC real estate broker Greg Williamson, was held at the Upper West Side’s famed Beacon Theatre. The evening was magical and certainly one none of us will ever forget.

God’s Love continues to be a leader in advocacy for the integration of food and nutrition services in healthcare. In September, we were honored to host at the Michael Kors Building the sixth annual Advocacy Capacity Building Project Symposium. Sixty colleagues from food and nutrition programs across the country gathered to learn more about how best to secure partnerships with health plans and hospitals for medically tailored meals, the kind that only God’s Love provides in the New York City metropolitan area. These partnerships are critical to meeting the national healthcare goals of better health outcomes, lowered healthcare costs and increased patient satisfaction. Because of the significant impact of our nutrition counseling and tailored meals, we are proud to say that Food is Love and Food is Medicine.

Of course, none of this would have been possible without the generosity of our community. This year, our team cooked and delivered a record 1.7 million meals for our clients and their families affected by severe illness. We are proud to have worked with more than 10,000 volunteers to accomplish our important mission.

Thank you so much for your support this year, and for helping to ensure that we are able to cook and home-deliver customized nutritious meals to people living with HIV, cancer, and 200 other severe illnesses. With the help of our Board of Directors, our Leadership teams, our staff, and 10,000 dedicated volunteers, we will continue to nourish thousands of vulnerable New Yorkers who are too sick to shop or cook for themselves.

Sincerely,
Karen and Scott
“I live alone, but I’m not lonely. With God’s Love, I really and truly feel your love all the time. If I didn’t have you, I would have no other options. Without a doubt, having your meals home-delivered is crucial to me. The delivery team makes me feel respected and appreciated. Everybody comes with a big smile and you can feel their heart.”

– OUR CLIENT, CHARLES

“I just want to convey to you what it means to me to have this food brought in to my home. I get your love, I get it. So I wanted to thank you.”

– OUR CLIENT, ROBIN

“I don’t have to worry about going hungry and not having anything to eat. Really and truly I can’t thank you all enough. I’m not eating as much junk food and I’m eating more nutritiously, and that’s thanks to God’s Love. Your food is filling and it’s great that you look out for people that are not able to get the food that they need. We don’t have to worry. I know that my health is supported with your food.”

– OUR CLIENT, ANGELA
Nutrition is our key ingredient.

Every client on our program works with a Registered Dietitian Nutritionist to make sure we design the custom meal program that best meets their specific medical and nutrition requirements. Additionally, every client receives unlimited nutrition counseling. We are proud of this signature difference – individualized nutrition attention sets us apart from all other meal programs in New York City.

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 and to the safe delivery of our client meals, we see the power of food as medicine and understand the significance of proper nutrition.
Special Touches

We strive to make the holidays brighter for our clients. On Thanksgiving and again in late December, we provide a special meal, plus a guest meal so clients can invite a friend or family member to spend the holiday with them.

Every year, God’s Love delivers Emergency Meal Kits to our clients. These kits contain non-perishable goods such as granola bars, water, canned tuna and more, so that none of our clients has to go hungry in the unlikely event that God’s Love is forced to miss a delivery day.

And because every birthday is worth celebrating, Chuck, our famous baker, bakes and personalizes a birthday cake for every client. We also send a card created by local schoolchildren, with special wishes for this special day.

Clockwise from top: Chuck the Baker, Emergency Meal Kit, volunteers on Thanksgiving.
Our Supporters

MAKING A DIFFERENCE IN THE LIVES OF OUR CLIENTS

At God’s Love We Deliver, we rely on the generous support of 17,805 donors – individuals, corporations and foundations – for the vast majority of the funding that makes the fulfillment of our important mission possible. In fact, every year private contributions account for nearly 70% of the total funding God’s Love receives. Only slightly over 30% comes from the government and managed care programs. That’s why every single donation, regardless of size, helps provide delicious meals and nutrition counseling for someone living with a life-altering illness.

“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 AMBASSADOR
Join Us

Comprised of a growing group of special individuals who make annual gifts of $1,000 or more, valued members of the Golden Heart Society provide critical program support which ensures that no person faces the dual crises of hunger and severe illness.

Monthly donations provide donors with an easy, affordable way to support God’s Love, while ensuring a steady source of good nutrition, hope and dignity for the men, women and families who depend on our meals.

Planned gifts, including bequests, create an extraordinary opportunity to provide the much needed resources that will enable us to help the seriously ill today and well into the future. Friends who include God’s Love in their estate plans are invited to join our Legacy Society.
With generous funding from the M·A·C AIDS Fund, God’s Love hosted the 2016 Advocacy Capacity Building Project National Symposium in September at our home in NYC. The three-day event brought together attendees from 35 diverse food and nutrition services agencies from across the country. The Symposium included a conversation with the sponsor of our Congressional Briefing, Congressman Jim McGovern. Throughout the program, organizations engaged in vital dialogues about preserving public funding for people living with HIV, expanding access to nutrition through healthcare innovation and conducting cutting edge research.

Over the summer, God’s Love transitioned to a new way to package our nutritious meals. The new trays, made by Oliver Packaging & Equipment, have greatly enhanced the meal experience for our clients. All of our entrees are now heat sealed in an airtight container, locking in moisture and freshness. The Oliver containers are safe for both microwave and conventional ovens.

We are always striving to provide the most appropriate nutrition for every client. For some clients, chewing and swallowing our regular meals can be too difficult, but they are not necessarily in need of our minced or pureed meals. That’s why, in the fall, our Kitchen and Nutrition departments created and implemented a new “soft diet.”
Developing more choices like this will help us to continue to meet the needs of our growing client population of older adults.

On September 28, we officially launched the first-ever God’s Love We Deliver Cookbook: Nourishing Stories and Recipes from Notable Friends, 100% of the proceeds of which goes directly to support our mission, with a celebration at God’s Love. Joining the festivities were cookbook contributors Jonathan Adler, Michael Anthony, Katie Couric, Simon Doonan, Philip Galanes, Amanda Freitag, Mike Lupica, Kyle MacLachlan, Zarela Martinez, Seamus Mullen, Chuck Piekarski, Blaine Trump, and Katie Workman who signed books and spoke to guests. Guests enjoyed delicious cookbook-inspired hors d’oeuvres by Canard Inc. and sampled yummy desserts from cookbook recipes.

In the spring, we were pleased to host our President’s Luncheon – an intimate and informative seminar that serves as an opportunity for friends and Golden Heart Society Members to meet with President & CEO Karen Pearl and learn more about our efforts in a particular field. On May 3, we focused on our clients with dementia, their loved ones and caregivers. Guests sampled the hearty meals that our clients enjoy, prepared on site by our kitchen staff. Our Director of Nutrition, Lisa Zullig, spoke alongside Nic Cortese, Director of Culinary Services, and reiterated how important it is that people have access to healthy, nutritious food that tastes good, and that flavor and nutrients are not sacrificed when the food is served minced or pureed.

This and so much more made for a successful year. Thank you for helping make it a great year at God’s Love.
Volunteers

10,000 STRONG!

We simply could not do what we do without the unwavering support of our dedicated volunteers. Each year 10,000 people volunteer in some capacity, providing over $2 million of donated time and service. In FY2017, we worked with 627 student, community, and corporate groups, as well as thousands of individual volunteers.

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

Clockwise from top: Wells Fargo, Ralph Lauren, M·A·C Cosmetics, Macy’s, Douglas Elliman, American Express
At God’s Love, we know all too well that when severe illness strikes a parent, the entire family is put at risk. Our client Kareen is living with lymphoma. She is also raising three children, and her daughter Shanise has sickle cell anemia.

Raising a sick child is difficult enough on its own. But undergoing chemotherapy and radiation leaves Kareen weak and exhausted. Due to her illness and severe neuropathy in her hand brought on by treatment, cooking a meal for her family is almost impossible.

Thankfully, during a hospital stay, a social worker mentioned God’s Love We Deliver.

“I had no other options, and no one else could help out when I could no longer cook meals for my family.”

Now, Kareen and her beautiful family receive nutritious meals delivered to their door from God’s Love. All of her meals are tailored to meet Kareen’s specific medical requirements, and the special meals for her growing children are full of wholesome, delicious ingredients.

Kareen does not have to worry about her children going to school hungry. Shanise, her big brother Clinton, and her big sister Alaya all say that their God’s Love breakfasts help them get a good start to their day and stay focused at school.

They like coming home to dinner from God’s Love, too. Their three favorite entrees from our kitchen are Chicken Casserole, Beef Goulash, and Italian Meatballs. In fact, Alaya says:

“The best food in the world comes from God’s Love We Deliver!”

With the generosity of our volunteers and supporters, God’s Love remains, as it has for more than 32 years, a dependable source of nutrition and strength for so many of our vulnerable neighbors who are living with serious illness.
Loyal Friends Support Our Urgent Mission

God’s Love We Deliver hosts five signature events annually, now including our brand new benefit concert, Love Rocks NYC!, which play a significant role in achieving our overall fundraising goals.

More than 700 guests attended our Tenth Annual Golden Heart Awards on Monday, October 17. With the multitalented Neil Patrick Harris emceeing, we were thrilled to honor three wonderful supporters of our work. Karen Pearl, President & CEO, presented longtime volunteer Wing “Tat” Leung with the Golden Heart Award for Outstanding Volunteerism. Influential designer and Board Member Michael Kors presented supermodel and philanthropist Karlie Kloss with the Michael Kors Award for Outstanding Community Service. Chef Marcus Samuelsson presented iconic restaurateur Danny Meyer with the Golden Heart Award for Lifetime Achievement.

In November, we held our 23rd Annual Race to Deliver in Central Park. The Park was bursting with more than 6,000 runners, including more than 300 children in the Kids’ Fun Run. The four-mile run/walk is a symbol of our daily race to ensure that no person in the greater NYC area ever has to face the unthinkable combination of illness and hunger.
On March 9, God’s Love made history with its newest signature event, Love Rocks NYC!, at the legendary Beacon Theatre. Iconic fashion designer John Varvatos and NYC real estate broker and God’s Love supporter Greg Williamson teamed to produce our first-ever benefit concert. The sold-out show included emcee Bill Murray, Joe Walsh of the Eagles, Michael McDonald of The Doobie Brothers, and Mavis Staples, among dozens of other talented, award-winning musicians.

In the spring, we held our 14th Annual Authors In Kind. God’s Love Board member and best-selling author Linda Fairstein emceed the event. We welcomed three award-winning and bestselling authors who gave remarks about their work and signed books for guests: David France, author/filmmaker of How to Survive a Plague; television host and natural foods chef Daphne Oz, author of The Happy Cook; and Jacqueline Woodson, author of Another Brooklyn.

We concluded the year in June with our Midsummer Night Drinks party at the spectacular waterfront Southampton home of iconic fashion designer Calvin Klein. We couldn’t have asked for a more beautiful night for the 300 guests who came out to support God’s Love.

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

FISCAL YEAR 2017
(JULY 1, 2016 – JUNE 30, 2017)

Funding from generous individuals, foundations, corporations, and government sources provides a diversified base of support, helping to ensure that we are able to continue our work without overreliance on one revenue stream. We work hard to guarantee that valuable contributions are used on behalf of our clients. In FY2017, 73% of all revenue went directly to client services. Our donors expect no less.

Revenue
Special Events (net of direct costs) $ 3,874,732
Managed Care Program $ 2,708,601
Government $ 2,486,305
Foundations and Corporations $ 2,404,270
Individuals $ 2,167,656
Bequests $ 691,777
Direct Mail $ 661,790
Other Income $ 456,956
$ 15,452,087

Expenses
(Excluding Depreciation)
Program $ 11,257,629
Management and General $ 1,026,979
Fundraising (net of direct costs) $ 3,042,690
$ 15,327,298
Revenue

STATEMENT OF ACTIVITIES

Revenue $15,452,087
Expenses before Depreciation (15,327,298)
Operating Surplus $124,789

Depreciation 1,670,526
Change in Assets $(1,545,737)

Capital Campaign Revenue $ 647,951
Capital Campaign Expense (147,941)
Donated Securities -

Change in Net Assets from All Sources $897,786

Net Assets Beginning of the Year 40,432,566
Net Assets End of the Year $39,534,780
Who You’re Helping

### AGE
- **40%** 70+
- **24%** 60-69
- **21%** 50-59
- **2%** 13-19
- **7%** 40-49
- **0.6%** 20-29
- **2%** 0-12

### RACE
- **33%** Black/African-American
- **24%** Hispanic
- **23%** White/Caucasian
- **18%** Unknown/Unreported
- **2%** Asian/Pacific Islander
- **2%** Other
Who You’re Helping

SERVICE AREA

- 23% Brooklyn
- 22% Queens
- 25% Manhattan
- 24% Bronx
- 0.4% Nassau County
- 1% Hudson County, NJ
- 1% Westchester County
- 4% Staten Island
- 1% Hudson County, NJ

DIAGNOSIS

- 17% Cancer
- 16% Cardiovascular Disease
- 12% Other Diseases
- 12% Kidney Disease
- 9% Alzheimer’s/Neurological Disorders
- 5% Pulmonary Disease
- 8% MS/Musculoskeletal
- 5% Diabetes
- 5% HIV
We Thank Our Supporters

FOR GIFTS RECEIVED JULY 1, 2016 – JUNE 30, 2017, EXCLUDING GIFTS TO OUR EXPANSION CAMPAIGN

**Visionary ($100,000+)**
- American Express Foundation
- Estate of Stephanie Arcel
- Avon Breast Cancer Crusade
- Bloomberg Charitable Trust
- Mr. Steven A. Cohen and Mrs. Alexandra M. Cohen
- Steven & Alexandra Cohen Foundation, Inc.
- Estate of Joel J. Cooper
- DK Display Corp.
- Fossil Group, Inc.
- Mr. Jon H. Gilman
- Mr. and Mrs. Brad Learsmonth
- Leona M. and Harry B. Helmsley Charitable Trust
- Mr. Calvan Klein
- Mr. Michael D. Kors
- Mr. and Mrs. Lance L. Le Pere
- The Kors Le Pere Foundation
- Michael Kors, Inc.
- MAC AIDS Fund
- MAC Cosmetics
- Macy’s
  - Mr. Michael J. Meagher
  - and Mr. Daniel Romualdez
- The New York Community Trust
- The Palette Fund
- Revlon, Inc.
- RJKB Family Charitable Foundation
- The Morris and Alma Schapiro Fund
- Mr. John R. Stephens
  - and Ms. Chrissy Teigen
- Mr. David A. Terveen
- Ms. Blaine Trump
  - and Mr. Steven C. Simon
- Estate of Jose M. Valdes
- Wells Fargo
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  - and Mr. Gregory S. Williamson
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**Founder ($50,000+)**
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- Mr. Michael Bloomberg
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  - Delta Air Lines Inc.
- Mrs. Jennifer Diamond
  - The Diamond Family Foundation
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  - Mr. and Mrs. John Idol
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- Ms. Melissa Rivers
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- Mr. John Varvatos
  - The Wasily Family Foundation, Inc.

**Benefactor ($25,000+)**
- Broadway Cares/Equity Fights AIDS, Inc.
- CAA-GBG Global Brand Management Group
- CBS Corporation
  - Ms. Beth Rudin DeWoody
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  - Mr. Jeff Gates
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  - Mr. Jason Bin
  - Bin Family Foundation
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  - Ms. Christine K. Gonzalez
  - Mr. Richard M. Goddard
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  - and Mr. David Burkta
  - Head Family Charitable Foundation
  - Mrs. Carol A. Britton
  - BTG, LLC
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  - Church of St. Luke in the Fields
  - CJS Industries, Inc.
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- Mr. Jeffrey Altman
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  - and Ms. Beth A. Ostrosky
  - Mr. John Varvatos
  - The Wasily Family Foundation, Inc.

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- Mr. Jean M. Burt
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Prevention Magazine
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Providence Baptist Church
Prudential
Publics
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Real Estate Lenders Association
Rockefeller Group
Salesforce
Santander
Sewanee University
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ShareBite
Simon & Schuster
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Sampo Insurance
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SP Global
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St. Anselm College
St. Joseph’s College
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Texas A&M University New York Club
The Heart of New York City
Thomson Reuters
Time Warner
Tom Ford Beauty
Tory Burch
Trinity Grace Church
TripleMint
Travers
Turner Construction
Union Bank
Union Square Cafe
Union Square Partnership
United Talent Agency
United Way
Unity Church
University of Michigan
University of Missouri - Columbia
University of Tennessee
University of Vermont
Untitled
US Bartenders Guild NY Chapter
Vince
Virgin America
Virginia Club of New York
Virginia Commonwealth University
Vogue
Warby Parker
Well Care
Wellesley College
Wells Fargo
Westchester County Pharmacist Society
Whole Foods
William Paterson University
Womens Wear Daily
Workman Publishing
Y.A.I.
Yahoo
YES Network
Youth Internship Program
Zenith Media
Zurich Centrally Managed Businesses
Government
Hudson County Board of Chosen Freeholders / Hudson County Dept. of Human Services (Ryan White Part A)
Hunger Prevention and Nutrition Assistance Program
Lower Manhattan Development Corporation (LMDC)
Manhattan Borough President Gale Brewer
New York City Council Members (NYCDOHMH)
Speaker/Citywide Delegation
Council Member Salamanca (BX - 17)
Council Member Torres (BX-15)
District 28
Council Member Palma (BX – 18)
Council Member Chin (MN-1)
Council Member Gibson (BX-16)
Council Member Johnson (MN-3)
Council Member Vacca (BX-13)
Council Member Rosenthal (MN-6)
Council Member Levine (MN-7)
New York City Department of Mental Health and Hygiene/Public Health Solutions/Ryan White Part A
United Way - Emergency Food and Shelter Program (EFSP)
Gifts In Kind
AERIN LLC
Andrew Edlin Gallery
Aretsy’s Patroon
Baccarat
Catina Tabacaru Gallery
Cavin-Morris Gallery
Center for Cuban Studies
Central Park Conservancy
Central Park Conservancy
Creativity Explored
Delta Air Lines Inc.
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Fred Giampietro Gallery
Gale P. Mitchell
Gale P. Mitchell
Jane Van Ingen
Just Folk Gallery
Kent Fine Art LLC
M.S. Walker
Marion Harris
Marion Harris
One Mile Gallery
Pearl Oyster Bar
Polner Selections
Porter House Bar and Grill
PPG Architectural Coatings
Pure Vision Arts
Rosenthal Wine Merchant
Simon & Schuster, Inc.
Stumptown Coffee Roasters
Vince LLC
Webb Gallery
White Plains Linen
Y Gallery
Bequests
Estate of Stephanie Arcel
Estate of Alene Erlanger Bricken
Richard V. Buel
Estate of Joel J. Cooper
Estate of Jose M. Valdes
Jill and Jayne Franklin
Charitable Trust
Estate of James Giblin
Charitable Trust
Estate of Morris Glaser
Pauline L. Schwager
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Estate of Anne Serra
Sandra K. Silver
Timothy P. Sullivan
Charitable Lead Trust
Lois L. Weinroth

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Shane Hogan
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Philip Parrotta
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Daniel Sager
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Chief Financial Officer
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