



FoodFinder

2021 ANNUAL REPORT



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THE 10 KEY VALUES OF FOODFINDER

“*We recognize that...*

1. Massive problems need massive solutions
2. Gratitude is wonderful and worth expressing
3. Service is NOT saviorism
4. We can always be better
5. Hope must triumph over cynicism

We Will Always...

6. Remember the faith placed in us
7. Face the urgency of now
8. Encourage each other
9. Care enough to go beyond
10. Respond with “just you wait”

a letter from

OUR FOUNDER

As I sit down to write this, I reflect on how this Annual Report is the first one we've formally published since the pandemic began. So to try and distill FoodFinder's experience (not to mention our collective human experience) of the past two years down to a single page seems... daring. But so are we!

In 2021, FoodFinder served its millionth user. We went from three team members to a dozen over the summer. We partnered with the likes of Google and No Kid Hungry / Share Our Strength to do what we've done for 7+ years: help Americans in need find and get help from free food programs in their community.

As we approach Year #3 of alleviating hunger in the age of COVID, I'm reminded of Audre Lorde's reminder that "there is no such thing as a single-issue struggle." Since the pandemic began, America's racial, educational, and labor tensions have all come to a head. There are so many struggles out there, and the fight against hunger is connected to each one. It's up to us to do our part and make the whole system more kind, connected, and fair for all. The work starts now - just you wait. Thank you for reading and following our journey!

Jack Griffin
Founder/CEO of FoodFinder



2021 IMPACT

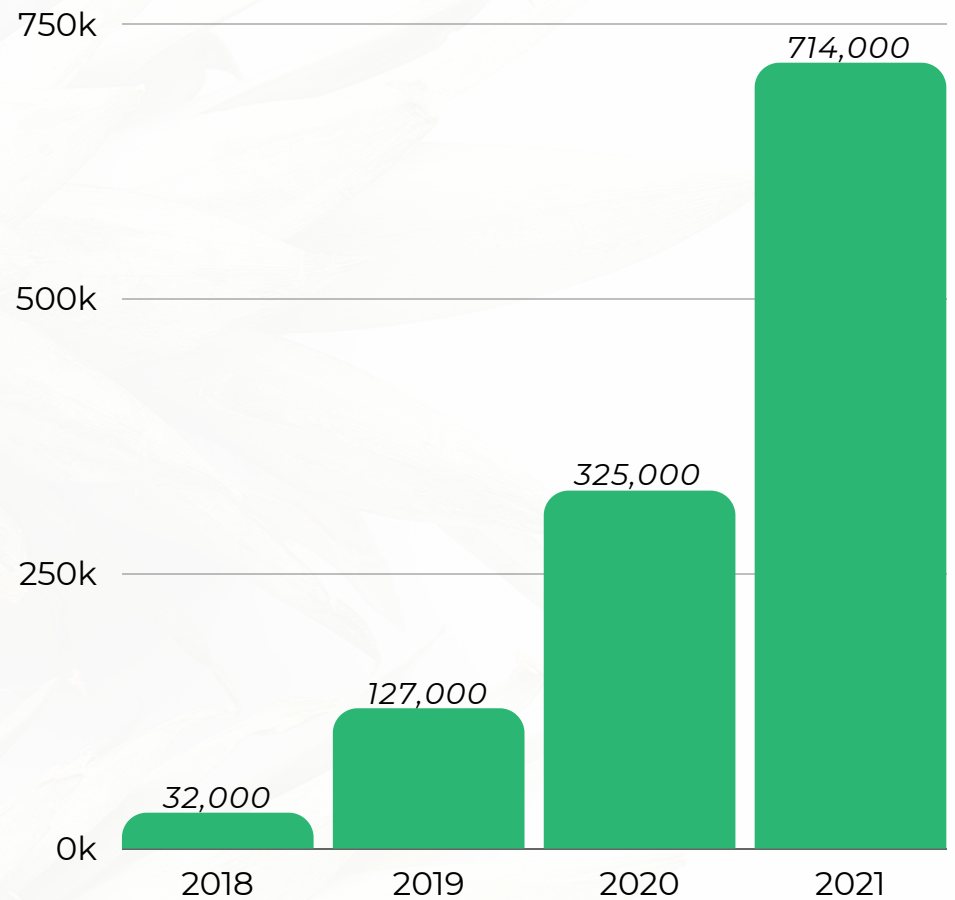
714,291 PEOPLE

served by FoodFinder's platform

10,000 CITIES

nationwide covered with food
pantry information

Growth in People Served



CUMMULATIVE IMPACT DURING COVID

Surpassed *1 million* users served
since March 2020

An average of *1,300 people every
day* have pulled up our food pantry
map since the pandemic began

number 1

IMPACT STORY

A Returning Citizen in East Atlanta

“Mr. Coslow is a man who lives east of Atlanta and called us as the pandemic was just beginning. He described how he had just been released from jail and was currently living in an abandoned home with three other friends as they sheltered in place to avoid COVID-19. He had limited power for his phone and needed help with food, ideally food that could be delivered to his address. Despite the bleak picture Mr. Coslow painted regarding his struggle with homelessness, he was remarkably respectful, kind, and grateful for any assistance we could offer. As our hometown, Atlanta’s food pantry landscape is very well covered, so even though Mr. Coslow’s predicament was among the most challenging we had come across at the outset of the pandemic, we got him food in no time via some of Atlanta’s finest free food programs.”

number 2

IMPACT STORY

A Couple in the California Desert

“On the other side of the country from our hometown of Atlanta, the Franks wrote our team near the turn of the new year in need of food aid in Victorville, California. Victorville is a small town quite literally in the desert between Los Angeles and Las Vegas. As with many of the rural families we serve, difficulty with transportation and a low density of free food programs in their area were barriers we had to overcome to get the Franks help. But thanks to the amazing work of our data team, we already had the entirety of the Victorville and Apple Valley communities covered with up-to-date information on food pantry aid. We got the Franks connected to several meal distributions that offered the help they were looking for!”

number 3

IMPACT STORY

An All-Spanish Connection in Our Own Community

“

Ms. Cisneros is a woman who lives not too far from where FoodFinder is based, and she wrote to us for help in Spanish. Especially with Spanish being the most common language spoken by our users after English, connecting folks to food resources with directions in Spanish is a common practice. However, what made her situation so challenging was that she described (still in Spanish) how she "was not able to enter" the pantries we initially sent her, most likely due to a requirements issue. Many food pantries, for instance, require a photo ID or other government documentation to obtain food from their programs. While we want all our users to know that we want to respect their privacy as much as possible, we also want clients to know that we'll stop at nothing to get them the food they're looking for. Once Ms. Cisneros shared her predicament with us, we connected her to 2 "open" food pantries nearby that didn't have any requirements to receive assistance and we got her the help she needed.

”

THE 5 PILLARS OF FOODFINDER'S MISSION

What are FoodFinder's 5 Pillars? The key areas that, when managed and aligned, allow us to be the most effective and impactful nonprofit we can possibly be.



BRAND



AWARENESS



PRODUCT



FINANCE



OPERATIONS



5 PILLAR RECAP:

Strengthening Our Brand



BRAND

FoodFinder continues to be recognized on the national stage for the quality of our service and scope of our impact. In 2021, FoodFinder earned...



Forbes

Forbes 30 under 30 Honors



Atlanta Hawks MLK
"True to the Dream" Award



TechCrunch Feature on
Partnership with Google

5 PILLAR RECAP:

Unprecedented Awareness

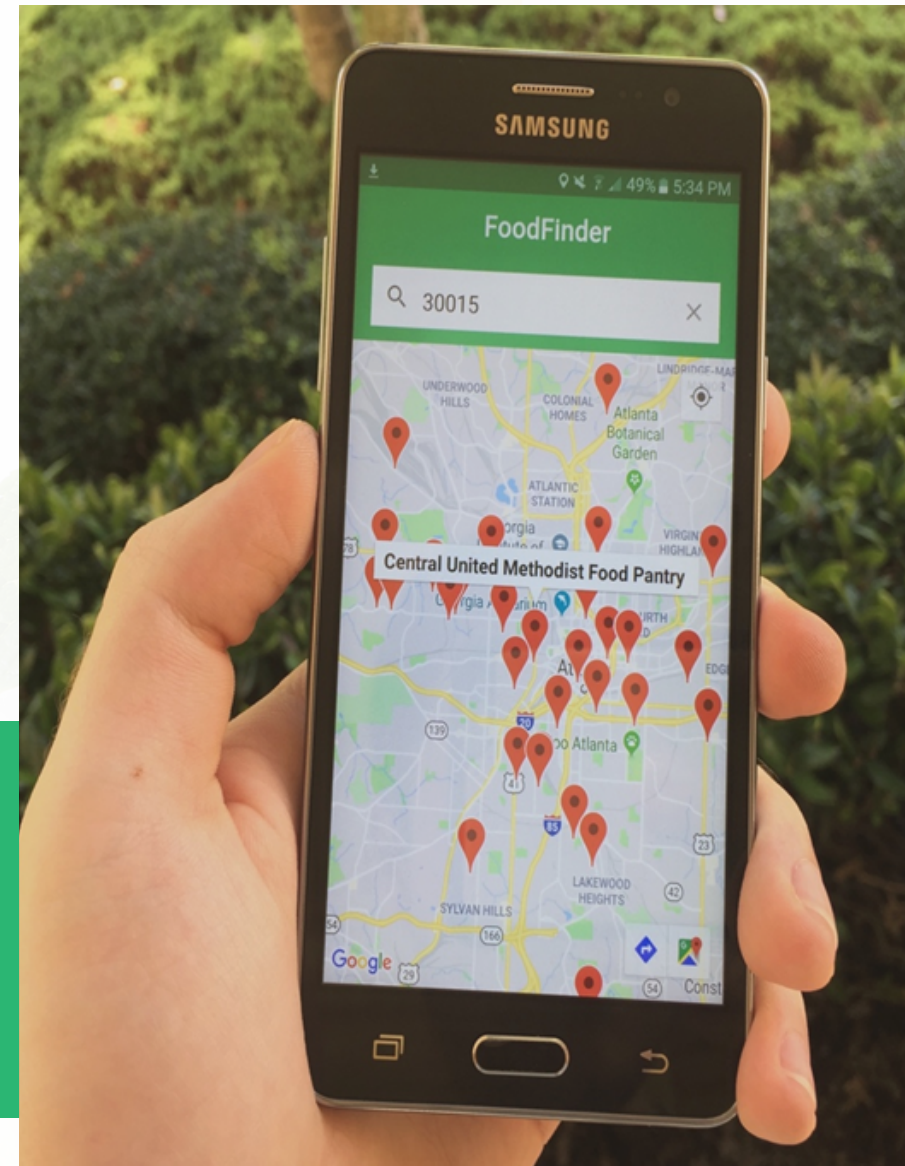


AWARENESS

Awareness of FoodFinder's platform is the single biggest determinant of our ability to reach and serve the population we aim to help. In Year 2 of combatting COVID-related food insecurity, FoodFinder...

Served an average of nearly 2,000 people per day

- twice as many as 2020
- six times as many as 2019



5 PILLAR RECAP:

Creating New Anti-Hunger Products



PRODUCT

FoodFinder's product is how we connect families looking for help with the places that offer it. In addition to our core website/app, our 2021 was defined by creating and enabling new Hunger Relief Platforms for one of the nation's premier anti-hunger charities, a major university, and one of the biggest companies in the world.



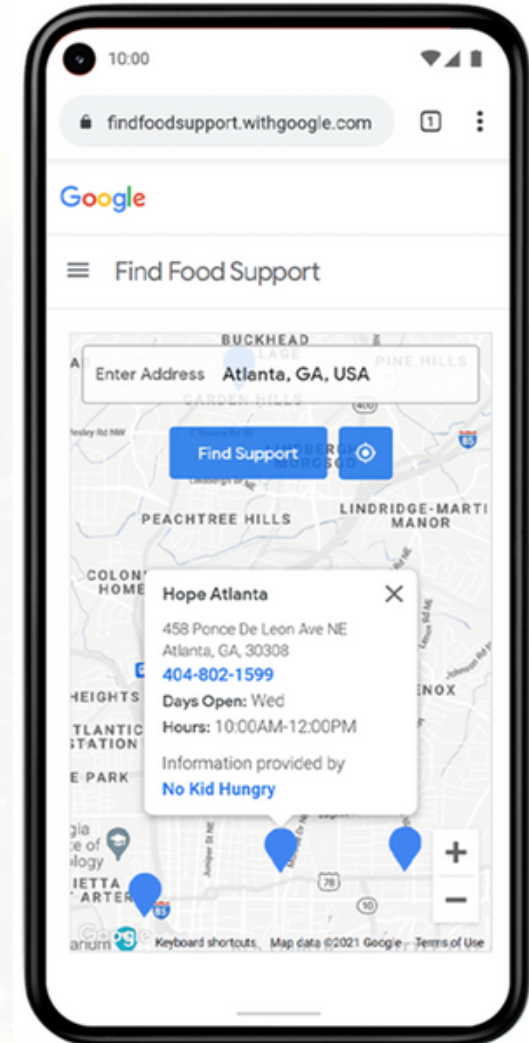
Formed partnership with Google to launch their "Find Food Support with Google" website



Extended partnership with Share Our Strength to continue powering their "Free Meals Finder" platform



Extended partnership with the University of Illinois Extension Program to continue powering their "Find Food Illinois" platform



5 PILLAR RECAP:

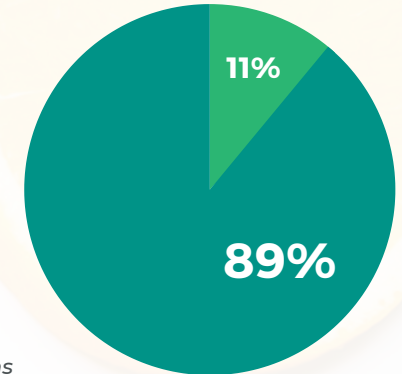
Incredible Financial Sustainability





FINANCE

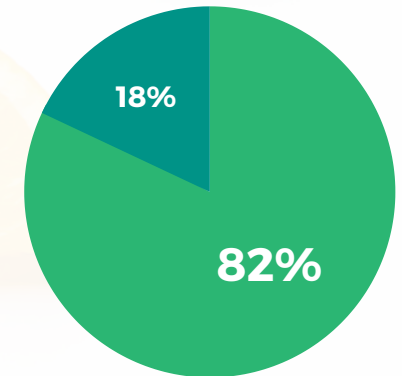
FoodFinder is the most financially sustainable it has ever been. Earned revenue from our data-sharing partnerships have helped us reinvest into our mission, serve far more food insecure families than we could otherwise, and rapidly grow our team. Grants and donations remain vital to our success, but we're thrilled to be in control of our destiny as a young, healthy nonprofit organization.

Pre-pandemic
\$437k in 6 yrs.
(2014 – 2019)



 = Grants/Donations
 = Earned Revenue

Mid-Pandemic
\$600k+ in <2 yrs.
(2020 – 2021)



5 PILLAR RECAP:

*Growing our Team &
Supercharging Our Operations*

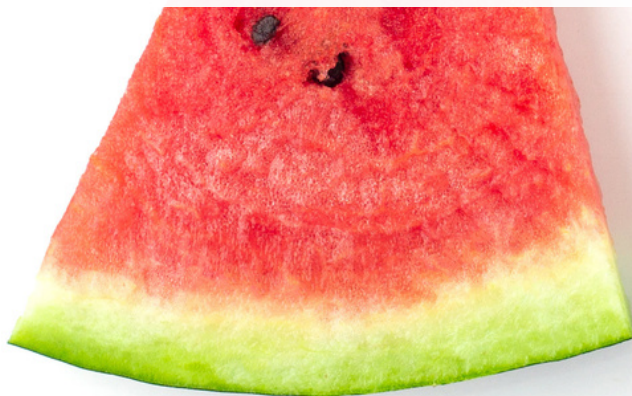


OPERATIONS

To keep up with the demand for our service, FoodFinder's team grew exponentially during the pandemic, as did the size and quality of our database! Over the course of 2021, FoodFinder...

Went from
3 to 10 team
members

Passed 50k
food pantry
listings





HOLIDAY COMFORT AND JOY CAMPAIGN RESULTS

After another difficult but successful year of addressing COVID-related hunger, FoodFinder launched our only major fundraising campaign of year in December 2021. The goal? To raise \$5,000 to reach 100,000 people with our platform and help them find Comfort & Joy knowing when/where to get free meals nearby.

Donors new and old chipped in amounts ranging from \$10 to \$5,000, and in total, we raised more than \$13,000! This support will be invested directly into our digital outreach in 2022 to connect food insecure Americans with food pantry information.



FoodFinder

Our Find Comfort & Joy Campaign last year raised

\$13,488

This amazing support will allow us to connect 250k Americans to food aid in 2022.

Thank you to everyone who contributed!!

GOALS FOR 2022

1

Double our impact for the 5th straight year by serving more than 1.5 million people with our website & mobile app in 2022

2

Have 9 out of every 10 food pantries in America be listed on our platform by surpassing 55,000 total food assistance program listings in our database

3

Get “Back to Basics” and embed all facets of our internal operations with the best practices and efficiencies indicative of an elite nonprofit startup

PARTNERS OF FOODFINDER



FUNDERS OF FOODFINDER



FOODFINDER TEAM MEMBERS



Jack Griffin
Founder/CEO



Lynn Carli-Griffin
Chief Operating Officer



Vikki LaFave
Vice President of Data
Operations



Lisset Olivarria
Area Manager



Nicole Nixon
Snap-Ed Coordinator &
Public Health Manager



Teresa Tate
Area Manager



Abby Christensen
Area Manager



Dorsa Hanaei
Development &
Outreach Coordinator

FOODFINDER BOARD MEMBERS



Chris Cherian
Gatherly
Founder/CEO



Chris Slaughter
Multi-time Nonprofit
Executive Director



Daryl Evans
CMO at YellaWood,
Former VP American Cancer Society



Mike Royal
Senior Partner at Partners Risk Services,
GA State Board of Education



Jeff Griffin
VP of Strategic Accounts
at nFinite + Board Chair



Kevin Hunter
Chief Commercial Officer
at Catalina



Jack Griffin
FoodFinder
Founder/CEO

