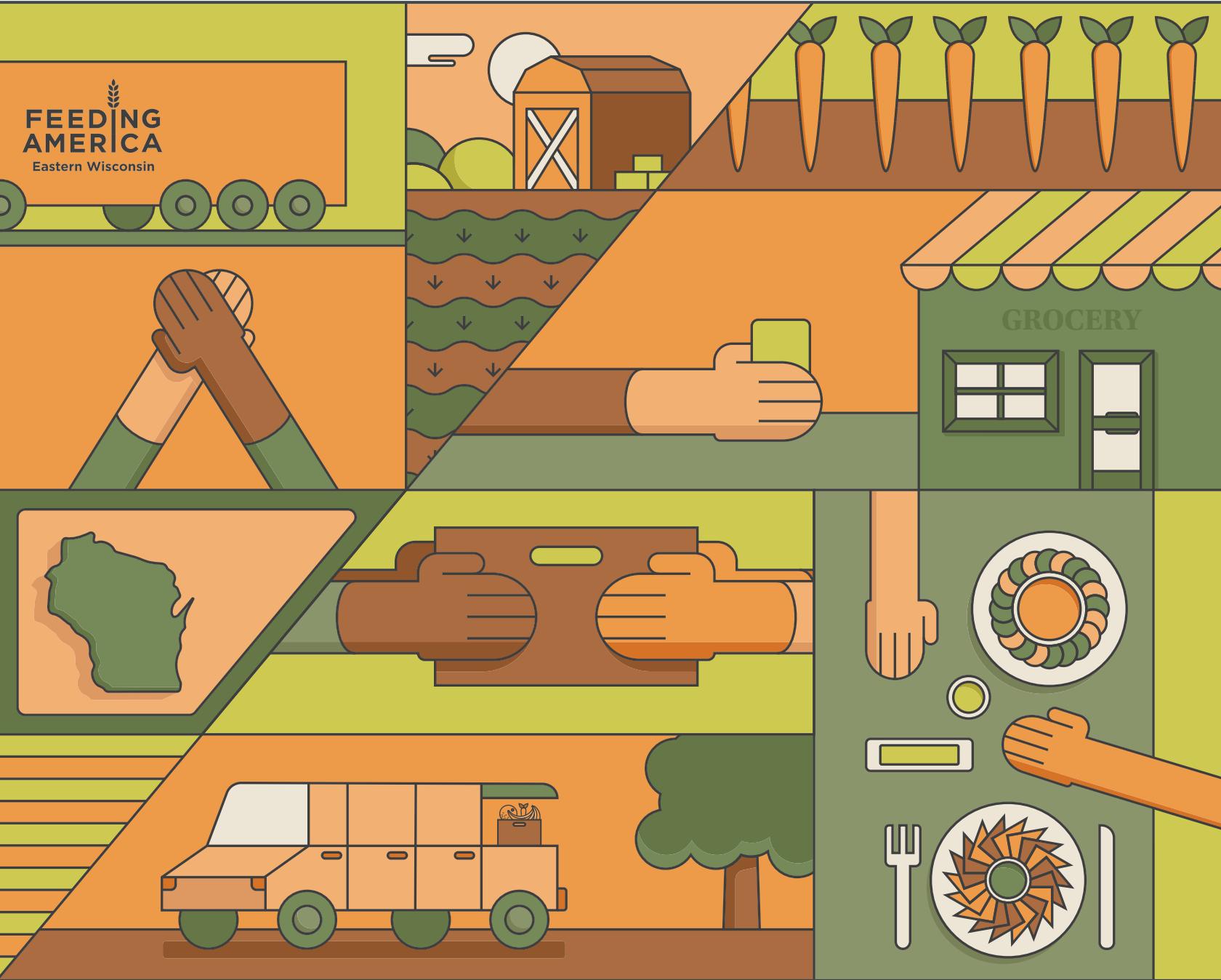


**FEEDING  
AMERICA**  
Eastern Wisconsin



2020-2021

# Annual Report

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Dear Friends,

We live in an unpredictable world. But one thing remains constant—you care. Because of you, your neighbors in need will make it through a personal crisis, or a national crisis, with food on their table.

I recently spoke with a woman who told me that she used to "have it all" and now she has "nothing." She was scared and angry about what the pandemic took from her. When she asked me where Feeding America Eastern Wisconsin gets all its food, I took a few minutes to explain that everything we have is because of the generosity of others – the gift of others' time, funds, and spirit make this work possible. You make this possible. As I explained this to her, the anger faded from her face and she seemed comforted when she said: "Maybe I have something after all—people who care."

The pandemic has had its peaks and valleys, and has ushered in many unknowns. At the start of this fiscal year, we knew the impact of this health crisis would be long-lasting. Our limits as individuals, as a community, and as a food bank were tested and continue to be tested. But like a piece of coal that withstands immense pressure and emerges a diamond, the important work we do together improves with each obstacle that comes our way.

Despite the stresses we faced as a community and within our hunger-relief system, there were many positive outcomes, too. New challenges laid the groundwork for new relationships, inspired innovative solutions, and perfected processes. Thanks to the support of our community, the generosity of our donors, and the hard work of our staff and volunteers, we continue to meet the lasting increased need brought on by the Coronavirus.

As we continue to fight this unique devastation, I want to take another moment to sincerely thank you for joining us on our mission to solve hunger. Your support, generosity, and dedication to our communities makes this critical work possible. Whatever the future brings, know that we are poised to meet the need thanks to you, our friends and supporters who care.

Together We Can Solve Hunger.

**Patti Habeck**

President &  
Chief Executive Officer  
Feeding America Eastern Wisconsin

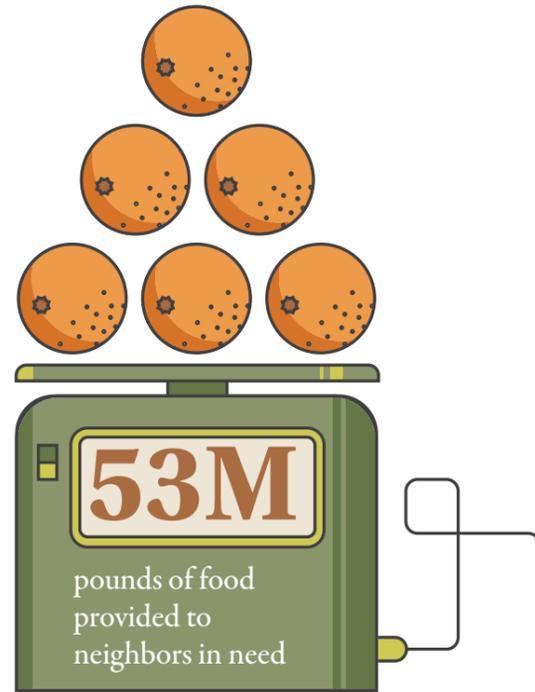
**Mike Fordney**

Board Chair  
Feeding America Eastern Wisconsin  
Board of Directors



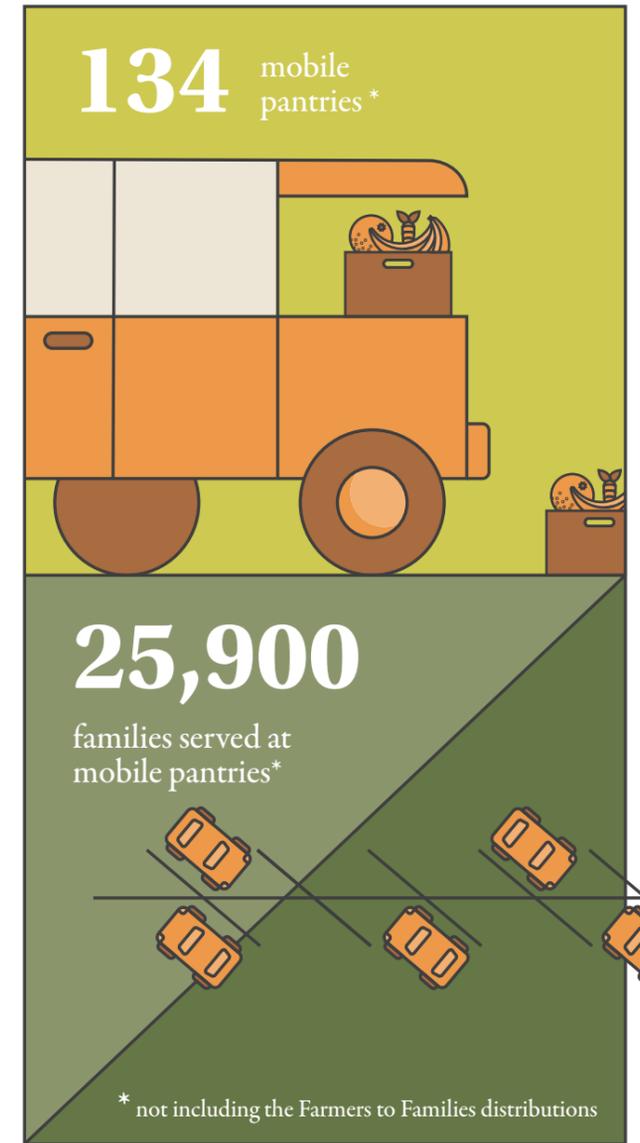
# Our Impact

## More than half a million people served



## 114,000+

pounds of produce provided by local farmers through our Farm Link program



## 73% ↑

increase in food delivered compared to last fiscal year

## 400

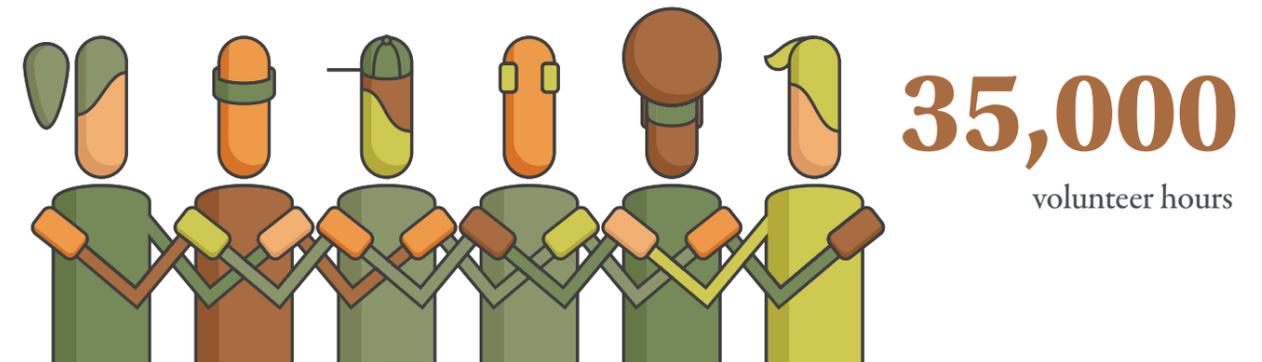
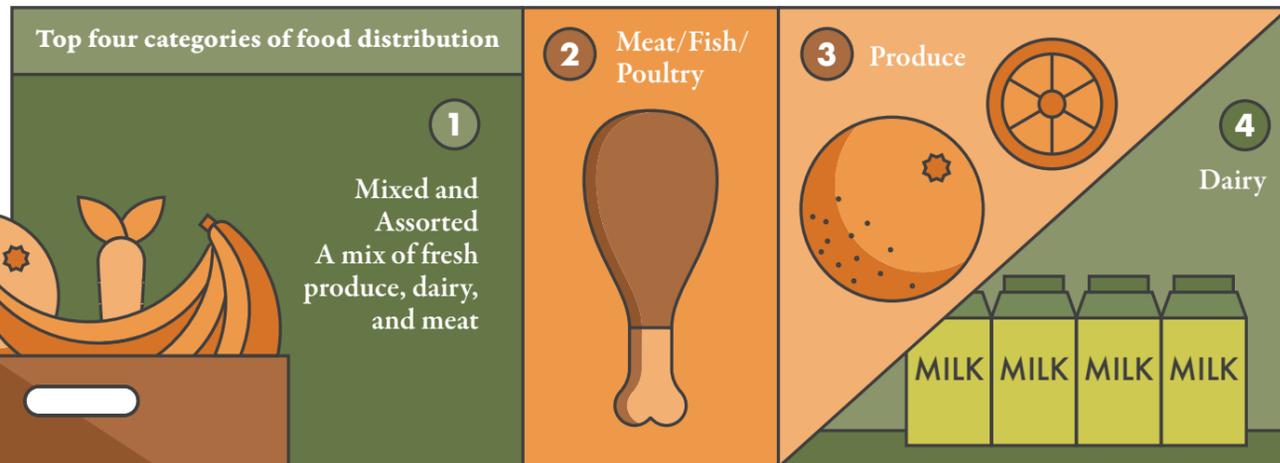
partner pantries, programs and meal sites

## 529.24%

increase in food purchased to ensure supply is ready and reliable

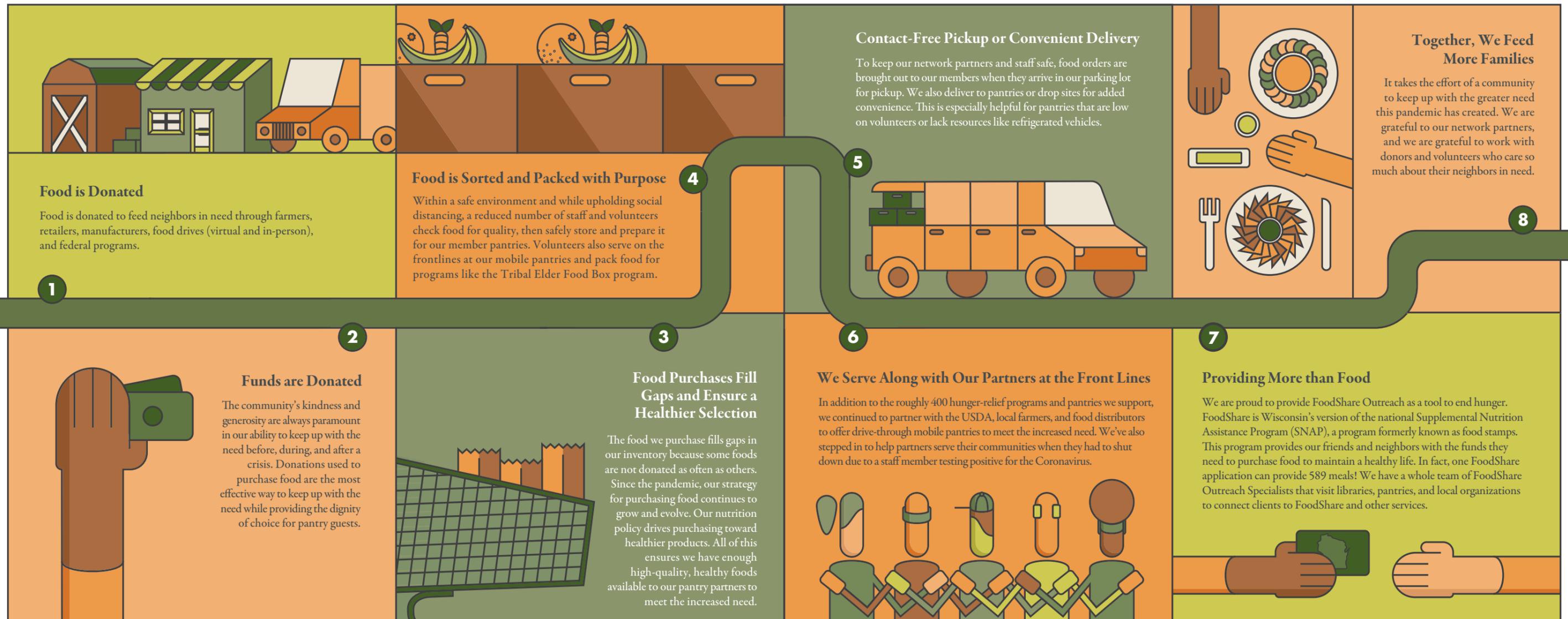
## 29.87%

increase in fresh produce, dairy and meat donated to Feeding America Eastern Wisconsin



# A Flexible Flow of Food

The pandemic drove innovation and revision in fiscal year 2021. We continue to fine-tune our flow of food so we can get more food to more people with less waste. We work hard to guarantee a food supply that is ready and reliable for those we serve. We accomplish this in a number of ways:



# Collaborating for a Cause

Since the start of the global pandemic, more families than ever have faced hunger. Unique solutions were needed and fast. Enter the USDA Farmers to Families Food Box program. Feeding America Eastern Wisconsin distributed 750,829 boxes—packed with a combination of fresh fruit and veggies, meat, and cheese—locally over a 12-month period.

A key partner in these distributions was Valley Bakers Cooperative. By using their refrigerated warehouses, their drivers, and refrigerated trucks with lift-gates, we were able to serve tens of thousands of people in need. “To say that ‘we couldn’t have done it without them’ is an understatement,” said Liz Wollenberg, Feeding America Eastern Wisconsin Director of Development and Programs. “They were accommodating, professional, and had great attitudes.”

We collaborated with many other organizations, like the Northeast Wisconsin Technical College and Grow It Forward, to secure the massive amount of space needed to get the truckloads of boxes into the trunks of hundreds of family vehicles at each distribution. Many distribution sites were hosted in the parking lots of our network partners, but to meet the demand we created new relationships as well.

With schools shut down, many districts were looking for creative ways to get their meal program to students who would miss those meals while learning at home. Nicole Howard, assistant food service director for the Oshkosh School District, saw the partnership with Feeding America Eastern Wisconsin as a way to reach more hungry children and families.

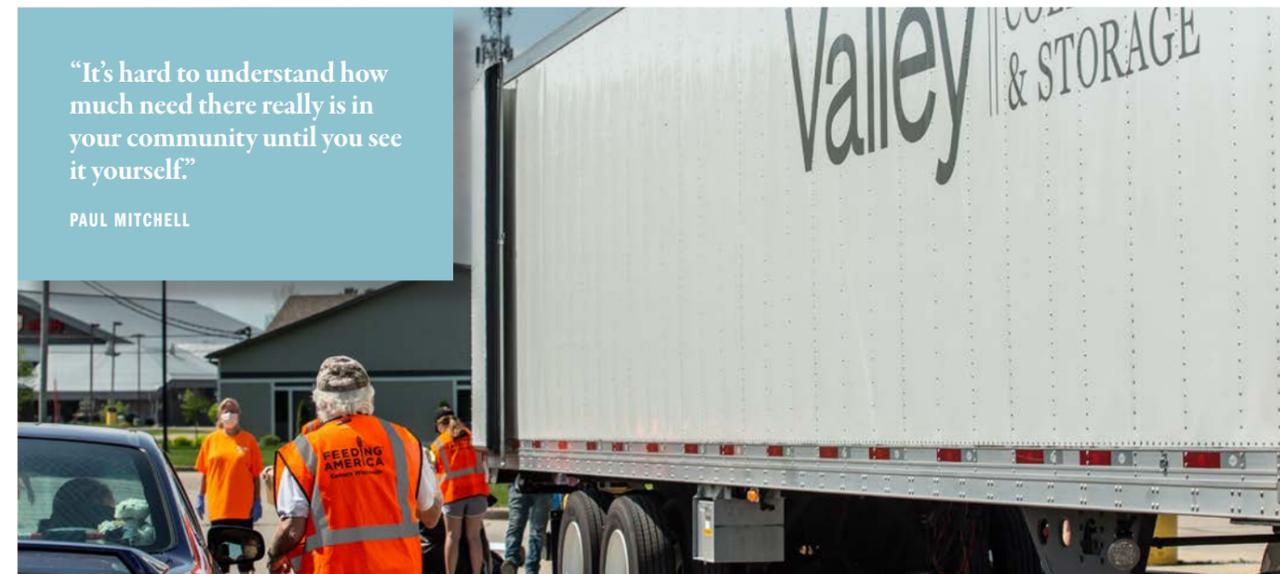
“We had a common goal: we were trying to get food to people and students in need,” said Howard. “By working together, we were able to reach a lot more families with both the school meals and the Farmers to Families Food Boxes.”

Our volunteers on the frontlines were truly essential, placing each 25-pound box into the trunks and hands of the people who needed them. One of our volunteers, Paul, helped at over 20 Farmers to Families distributions. Laid off from his job in the food industry, he wanted to make sure people had access to food.

“It’s a pretty sobering experience, something that a lot of people don’t realize,” explained Paul. “It’s hard to understand how much need there really is in your community until you see it yourself.”

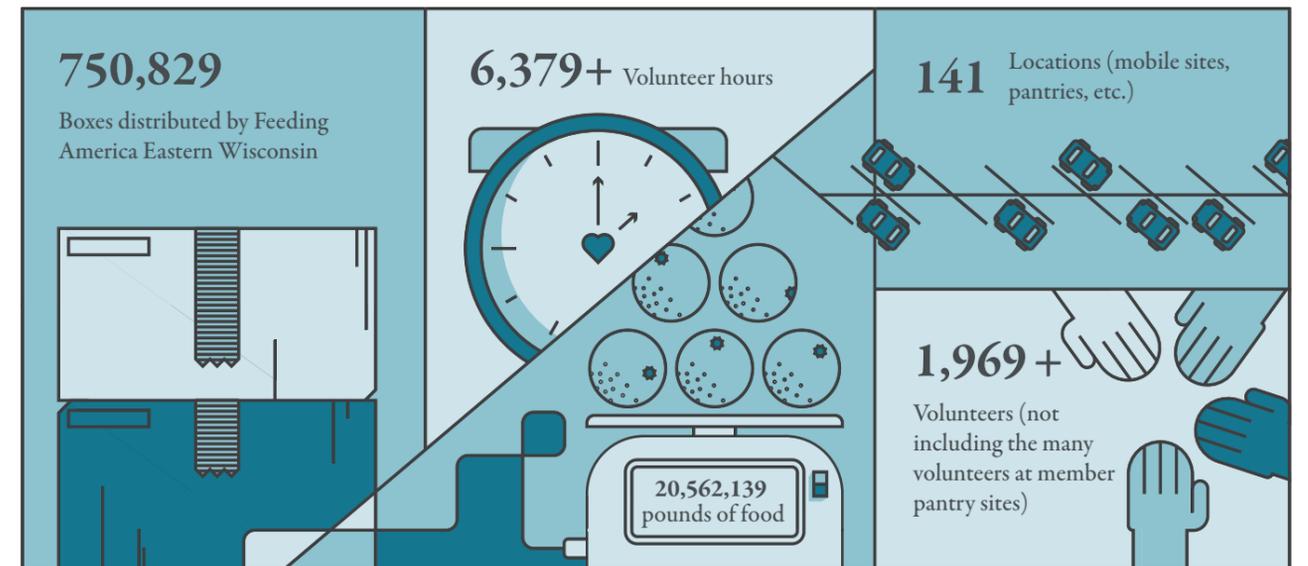
For Waushara County Food Pantry, working collaboratively was essential for executing the Farmers to Families distributions in rural parts of eastern Wisconsin. The pantry hosted nine Farmers to Families distributions a week for the first six months of the pandemic. “In the times that were stressful, our volunteers, our community, and our state stepped up,” explained Marty Lee, executive director of Waushara County Food Pantry.

Many organizations and individuals who stepped up to fight hunger during the pandemic go unmentioned, but certainly not unnoticed. From the delivery truck drivers, to the partner distribution sites, and to each and every one of the volunteers on the front lines, we say ‘Thank You.’ Thank you for your part in distributing nearly 21 million pounds of food to people in eastern Wisconsin through the Farmers to Families program. It shows how much we can accomplish when we all work together. The USDA concluded the Farmers to Families Food Box Program in May 2021, after a 12-month run, but the lessons learned and partnerships that were established during that important initiative will last a lifetime.



“It’s hard to understand how much need there really is in your community until you see it yourself.”

PAUL MITCHELL





SIEBERT LUTHERAN FOUNDATION

# 25 Years of Service

A partner in our mission to solve hunger, the Siebert Lutheran Foundation has been by our side since 1996, providing food, funds, and capacity to more than 30 Lutheran pantries in the Feeding America Eastern Wisconsin network. Serving their neighbors in need has been a part of the organization's ministry since Mr. Albert F. Siebert, a man of great faith, dedicated his life's earnings to God through the establishment of the Siebert Lutheran Foundation.

"The Siebert Lutheran partnership has allowed us to extend our outreach in the communities we serve," said Ron Tatum, Feeding America Eastern Wisconsin Vice President of Operations. "The foundation makes it possible for many pantries to continue their pantry programs and support their communities."

At Incarnation Lutheran Church in Milwaukee, pantry manager Nicole says their biweekly pantry, after-school program, and summer youth program wouldn't be possible without the support of Siebert Lutheran Foundation.

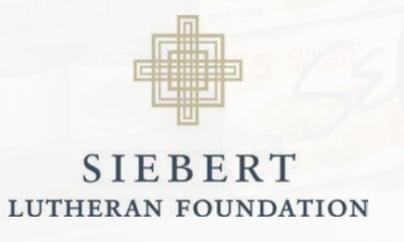
"Without the support of the Siebert Lutheran Foundation, we probably wouldn't have a pantry," shares Nicole. "Seventy five percent of the food that we use to operate the program comes from these grants. Their role is critical for the operations of this program."

The annual grant provided by the Siebert Lutheran Foundation provides more than just bountiful amounts of food. The grant has also provided coolers, shelving, laptops, and other equipment to help pantries serve more guests. The foundation understands that while it is important to provide food, you need the tools and equipment to do so safely and effectively.

"While food is incredibly important in daily life, so are the tools that are used to provide it," shared Charlotte John-Gómez, Siebert Lutheran Foundation President. "Our Lutheran church-based food pantry programs need the right infrastructure to store, sort, and distribute quality food that the community most needs. Basic shelving and shopping carts, for example, are important for the choice-style pantries that give guests control over what foods they will take home to their families."

Building the capacity of the ministries has been a focal point for Siebert, so that they can serve people in the most efficient and effective ways." To find out what additional resources or desired food items the pantries were looking for, Feeding America Eastern Wisconsin hosted several listening sessions with the pantries. Knowing what the specific pantries—and their respective guests—need helps make us an even better partner to our pantries and stewards of the foundation dollars.

"One of the great things about Feeding America Eastern Wisconsin is that they listen to their pantries," said Charlotte. "They look for feedback on how they can better support them with more than just food. The laptops, for example, were a great item to help pantries connect with other pantries and access resources for their pantry visitors. In this ever-changing world of regulations, context, and resources, Feeding America Eastern Wisconsin is a leader and keeps its eyes always on its north star for providing hunger relief and alleviating food insecurity in a way that provides dignity to each of the food pantries and its guests."



# Harvesting Hunger Solutions

Feeding America Eastern Wisconsin will support local family farms until the cows come home. Wisconsin is home to over 55,000 family-owned farms. But according to the most recent US census, that number is shrinking. Feeding America Eastern Wisconsin's Farm Link program supports our local farmers, and in return, farmers provide quality fruits, vegetables, and meat for our member pantries and their surrounding communities.

Over the past year, Farm Link partners grew 150,000 pounds of cabbage, potatoes, melons, zucchini, sweet corn, beef, and more to feed neighbors in need. Working with Wisconsin farms allows us to shorten the distance between harvest and consumption. By doing so, we get more healthy food to people in a quicker fashion, while reducing the financial and environmental costs of transporting the food long distances.

The Lutsey family, a new Farm Link partner, has been in the farming industry since the 1940s and has owned Waseda Farms since 2008. Their farm is located in Door County and produces responsibly raised organic food including: grass-fed beef, pork, chicken, turkey, and eggs.

Feeding America Eastern Wisconsin's relationship with Waseda Farms began as a result of the pandemic. Tom Lutsey, the now retired chief farming officer, was looking for ways to connect with organizations that were feeding people due to the severe spike in hunger. When Feeding America Eastern Wisconsin reached out to Waseda Farms to use grant funds to purchase beef, Tom gave the money right back as a donation. Tom explained that his family farm is rooted in giving back: "My dad always taught me that you have to give back if you're fortunate enough to make money in the food business," Tom shared. "I taught my kids the same thing, and we try to give back in the same way."

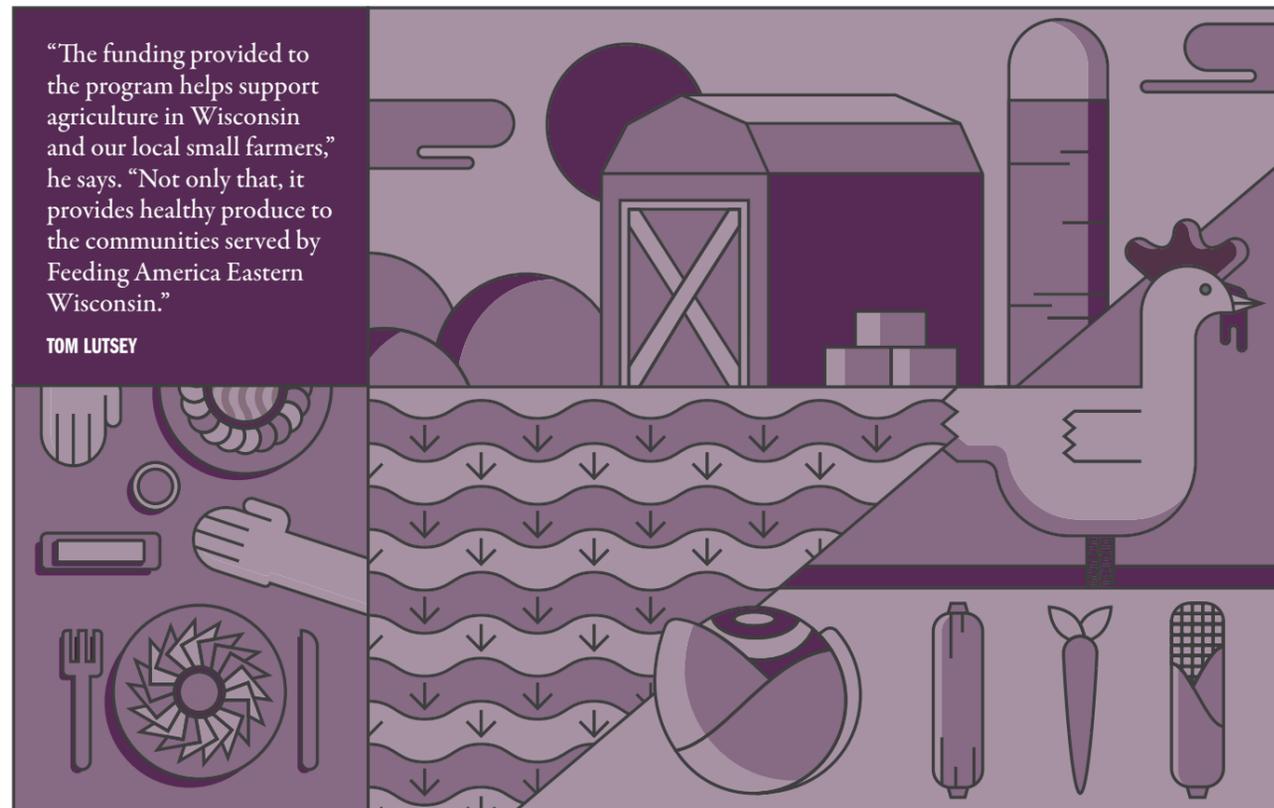
This was only the beginning. Tom is determined to work with Feeding America Eastern Wisconsin to create more opportunities for other farmers, and helped connect the food bank with other interested producers.

"We needed to serve the booming COVID demand and we were looking for new food suppliers," said Michael Fordney, Board Chair of Feeding America Eastern Wisconsin. "The relationship has now expanded with introductions from Waseda Farms to other raisers of cattle and organic food growers. We plan to continue to build a stronger produce, protein, and dairy supply in the months and years to come."

The family at Waseda Farms is committed to giving back to their community by empowering other local farmers.

Through the Lutsey Family Foundation, annual scholarships are offered to farmers' children in order to support generations of farmers to come. Waseda Farms also gives excess product to organizations such as their local Boys and Girls Club and a number of local homeless shelters. We will continue to support Waseda Farms so they can continue to support their farming friends and food-insecure folks in their community.

As a family farmer, Tom appreciates a program like Farm Link because he believes that many other farmers "scrape by." This program embodies the values that are imbedded into his business. "The funding provided to the program helps support agriculture in Wisconsin and our local small farmers," he says. "Not only that, it provides healthy produce to the communities served by Feeding America Eastern Wisconsin."



# A Partner Door to Door

At Feeding America Eastern Wisconsin, we work to remove barriers between people and food. And that means removing barriers between pantries and serving. In addition to providing our pantry partners with food and other necessary household and hygiene products to distribute in the local community, Feeding America Eastern Wisconsin provides:

- Easy online ordering of food and personal care products
- Convenient pick-up or free delivery options
- Access to grant-funded opportunities, programs and equipment (like refrigerators, freezers, and vehicles)
- Training and funding to help increase capacity for providing to the community
- On site FoodShare (SNAP) application assistance from our on-staff FoodShare outreach specialists

One example of how we help get more food to more people facing food insecurity is our Fresh Stop program. The program helps pantries that don't have the capability to pick up from stores. Our drivers take donations direct from the store to the pantry door. It makes the most of the shelf life of perishable donated goods, helping more families and reducing waste.



Tina, a regular volunteer at Heart of the Valley Food Pantry in Kimberly, WI, says the efficiency of the program has helped their pantry “immensely.” Due to the Coronavirus pandemic, the amount of families served by the pantry and the amount of food their mission requires has increased. The pantry has grown from feeding 300-400 families to 900-1,200 families a month, so every day and donation matters.

“It’s much more efficient for us. When the food comes in, we process it here and then we put it in places where we need it to be,” said Tina. “Now we are able to say that everybody gets a certain amount of hamburger or chicken because we’ve had time to sort it and put it in the appropriate places.”

The Feeding America Eastern Wisconsin team loves finding innovative ways to help our member pantries serve more families. “Fresh Stop provides the opportunity to get the donations immediately, that day, to the pantry,” said Bob Parsons, Feeding America Eastern Wisconsin Chief Operating Officer. “They can get it on their shelves quicker, the people they serve get better food, and there is much less waste.”



# Buying Local, Feeding Local

Everyone has a favorite food or a favorite meal. That tried and true recipe that pleases the whole family when they sit down to the table. When supporting our pantries, it’s important to us that we provide their guests with choice. A recent Schreiber Foods Grant was able to support local businesses in the fight against hunger while also providing pantries with the opportunity to purchase specific items their guests desire. Through the grant, gift cards were purchased from small “mom and pop” grocery stores and distributed to food pantries in those areas. The pantries were then able to use their gift card to purchase products that they don’t normally receive through donations.

“This was an opportunity to support our communities and build connections during the pandemic,” said Cassie Faulks, Feeding America Eastern Wisconsin Director of Outreach NE. “This way, we helped locally owned stores stay open, as well as the pantries and people in the community.”

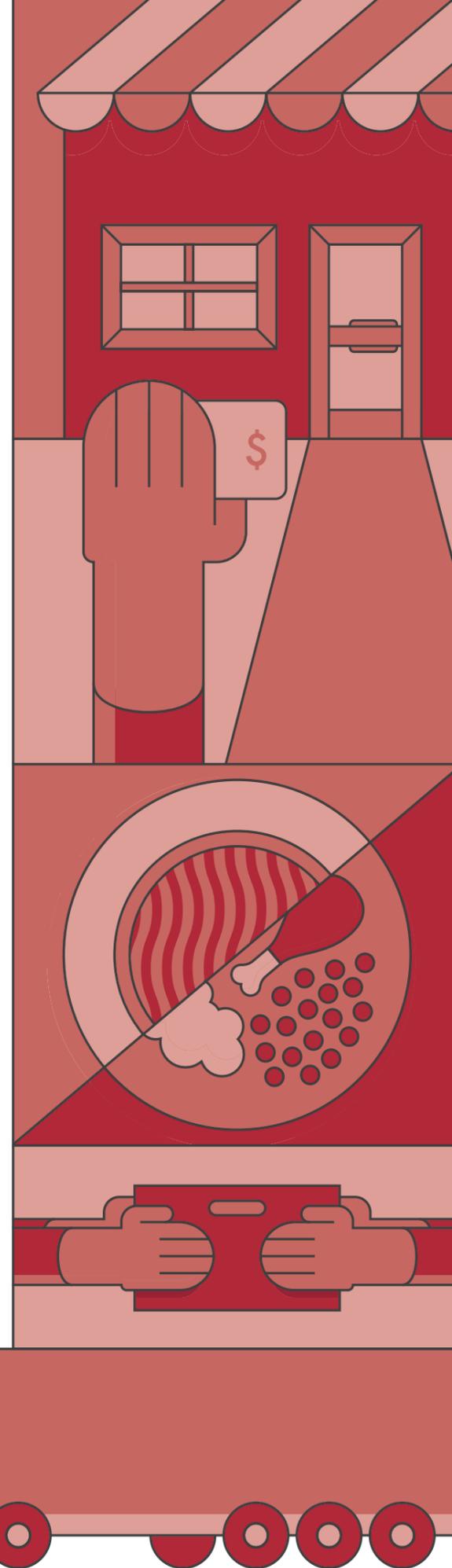
The Oneida Emergency Food Pantry benefitted from this program. Marlon, the pantry manager, bought wild rice and dehydrated white corn from the Oneida Market. He was able to put together ingredients to make a traditional wild rice dish and traditional corn soup for pantry guests.

“Indigenous products can be a little bit pricier,” explained Marlon. “So when I get the chance to pass out things like that, it is very nourishing for the Oneida community.”

Tigerton Food Pantry in Shawano County had a similar opportunity to buy items with their gift card that aren’t regularly donated. “It was great; we got to buy all different types of food,” said Diane, pantry manager. “People were excited to pick up something different!” Diane also expressed her happiness about being able to purchase from Charlie’s County Market in Shawano, and was happy that the grant money went to support their local business.

Feeding America Eastern Wisconsin is always looking for new and creative ways to build community connections that feed our neighbors. Local grocery stores were more than happy to be involved in a program that focused on feeding their neighbors. In return, the program supported them as they faced obstacles in adjusting their store operations due to the pandemic.

“Every little bit always helps. It was a win-win for everyone involved,” said Joe, the store owner of Save A Lot in Green Bay. “These people are our neighbors that we are all trying to take care of.”



# Short Stories on Big Impact

Feeding America Eastern Wisconsin operated a variety of programs designed to improve the health of our communities. This year we celebrated milestones, innovation, community, collaboration, and more!

## Five Years in the Fox Valley

In 2020, we celebrated five years in our beautiful 40,000-square-foot facility in the Fox Valley. We thought back on the journey that got us here and the organizations and individuals within our community that came together to make it possible.

“I remember when I gave the speech at the grand opening, one of the things I got emotional about was how many people we would now be able to help thanks to this new facility,” said Bill Bohn, former Feeding America Eastern Wisconsin Board Chair. “As much as I had high expectations, I had no idea the scope of the impact. It’s been so much bigger than even I would imagine.”

Please enjoy a special video commemorating the five years at [FeedingAmericaWI.org/Cheers](https://FeedingAmericaWI.org/Cheers).



## Helping Tribal Partners Across the State

Before the pandemic, 1 in 4 Native Americans struggled with hunger and it got worse in the past year. Feeding America Eastern Wisconsin is working with local Tribal partners and Feeding Wisconsin to increase nutrition security so all Tribal members have the food that they need and desire, and a strong indigenous food system is built by expanding support and capacity of Tribal producers.

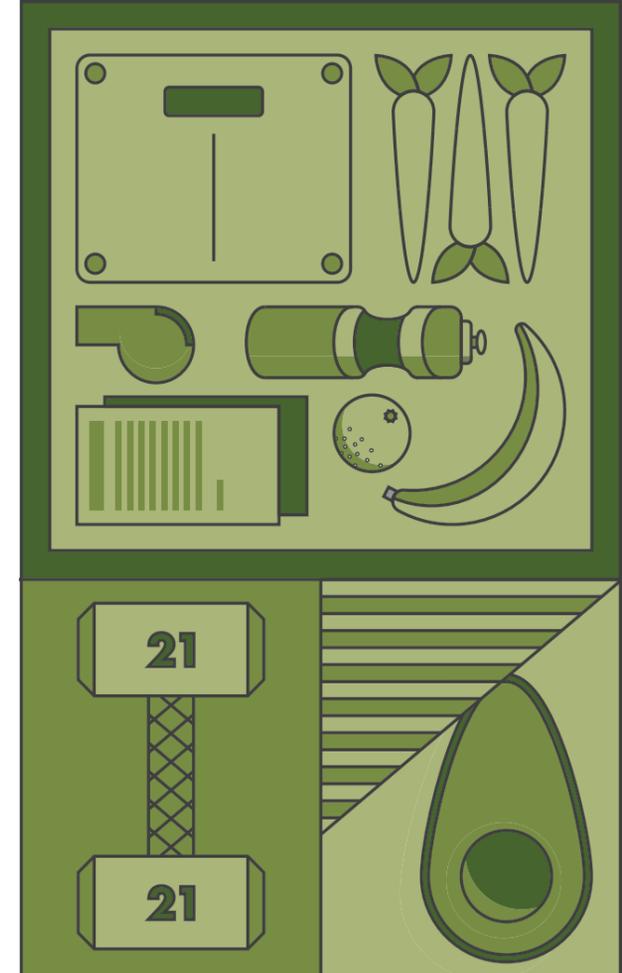
The project, which launched in June 2021, will provide over 12,000 boxes to the Menominee, Oneida, or Red Cliff Tribal Nations. Each box contains a combination of protein and produce representative of traditional, indigenous foods as desired by Tribal Elders. Food is sourced from indigenous and local producers and packed by Feeding America Eastern Wisconsin.

Learn more about the Tribal Box program and view footage from distribution by visiting: [FeedingAmericaWI.org/Feeding-Tribal-Elders](https://FeedingAmericaWI.org/Feeding-Tribal-Elders).

## MealConnect Means More Meals

MealConnect is an online food donation platform that connects pantries with large food donors in real time. Whether that donor is a grower, grocer, manufacturer, or distributor, they can offer available food on the app and local pantries can sign up to accept the donation in real time. The program reduces waste and provides more meals to those facing hunger by automatically notifying pantry partners about available food so they can quickly coordinate with volunteers and staff on pickup.

Feeding America Eastern Wisconsin received a grant from The Kroger Co. Zero Hunger | Zero Waste Foundation to support its MealConnect program.



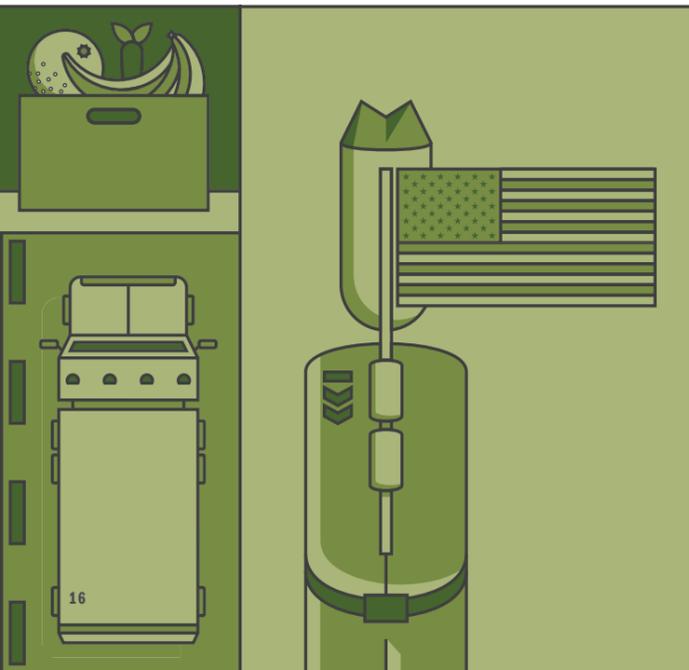
## Food as Medicine

Eat Well for Life, an initiative in partnership with Be Well Fox Valley, is a program focused on supporting individuals with diabetes or pre-diabetes. This program provides healthy food and education to help participants eat healthy, exercise, and manage their chronic disease for better health. Participants in the program receive education, coaching, and free healthy meals (up to 3 meals per day) for themselves and their families for 13 weeks. Funding for the initiative is provided through a Basic Needs Giving Partnership grant awarded by the Community Foundation for the Fox Valley Region and Oshkosh Area Community Foundation.

## Combating Veteran Hunger

Through rain and shine, vehicles drove through to drop off cash and non-perishable food donations at the third-annual Combat Hunger food and donation drive, held in partnership with Woodward Radio Group. All donations support local veterans and veteran programs.

“We are a grant-funded program so we are restricted,” said Katrina Currier, site director for the Veterans Housing and Recovery Program in Green Bay that received donations from Combat Hunger. “With the funds and food donations we are able to purchase the foods we might not have on a daily basis. We can make sure there is a variety of fruits and vegetables.” Donations were also packed into boxes and distributed to local veterans through a drive-through distribution.



## A Team for Milwaukee's People

Feeding America Eastern Wisconsin partnered with other local leaders to form the Milwaukee Civic Response Team. Milwaukee's Civic Response Team was created to provide solutions during the pandemic. It brought together local government officials, philanthropy leaders, and nonprofits to collectively manage response and recovery. The Milwaukee Civic Response Team focused on six areas: the critical and intersecting priorities of food, housing/shelter, physical health, mental health, early childhood education, and K-12 schools. This group was instrumental to maximizing resources and responses during the pandemic and beyond. Feeding America Eastern Wisconsin served as a leader in addressing food insecurity and helping to provide emergency resources.

An example of the partnerships that resulted from the Civic Response team is the emergency community response to unprecedented power outages due to summer storms in Milwaukee. Through our work with the Civic Response Team, Feeding America Eastern Wisconsin partnered with the City of Milwaukee to provide grocery store gift cards to people impacted by the power outages. Over 60,000 people in the City of Milwaukee lost power, and many had to throw away food as a result. The partnership with the Civic Response Team, Feeding America Eastern Wisconsin, Pick-n-Save and the City of Milwaukee helped nearly 4,000 people feed their families.



## A Picture of a United Community

In November 2020, Feeding America Eastern Wisconsin, in collaboration with Artists Working in Education, unveiled a mural created by Milwaukee muralist Aisha Valentin on the front doors of our Milwaukee food bank. Her vision tells our story of solving hunger and uniting the local community. The mural is a reminder of who we are and what we represent—more than solving hunger, we are uniting our community. We are a strong organization, but our strength comes from our community. Milwaukee residents, local nonprofits, area pantries, and local businesses were all a part of the mural selection process.

The mural was sponsored by the Zilber Family Foundation and the City of Milwaukee.

## Making a Commitment to Healthy Food

As a hunger-relief organization, it's important that we provide healthy food that allows for a well-balanced diet for all. The children and families served by food banks and pantries often lack access to affordable, healthy foods and are more likely to have diets that result in chronic diet-related illnesses, like obesity and diabetes.

For this reason, we have joined the Healthy Hunger Relief initiative with Partnership for a Healthier America (PHA). As a PHA partner we are prioritizing the health of our communities with a commitment to transforming the food landscape in pursuit of health equity.

## Expanding our Reach

Responding to a crisis takes all hands on deck. This year, Feeding America Eastern Wisconsin created our first ever Government Relations Department. Don't worry. It's more fun than it sounds! Feeding America Eastern Wisconsin's mission is to solve hunger. We can't do that alone. Our new Government Relations Departments builds on Feeding America Eastern Wisconsin's collaborative foundation. Creating new partnerships with elected officials, community organizations, and leaders in Wisconsin, we work together to solve hunger. We advocate to end hunger by working to strengthen and protect the federal nutrition programs. We provide outreach and advocacy to connect those in need with resources.

One of the first things our new "little-department-that-could" put together was a webinar to explain to parents impacted by the pandemic how to utilize a new program that provides reimbursement for missed meals for kids at schools and childcare centers. We even had Governor Evers join us to help get the word out!

When Milwaukee families were in crisis due to severe storms and power outages, we partnered with the City and local businesses to help get families back on their feet. We will continue to work to maximize our resources and collaborate with others to partner to end hunger.

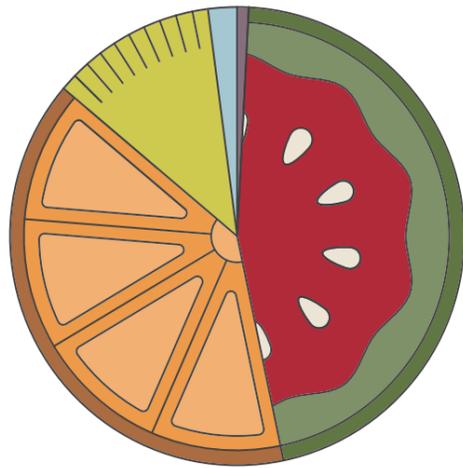
If you are interested in partnering or learning more, please reach out to Maureen Fitzgerald at [mfitzgerald@feedingamericawi.org](mailto:mfitzgerald@feedingamericawi.org).

Feeding America Eastern Wisconsin seeks to strengthen and protect the federal nutrition programs to ensure everyone has access to a healthy plate. FoodShare benefits are supplemental and do not make up a household's entire monthly food budget. Income—from employment, social security, disability benefits, unemployment—and emergency food from our network of partners help complete the meal plan for our struggling neighbors.

**\$1 = \$10** \$1 donated can purchase \$10 in groceries

**98%** of every dollar donated goes directly to supporting hunger relief

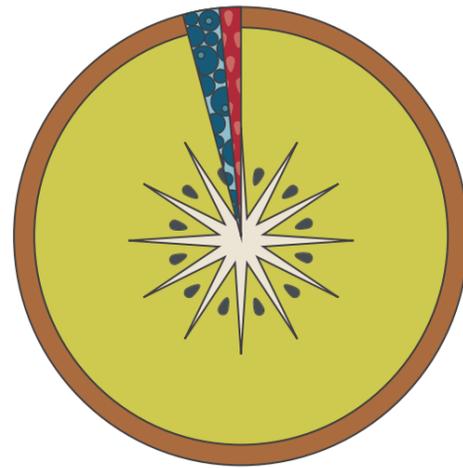
### Revenue and Other Support



**Total Support**  
**\$112,410,160**

- Donated Food: \$52,514,872 (46.72%)
- Federal Commodities and Related Funding: \$44,334,049 (39.44%)
- Contributions and Grants: \$13,357,992 (11.88%)
- Other: \$2,023,864 (1.80%)
- Shared Maintenance: \$179,385 (.16%)

### Expenses



**Total Expenses**  
**\$104,642,963**

- Program Services: \$102,166,639 (97.63%)
- Fundraising: \$1,692,223 (1.62%)
- General and Administrative: \$784,101 (.75%)



### 2021-2022 Officers

**CHAIR**  
**Michael M. Fordney**  
Retired Managing Director, Food & Consumer Group, BMO Harris Bank

**VICE CHAIR & GOVERNANCE COMMITTEE CHAIR**  
**Sally Piefer**  
Labor & Employment Attorney  
Lindner & Marsack, S.C.

**TREASURER AND FINANCE COMMITTEE CHAIR**  
**Barclay Ferguson**  
Chief Financial Officer  
LucidHealth

**PRESIDENT**  
**Patti Habeck**  
President and Chief Executive Officer  
Feeding America Eastern Wisconsin

### 2021-2022 Board Members

**Ralph Beck**  
Chief Operating Officer  
Wisconsin Health Plan, UnitedHealthcare

**Mark C. Behrens**  
Chief Financial Officer  
Johnson Financial Group

**Tom Faughnan**  
EVP, Residential Lending  
Associated Bank

**Arvind Gopalratnam**  
VP, Corporate Social Responsibility  
Milwaukee Bucks and Executive Director of Milwaukee Bucks Foundation

**Robert Jacques**  
Sr. Vice President Commercial Lines  
West Bend Mutual Insurance

**Andrew Jones**  
Attorney at Law  
Hansen Reynolds, LLC

**Scott Kolsky**  
Executive Vice President  
Kohl's

**Adam Landsverk**  
Chief Lending Officer  
Fox Communities Credit Union

**Cindy Moon-Mogush**  
Chief Marketing and Communications Officer  
Bethesda Lutheran Communities

**Dr. David Nelson**  
Associate Professor  
Family & Community Medicine  
Medical College of Wisconsin

**Joan Phillips**  
Partner  
Deloitte

**Thomas Putzer**  
Head, Base of the Pyramid Group  
Office of the Chairman & CEO  
SC Johnson & Son, Inc.

**Tammy Roou**  
Vice President  
Enterprise Compliance  
Northwestern Mutual

**John Rusiniak**  
VP Quality and Product Safety  
Lakeside Foods

**Franco Spraggins**  
General Counsel  
Eversana

**Mike Sprang**  
Supply Chain Manager  
Foth & Van Dyke, LLC

**Len Stecklein**  
Community Volunteer

**Denise Thomas**  
President and Owner  
The Effective Communication Coach, LLC

**Anil Tiwari**  
CIO  
US Venture Inc.

**Ellen Trytek**  
CEO  
Marketingtek

**Sherry Zhang**  
CEO  
GenoPalate, Inc.

### Staff Leadership

**Patti Habeck**  
President and CEO

**Bob Parsons**  
Chief Operating Officer

**Maureen Fitzgerald**  
Vice President of Government Relations

**Steven Lange**  
Vice President of Human Resources

**Bob Malicki**  
Vice President of Finance

**Scott Marshall**  
Vice President of Development & Communications

**Ron Tatum**  
Vice President of Operations

**Martha Collins**  
Director of Advocacy & Outreach

**Lisa Endl**  
Director of Communications

**Cassie Faulks**  
Director of Outreach NE

**Jeff Joslyn**  
Director of Food Resources

**Rick Perkins**  
Facilities & Safety Manager

**Liz Wollenberg**  
Director of Development and Programs

**Kendra Rios**  
Executive Assistant to President & CEO

# Our Guiding Principles

## Our Mission

To solve hunger

## Our Vision

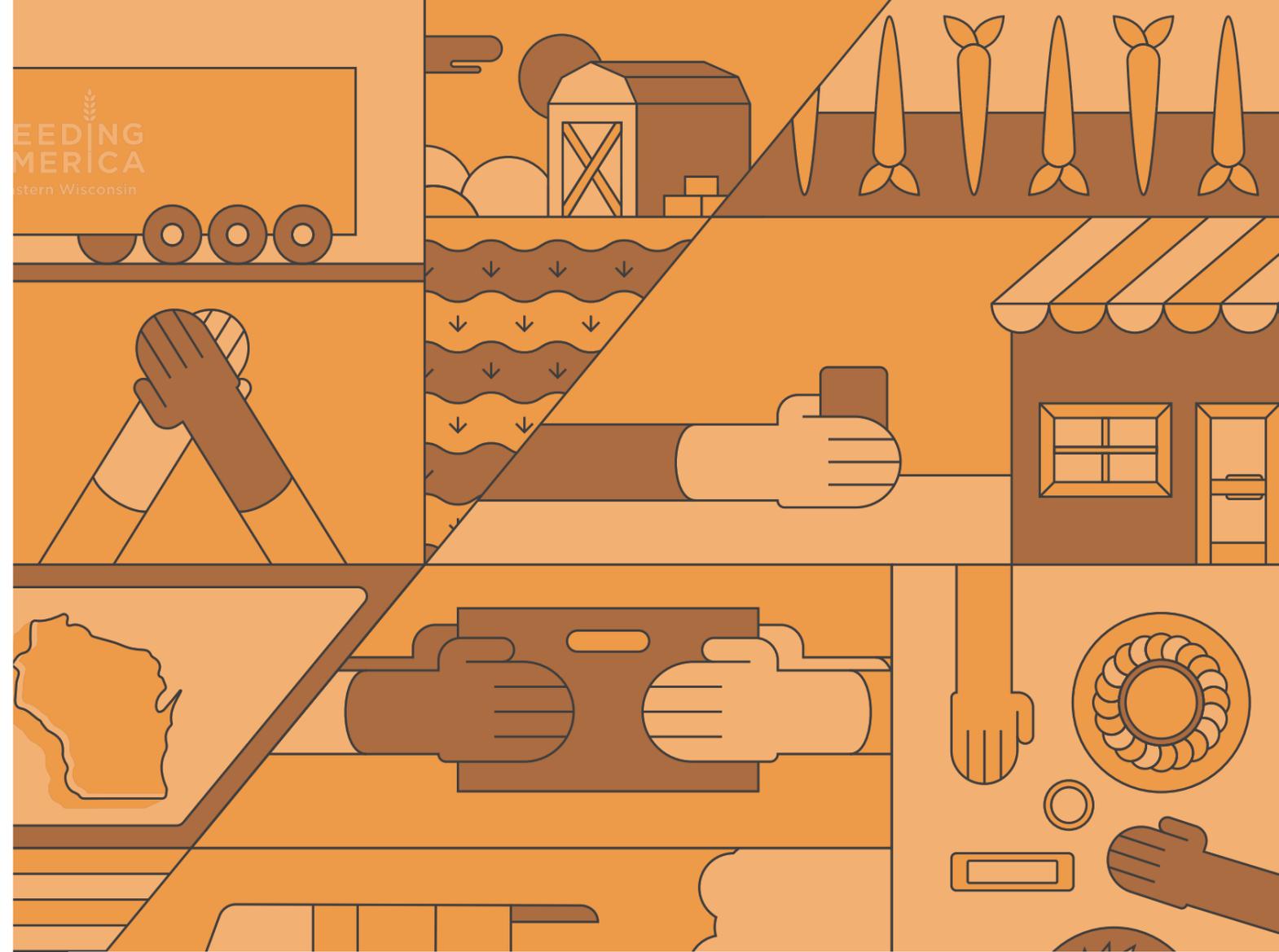
A hunger-free Wisconsin

## Our Values

- Collaboration
- Commitment
- Compassion
- Dignity
- Innovation
- Sustainability

## We Believe

- ... together we can solve hunger.
- ... access to nutritious food is a right for all.
- ... all people deserve to be treated with dignity and compassion.
- ... collaboration with partners throughout our community leads to innovative solutions.
- ... our people are our most valuable asset.
- ... in fiscal responsibility, transparency, and accountability.



Together  we can  
**SO**  **ve**  
**hunger**

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