



2022 IMPACT REPORT



\$5 Million in Hunger Relief – and Counting!

Overview

Inflation and lasting effects of the pandemic contributed to food insecurity in our community in 2022.

To meet the increased need for our services, in 2022, we provided a record amount of hunger relief – \$824,900 in fresh food, non-perishable goods, and grocery gift card support.

Each month, about 280 volunteers served an all-time high of more than 520 families – nearly 2,200 individuals.

2022 was the year that we surpassed \$5 million in hunger relief distributed to community members since our founding in 2010!

Our Programs

In 2022, PORCH nourished the community through four major programs.

Food for Families

This unique program provides healthy, fresh food every month (35–40 pounds of produce such as potatoes, green beans, apples, broccoli, zucchini, sweet potatoes, onions, and peppers, along with eggs, milk, and more) to more than 520 families (nearly 2,200 individuals, which includes 1,250 children) identified by school social workers as being especially at risk of hunger.

Families are 19% Black, 22% Asian, 6% white, and 54% Latino. Clients include refugees from Burma, Congo, Ukraine, and Syria. Food lasts an average of 9 days, and 97% of families report they consume all the food provided each month always or often.



Photos by Tom Simon

**"We love the milk, eggs, and fresh fruits and veggies.
That box is our favorite part."**

a Food for Families participant

Food for Schools

Food for Schools serves all 19 public schools, the pre-K/Headstart program in the Chapel Hill-Carrboro district, and two after-school programs, including the Family Resource Center and Boomerang. The healthy snacks provided by PORCH help students focus in the classroom. The program also forges connections among kids, teachers, and school social workers.

2022 Food for Schools Sponsors

alignmint – Martha Newport, Realtor
Amy Guskiewicz, Realtor, Fonville Morisey
Andrea Cash Creative
Chapel Hill-Carrboro Sunrise Rotary Club
Donald and Mary McDonnell
Elefante Financial Services
Ellis Family Dentistry
Erika Buchholtz, Erika & Co. For Your Home
Farmhouse Lawn and Landscape
Fitch Lumber
FurnitureLab
Gallagher Management Services
Holy Trinity Lutheran Church
Kitchen & Bath Galleries
Lloyd Tire & Alignment
Meadowmont Dentistry
Pelion Benefits, Inc.
Rice's Glass Company
Scroggs Family
Shake Shack
Southern Village Pharmacy
Sparrow & Sons Plumbing
The Christine Khoury Team
The Parlour at Manns Chapel
To the Woods
Tony Hall & Associates



"We have always wanted to strengthen our community by making sure kids' needs are met."

Bryna Rapp, co-owner of FurnitureLab, a Food for Schools sponsor

"Thank you so much for the snacks. You just don't understand what a lifesaver these snacks are for many of our students!"

*Candice Norwood,
Northside Elementary's social worker*

Food for Pantries



"I love how excited people are to donate, and I love building relationships with people in my neighborhood. What brings me the most joy is when I have a good month of donating and almost everyone who I recruited donates."

Stella, a Neighborhood Coordinator



In 2022, we saw tremendous community support when it came to non-perishable donations. In all, \$191,000 worth of non-perishables were collected and distributed – a 10% increase compared to 2021!

This work is thanks to our more than 140 Neighborhood Coordinators and several food drives sponsored by organizations including the Chapel Hill-Carrboro City Schools, Chapel Hill High Student Government, UNC Kenan-Flagler School of Business, Meadowmont Berkshire Hathaway, UNC Alpha Phi Omega service fraternity, PORCH Clubs at East Chapel Hill High and Chapel Hill High, and many local businesses.

More than 2,150 bags of non-perishable food were distributed to 13 local pantries. And each month, the families in our Food for Families program received a large bag of non-perishable food in addition to fresh food – approximately 7,390 bags of non-perishable food were given directly to these families in need, which represents a 23% increase over 2021.

Our Vision

Everyone in our community has access to enough fresh food to lead an active, healthy life.

Our Mission

Fighting hunger by mobilizing neighbors, building community, and providing fresh, healthy food.

We Believe

Everyone should have access to fresh healthy food
Respect requires providing food choice with cultural sensitivity
Our community is responsible for each other
PORCH is a catalyst for community change

Food for Thought

Our advocacy program raises awareness about food insecurity, calls attention to the intersectionality of food insecurity and poverty, and strives to engage the community in grassroots, as well as systemic, solutions to address hunger.

In 2022, we urged PORCH supporters to contact their elected officials to strengthen the safety net for our low-income neighbors. Specifically, we focused on the following topics: continuing a permanent child tax credit; making quality and affordable child care more accessible; thanking the USDA and the N.C. Department of Agriculture and Consumer Services for working together to establish the Local Food Purchase Assistance and Local Food for Schools partnerships; and supporting the Global Food Security Reauthorization Act, which works to alleviate food insecurity and malnutrition in Africa, the Middle East, and other parts of the world.

Volunteers wrote postcards to elected officials during our food sorts each month. And we distributed Food for Thought postcards to Neighborhood Coordinators so that they could get their neighbors involved. In addition, we encouraged our PORCH Clubs at UNC, Chapel Hill High, and East Chapel Hill High to take part.

"My rent jumped from \$1,250 to \$1,675 – and PORCH is getting us through."

a Food for Families participant



Photo: Tom Simon



Photo: Tom Simon

PORCH Cooks

Through PORCH Cooks, we provide recipes and nutrition information each month to the more than 520 families in our Food for Families program. Every new family also receives a beautiful cookbook, *Good and Cheap: Eat Well on \$4/Day*, which is available in English and Spanish. The cookbook has glossy photos of all kinds of healthy recipes for those on a budget.

We want families to utilize all the fresh produce we provide – the vast majority of

families report that PORCH food allows them to provide healthier meals, and these recipes foster that mission!

Recipes are also a fun way to engage children in the cooking process and create family conversations around healthy eating habits. We work with a dietitian, Katie Clarke, who creates professional materials for us to share every month with our program participants. With accessibility in mind, we also translate them to Spanish.



"I'm forever grateful for everyone who makes PORCH run every day. I wish there were more people like you guys."
a Food for Families participant

Weaver
street
MARKET

Weaver Street Market's Round Up!

In the fall, Weaver Street Market's Round Up! fundraising campaign for PORCH Chapel Hill-Carrboro – which gives shoppers the option of rounding up their purchases to the next dollar – raised \$47,714. These proceeds go toward the cost of fresh produce for our Food for Families program. Weaver Street Market has provided \$395,637 for PORCH over the past eight years thanks to the success of Round Up!



PORCH By the Numbers

Since our founding in 2010, PORCH has provided more than \$5.6 million in hunger relief to residents in the Chapel Hill-Carrboro community. Here's our breakdown for 2022.

Nearly **2,200** neighbors (including **1,250** children) receiving fresh food, non-perishables, and grocery gift cards each month

13 pantries receiving groceries each month

280 monthly volunteers

Volunteers donated approximately **12,326** hours of their time

120 active neighborhoods, with **140** Neighborhood Coordinators facilitating collections

97% of families report that PORCH food allows them to provide healthier meals

76% of PORCH families say they sometimes, often, or always worry about having enough food

305,000 pounds of fresh food distributed in 2022, including:

146,808 (**12,234** dozen) eggs

244,680 pounds of fresh fruits and vegetables

6,117 gallons of milk

\$190,920 worth of non-perishables (that's **9,546** bags!)

2,156 bags of non-perishable food to local food pantries

7,390 bags of non-perishables to our Food for Families participants

\$334,824 worth of grocery gift cards

\$507,693 received from individual donors

\$104,621 received from businesses, nonprofits, churches, and foundations

\$52,950 received from grants from corporations, Towns of Chapel Hill and Carrboro, and Orange County

\$5,672,235 in hunger relief since our founding in 2010

2022 Operating Budget

Revenue

Individual Donors	\$507,693
Business/Non-profits	\$43,021
Foundations	\$61,600
Grants	\$52,950
Miscellaneous	\$11,340
Non-Perishable/In-Kind Fresh Food Donations	\$257,729
From Reserves	\$64,404

TOTAL \$998,737

Expenses

Food for Families	\$808,838
Food for Pantries	\$59,617
Food for Schools/ Afterschools	\$25,588
Other Program Expenses	\$35,596
Management/ Fundraising	\$69,098

TOTAL \$998,737

2022 Board of Directors

Laura Malinchock, Chair
 Lenore Jones-Peretto, Vice Chair
 Toska Cooper, Secretary
 Jim Evans, Treasurer
 Susan Romaine, Immediate Past Chair & Founder
 Debbie Horwitz, Board Member & Founder
 Julie Grill
 Becky Hebert
 Brenda McNeely-Allen
 Eliazar Posada

New board members in 2022:

Allanah Hines
Mack Koonce
Marne Meredith
Mary Ann Wolf

*Find board members' full bios
 on [our website](#).*



"[PORCH] is a cause where you will see immediately your effect - if you do just one distribution or one sorting. We all need to see our action in the world."

Vice Chair Lenore Jones-Peretto

Meet Our Staffers

As we grow, we are adding to our team. In recent months, we welcomed a program manager and a program assistant manager.

Program Manager Kate Ross joined PORCH Chapel Hill-Carrboro's in October 2022 and oversees all aspects of the Food for Families, Food for Pantries, and Food for Schools programs. Kate has a background in corporate retail operations and, prior to accepting this role, was a Volunteer Lead with PORCH. She is passionate about PORCH's mission to provide fresh, healthy food to those in our community.

She appreciates being in a position where she can utilize her past operational experiences for a good cause, as well as make lasting connections with those in our community. She enjoys spending quality time with her husband and dogs, reading, crafting, and volunteering.

Program Assistant Manager Lucky Reumann Yofre helps Kate to manage, maintain, and develop all aspects of our programs. She is also the Spanish interpreter and the main contact for Spanish-speaking families.

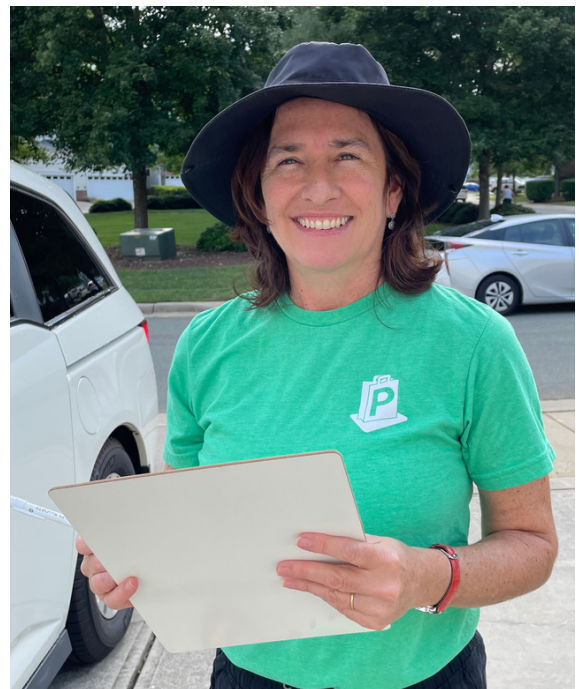
Prior to accepting this role, Lucky was a volunteer for the Town of Chapel Hill Food Distribution at Eubanks Road. She's also served as the Spanish interpreter for PORCH since May 2022.

She is passionate about PORCH's mission to provide fresh, healthy food to those in our community.

Lucky enjoys spending quality time with her husband, her daughter, and her two sons. She loves dancing, gardening, crafting, and volunteering.



Kate Ross



Lucky Reumann Yofre

Our Partnerships

PORCH Chapel Hill-Carrboro is so fortunate to count the following organizations among our trusted partners. We encourage you to learn more about them and support them as you can!

FUNDING PARTNERS

- Food Lion Feeds
- Oak Foundation
- Orange County, NC
- RTI International
- Strowd Roses Foundation
- Town of Carrboro
- Town of Chapel Hill
- Triangle Community Foundation

COMMUNITY PARTNERS

- Book Harvest
- CHCCS Social Workers
- Carolina Cupboard
- Carrboro Community Health Center
- Chapel Hill Carrboro City Schools
- Compass Center
- Diaper Bank of North Carolina
- Extraordinary Ventures
- Freedom House Recovery Center
- Harris Teeter
- Heavenly Groceries at St. Joseph CME Church
- Horizons
- Kidzu Children's Museum
- Lutheran Services
- Maple View Farm Ice Cream
- Meals on Wheels of Orange County, NC
- Orange County Department of Social Services
- Orange County Health Department

- PORCH Clubs at UNC, Chapel Hill High, East Chapel Hill High
- The Produce Box
- RENA
- Redeye
- Refugee Community Partnership
- Refugee Support Center
- Town of Chapel Hill
- Transplanting Traditions Community Farm
- Triangle Church
- UNC Gillings School of Global Public Health
- UNC Horizons
- UNC Kenan Flagler Business School
- UNC Internal Medicine
- UNC Pediatric Clinic
- Weaver Street Market



Pictured are Aria, Mr. Cooper, and Caroline from Chapel Hill High School's Student Government, which held a food drive for PORCH and delivered two carloads full of non-perishable items.

2022-2025 Strategic Plan

PORCH Chapel Hill-Carrboro prides itself on a dozen years of steady growth and program enhancement: filling gaps, working with partners to enroll families who need our support, prioritizing cultural preferences, and identifying fresh food partners – all while navigating economic downturns and a global pandemic.

Our Board has embarked on a new strategic plan to meet the growing demands of families facing food insecurity. We want to strengthen our infrastructure, our leadership, and our programs to meet this growing need. We are shifting our structure from a founders' model to a board/staff model.

Our founders are moving into new roles in 2023, and new Board and staff leadership will be in place to drive our expanded efforts.

Get Involved

Our volunteers, donors, and community partners are the heart and soul of our organization! If you are interested in lending your time, donating food, organizing a food drive, giving a financial gift, or becoming a program sponsor, please learn more on [our website](#) or [email us](#). Find us on [Facebook](#), [Instagram](#), and [Twitter](#).

We'd love for you to become part of the PORCH community!

2025 Strategic Planning Goals



This strategic plan is the product of the joint efforts of the founders and our new leadership.

Our 2025 strategic planning goals include:

- Serve 700 families in our Food for Families program
- Grow PORCH's financial resources to fulfill its mission to \$1M annually, \$1.4M including in-kind contributions
- Increase by 30% our community engagement – food drive participants, neighborhood coordinators, and volunteers

Learn more about our strategic plan [on our website.](#)



More Highlights from 2022

2022 was the year that we surpassed \$5 million in hunger relief. Here are a few more noteworthy moments!



We are so grateful for our PORCH Clubs at UNC, Chapel Hill High, and East Chapel Hill High. Here are UNC PORCH Club members at a Shake Shack fundraiser for PORCH.



The East Chapel Hill High PORCH Club helped to spread the word about our mission at the Town of Chapel Hill's Thanks+Giving Food Truck Rodeo.



Stay up to date on the latest PORCH news!
Sign up for our quarterly newsletter.



We were invited to Junior League of Durham & Orange County's Community Fair to share information about PORCH. We were represented by Kate Ross and Laura Malinchock, while PORCH Durham was represented by Amy Jones.



Lilliana (in red shirt) and her Y Guide friends donated food to PORCH with the money they earned helping others. They also made holiday thank you cards for our Neighborhood Coordinators!

PORCH Chapel Hill-Carrboro is a 501(c)(3)
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P.O. Box 16363, Chapel Hill, NC 27516



chapelhill.porchcommunities.org

chc@porchcommunities.org

