

SHARE

SELF HELP AND RESOURCE EXCHANGE



Annual Report Fiscal Year 2009-10



SHARE

25 Years of Food and Community

MISSION

SHARE brings people together to build and strengthen community through volunteer service. SHARE enables communities to respond to basic needs and provides access to good, nutritious food at reduced cost through a self-help distribution system. SHARE fosters the dignity and self-worth of each person and acts from a commitment to serve the common good.

WHAT WE DO

SHARE is a nonprofit food buying club that helps families stretch their food dollars through community-based, volunteer-driven distribution systems. Everyone is welcome to save money on food and make a difference in their community through SHARE.

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LETTER FROM THE BOARD PRESIDENT

It is with great pride that we present the Annual Report for 2009-2010, SHARE's 25th anniversary year.

I also recently celebrated 25 years with SHARE, most of which has been spent as a host site volunteer. I think back to the myriad of Saturdays over those 25 years of counting food and loading trucks at the warehouse and then unloading them at our host site on the east side of Milwaukee through heat, blizzards, rain, road problems and truck problems. The end of each successful Saturday distribution provided a concrete sense of group accomplishment.

I realized that I value the experience of working with other volunteers perhaps more than the great food deals for my family. Of course I felt that the food choices, especially the fresh produce, improved the lives of our members. But there was also such a sense of facilitating something good for the community. And it was fun. Each volunteer was needed and crucial to the smooth process of getting food into the hands of the members. The drivers, set-uppers, sorters, counters, baggers, carriers, cashiers and cleaners each were needed to make our community purpose succeed. Each did as they were able. Each made a contribution, even if it was just saying, "Thank you".

This Annual Report shows the big picture for SHARE after 25 years. The Board's job is to build on where we have been. We have a firm foundation in an extraordinary cadre of dedicated and skilled volunteers who clearly understand the benefits of working together for a common goal, and a great staff who promote this concept.

In order to move forward on an informed basis, the Board has taken on two studies. First, we wanted to know more about our consumers and their opinions about SHARE. We are in the process of conducting a survey to find out how we may improve our products, services, support and outreach.

The second study seeks to explore alternative funding possibilities. We believe that as a non-profit, SHARE does much more than provide food at a very reasonable cost. We are also committed to community development and enrichment. Each month over a thousand SHARE volunteers work to help their communities. We know this work has value and will be testing that belief during the year to come. We look forward to building friendships and spreading information about SHARE in the broader community. Additional financial support from friends and foundations will allow us to maintain the value of our food products and continue building stronger communities.

I would like to thank each and every volunteer who contributes to their community through SHARE, as well as all of the dedicated members of the Board and the generous donors who have offered their financial support. From our solid foundation, we will grow into our brighter future.



Stephen B. Swigart
SHARE Board President

IN TIMES OF UNCERTAINTY...



In the aftermath of a historic economic downturn, many families in SHARE's service area continued to wonder how to make ends meet. Layoffs and long-term unemployment impacted family budgets, poverty rates increased, and foreclosures numbered in the tens of thousands. Food insecurity, a limited or uncertain access to nutritionally adequate and safe foods, remained at the highest levels since surveys began in 1995. The Wisconsin SNAP (food stamp) caseload climbed 29% during the year to over 346,000, the highest level in records dating to 1985. The national food hardship rate (not having enough money to purchase sufficient food) hovered around 18%; in Milwaukee, food hardship rates were over 22%. Studies found that many families were forced to cut back on healthier options in favor of processed foods.

"I eat healthier, better, home-cooked foods because of SHARE. I've lost over 100 pounds and am still losing because SHARE's foods allow me to cook meals from scratch. I meet some of the nicest people each month when I work at the distribution site. SHARE gives me one place each month that I don't want to miss!"

**ELLEN NESTLER, SHARE MEMBER
RACINE, WI**

	Residents Living In Poverty	Food Insecurity	Very Low Food Security
Wisconsin	12.4%	11.4%	4.4%
Michigan	16.2%	13.4%	5.0%
Illinois	13.3%	12.2%	4.4%
Minnesota	11.0%	10.5%	4.1%
Milwaukee	27%	not available	not available

#4

Milwaukee's rank among the nation's poorest cities, 2009

39.2%

Poverty rate in Milwaukee Central City neighborhoods

#1

Rank of food assistance requests to Milwaukee 2-1-1 referral service

23%

Increase in demand to Milwaukee-area food pantries



Sources: Wisconsin Department of Workforce Development; US Census Bureau: "American Community Survey, 2009"; The Center For Responsible Lending; USDA Economic Research Service: "Household Food Security in the United States, 2009"; Wisconsin Department of Health Services: "FoodShare Wisconsin Program at a Glance, September 2010"; Food Research and Action Center: "Food Hardship: A Closer Look At Hunger"; Hunger Task Force: "October 2010 QuickFacts"; *The Wall Street Journal*, November 1, 2009: "Eating Healthy Takes a Downturn During Recession"; *Milwaukee Journal-Sentinel*, September 28, 2010: "Milwaukee now 4th poorest city in nation"; Impact 2-1-1 2009 Annual Report.

FAMILIES COULD COUNT ON SHARE

SHARE stands strong as a resource for families to purchase healthy food at affordable prices. Every month, nearly 8,000 families in roughly 200 communities save 30-50% on supermarket quality food through SHARE's volunteer-driven distribution systems.

As a private 501(c)(3) nonprofit, SHARE is primarily self-funded, generating over 90% of its revenue through food sales. The organization receives no government funding. This unique model enables SHARE to welcome everyone to save on food—there are no income limits or eligibility requirements.

The Classic SHARE program, which celebrated its 25th year of service during this fiscal year, operates like a food buying club. Members place orders early in the month and pick up food later in the month. SHARE pools the orders to maximize purchasing power on the wholesale market. A volunteer-run distribution network spanning four states keeps costs low during every step of the process.

In contrast to the Classic SHARE pre-ordering system, SHARE's Mobile Market holds monthly food sales at nearly two dozen Milwaukee-area partner organizations. Customers purchase food on the spot, making it convenient to access SHARE savings. Read more about Mobile Market on the following page.

During the holidays SHARE offers dinner packages that serve a family of six with all the fixings for \$25. In 2009, SHARE distributed 12,946 Thanksgiving Dinner Packages and 5,750 Christmas Dinner Packages. Dozens of partner organizations raised money to purchase packages for families in need. In addition, SHARE volunteers, staff and board raised funds to purchase dinner packages for 194 deserving families through a Christmas Challenge campaign.

SHARE's impacts on food security are impressive, but perhaps its most profound impacts are less obvious. By promoting volunteerism, SHARE increases the ability of communities to address unmet needs. In the process, volunteers learn new skills, grow leadership capacity, and serve their neighbors with dignity and respect.

BY THE NUMBERS

30-50%

SHARE savings compared to grocery store prices

\$3,332,430

Cost of food to Classic SHARE members

190,424

Total hours given by SHARE host site volunteers

\$8,580

Value of excess food SHARE donated to food pantries

0

Eligibility requirements to purchase food through SHARE

\$5,554,050

Cost of that same food in supermarkets

\$2,856,360

Estimated value of host site volunteers' time

14%

Increase over prior year in SNAP (food stamp) purchases

7,934

Families Classic SHARE serves in an average month

\$2,221,620

Savings obtained by Classic SHARE members

10,490

Total hours given by main office/warehouse volunteers

\$61,750

Value of SHARE warehouse space utilized by Milwaukee-area food pantries, social service providers and local food networks

196

Classic SHARE host site pick-up locations

18

New communities served by Classic SHARE

18,696

Holiday dinner packages distributed

22

Mobile Market locations

HIGHLIGHTED PROGRAMS

Mobile Market

SHARE's innovative Mobile Market program continues to improve access to healthy, affordable foods in areas of Milwaukee that lack traditional supermarkets. Now in its second year of operation with generous support from the Greater Milwaukee Foundation, the Mobile Market works with local partner organizations to host monthly food sales that make it convenient for residents to save on quality foods.



Mobile Market partners include job centers, community-based organizations, churches, health department facilities and educational programs. Mobile Market sales are also being held at public housing facilities, where elderly residents and those who are less mobile benefit greatly from on-site food shopping.

Over the course of the fiscal year, the Mobile Market held a total of 212 sales events at 24 locations, serving over 6,300 customers with more than \$57,000 in savings.

Encouraged by the community's positive response to the Mobile Market, SHARE partnered with Public Allies Milwaukee for additional staffing. To increase visibility, the Mobile Market truck was branded with colorful, engaging messaging and indoor/outdoor signage was developed. Staff piloted a membership card program to cultivate repeat customers. And community members came together to construct a customized cart system to safely transport food in and out of the sale locations.



In addition to providing access to quality foods, the vision for Mobile Market includes helping families make healthy food choices. Researchers and students are teaming up with local residents to develop a culturally appropriate nutrition education curriculum that will dovetail with Mobile Market food sales. The project is made possible with support from the Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment and in collaboration with the Center for Urban Population Health, the University of Wisconsin School of Medicine and Public Health, the Milwaukee Health Department, the University of Wisconsin–Milwaukee School of Public Health, the Medical College of Wisconsin and UW-Extension.



SHARE's Sheila Cares Food Fund

To extend SHARE's impact on food security, the SHARE Cares Food Fund was established in late 2009 to help feed families in need. The value of donations to the fund is stretched by the power of SHARE's volunteer network. Recipient families are identified by SHARE volunteers, who are leaders for food security in their communities.

In October 2010 the fund was renamed the Sheila Cares Food Fund in honor of outgoing Director of Finance and Administration Sheila Salsman, who retired for health reasons. In total during this fiscal year, SHARE members and friends donated \$25,766 to the fund, enabling the volunteer network to distribute over 1,000 food packages to families in need. Within that total, 1,250 SHARE members gave over \$4,400 to the fund by rounding up their online orders, an inspiring example of the way that even small contributions can add up to make a big difference through SHARE.

FINANCES

Financial Position as of September 30, 2010

ASSETS

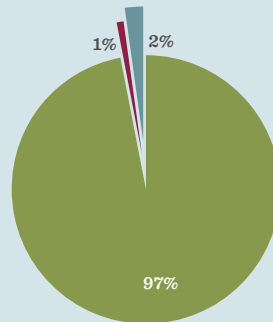
CURRENT ASSETS

Cash and Cash Equivalents	\$121,574
Accounts Receivable	76,699
Inventory	59,789
Prepaid Expenses	2,796
Total Current Assets	260,858

Investments	492,657
Property and Equipment	46,351
Other Assets	0

Total Assets \$799,866

REVENUE



■ Food Revenue
■ Other Income
■ Grants & Donations

LIABILITIES & EQUITY

CURRENT LIABILITIES

Accounts Payable	\$196,398
Accrued Liabilities	14,406
Unearned Income	11,496
Current Maturities of Long-Term Debt	5,689

Total Current Liabilities 227,989

LONG-TERM LIABILITIES

Long-Term Debt	14,878
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Total Liabilities 242,867

NET ASSETS

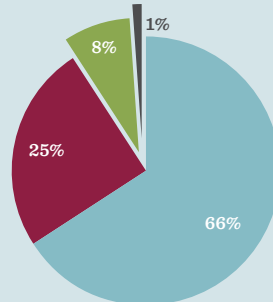
Unrestricted	549,149
Temporarily Restricted	7,850

Total Net Assets 556,999

TOTAL LIABILITIES & NET ASSETS

\$799,866

EXPENSES



■ Food Purchases
■ Program Services
■ Management & General
■ Fundraising



Thank you to our donors

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	<i>Paul & Eileen LeFort</i>		<i>Anonymous</i>	<i>Nash Finch Company</i>	
				<i>OfficeTeam</i>	

SHARE LOCATIONS

● Classic SHARE

● Mobile Market



SHARE

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