

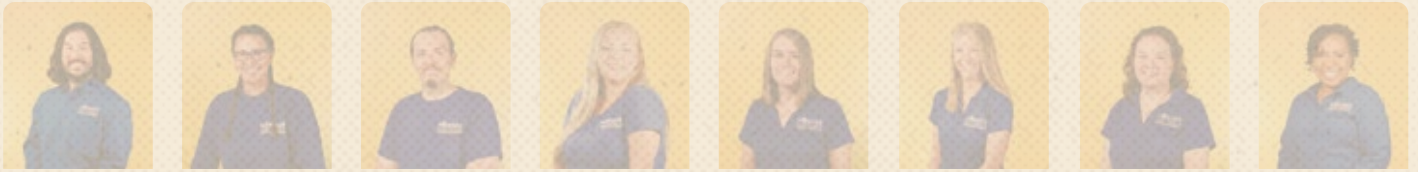


50 Years

HONORING THE PAST, BUILDING THE FUTURE

**50 YEARS OF ADDRESSING HUNGER
1974-2024**

HUNGER TASK FORCE | 2024 ANNUAL REPORT



MISSION STATEMENT



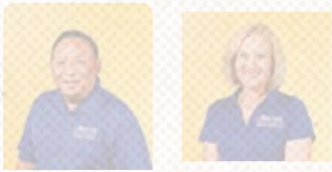
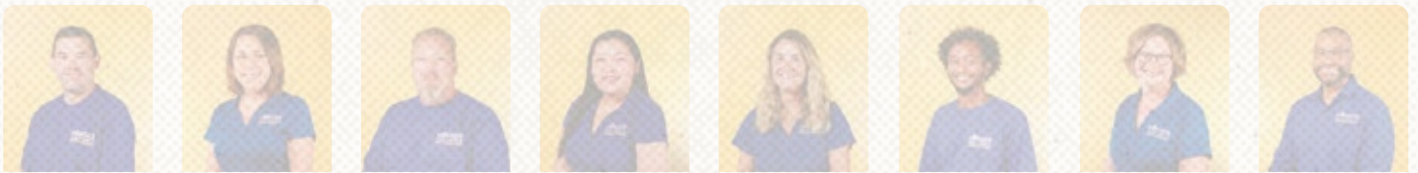
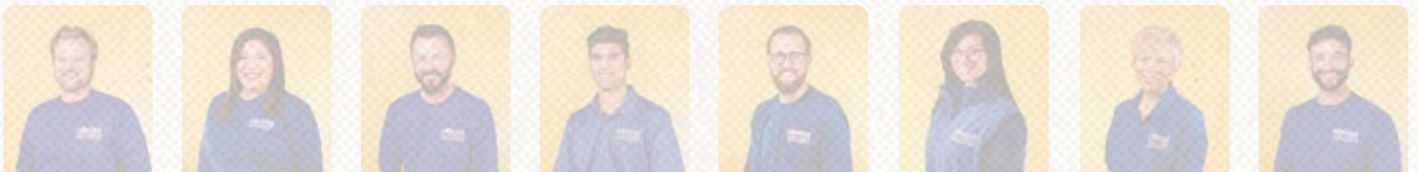
HUNGER TASK FORCE BELIEVES THAT EVERY PERSON HAS A RIGHT TO HEALTHY FOOD OBTAINED WITH DIGNITY. WE WORK TO PREVENT HUNGER AND MALNUTRITION BY PROVIDING FOOD TO PEOPLE IN NEED TODAY AND BY PROMOTING SOCIAL POLICIES TO ACHIEVE A HUNGER FREE COMMUNITY TOMORROW.



CORE VALUES



DIGNITY - JUSTICE - EQUITY - COMPASSION - STEWARDSHIP



HUNGER TASK FORCE

FREE & LOCAL

HUNGER TASK FORCE IS MILWAUKEE'S ONLY FREE & LOCAL FOOD BANK AND WISCONSIN'S ANTI-HUNGER LEADER.



MESSAGE FROM THE CEO



2024 was an auspicious year, as Hunger Task Force celebrated and reflected upon our 50th year of service as an organization. Growing up in Milwaukee, I especially admired the impact that Hunger Task Force made for kids living in poverty.

Throughout our history, our community has stepped up in so many unique ways to help our neighbors during their time of need. To honor many of the inspiring and extraordinary stories, innovations and partnerships that have defined our history, we created the 50 Faces of Ending Hunger series. I encourage you to check it out by scanning the QR code on the back cover of this report.

It was also a unique year in its own right within our history. We celebrated the career of my longtime mentor Sherrie Tussler, who retired after 27 years of impactful service as CEO. During her remarkable tenure, Sherrie built a strong and responsive organization that successfully navigated many challenges including the Great Recession and COVID-19 pandemic. Sherrie’s leadership cultivated a spirit of innovation, tenacity and deep connection to our mission that remains true.

- Our work continues to be deeply rooted in our values of dignity, justice, equity, compassion and stewardship, which foster rich collaboration, partnerships and innovation.
- More than 15,000 community volunteers gave their time in support of our mission.
- Our statewide coalition, the Hunger Relief Federation, grew to over 150 member organizations in 62 counties throughout Wisconsin.
- Nearly 10,000 low-income seniors were served every month.
- The Farm had another banner year of production despite one of the wettest springs in Wisconsin’s history.
- Over 400,000 meals were served through our Summer Meals Collaborative.

Across all our programs, we served more than 50,000 people every month. Amidst inflated costs of living, the number of people seeking help continued to increase throughout the year. Most of our clients cited exorbitant increases in housing prices as a primary driver of their financial crisis. The community stepped up to meet the need at every turn, and we excelled in providing professional service with compassion and dignity at the forefront.

As you’ll see in this annual report, Hunger Task Force is in a strong position financially, organizationally and programmatically. Thank you for your generous support of our mission and help to make this impact possible. Whether you gave of your time, talents or treasure, you made a difference in the lives of others.

Sincerely,

Matt King, CEO



“Amidst inflated costs of living, the number of people seeking help continued to increase throughout the year...The community stepped up to meet the need at every turn, and we excelled in providing professional service with compassion and dignity at the forefront.”

50 Years OF ADDRESSING HUNGER

1974

Joe and Joyce Ellwanger establish a modest office within Cross Lutheran Church, organizing a coalition to advocate for school breakfast programs and ensure local children have access to nutritious meals.

1975

Under Executive Director Karen Royster (1975–1978) the organization broadens its mission and rebrands as Hunger Task Force to focus on combating food insecurity through advocacy, service and policy work.

1978

Barb Notestein, Executive Director (1978–1984), successfully persuades Milwaukee City and County to accept federal funding for food stamp programs.



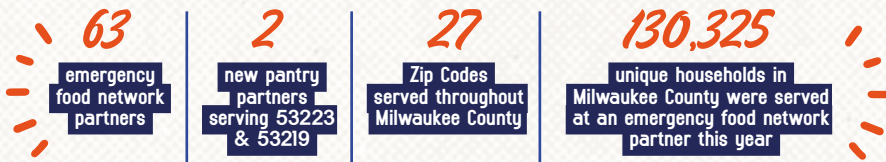
DISTRIBUTING HEALTHY FOOD

Hunger Task Force has a 50-year history of feeding the community. What started as advocacy to secure school breakfasts for Milwaukee kids has grown into a deep-rooted mission to feed families and seniors facing challenging times.

Today, our food bank serves as a vital safety net, delivering healthy, free food to local pantries, shelters and meal programs across Milwaukee County. Through this network, families receive nutritious food with dignity, when and where they need it. As Milwaukee's only free and local food bank, we remain dedicated to providing food and support without cost or barriers.

Food pantries in the emergency food network operate with a choice model that gives shoppers a degree of selection over the food they receive. The pantries are "supermarket-style" and are designed to look like a grocery store with aisles of healthy options from the different MyPlate food groups – grains, dairy, protein, vegetables and fruits. This model puts autonomy in the hands of seniors and families to select the best foods for their households.

"Our partnership with Hunger Task Force is a model example of the synergies that are possible when two organizations are perfectly aligned to deliver services. We have worked well together to overcome the challenges of increased food prices and increased visits to our pantry to meet the cultural and nutritional needs of the community," says Lo Neng Kiatoukaysy, Executive Director of Hmong American Friendship Association, Inc. (a Hunger Task Force emergency food network partner).



50 Years OF ADDRESSING HUNGER

1981

The Food For Families campaign launches in partnership with WISN 12.

1997

Sherrie Tussler becomes CEO (1997-2024), establishing a new headquarters and overseeing the distribution of federal commodity foods.

2002

Hunger Task Force secures the Commodity Supplemental Food Program (CSFP) contract and begins delivering Stockboxes to low-income seniors across Milwaukee County.



AND CULTURALLY FAMILIAR FOOD

Over the past five decades, Hunger Task Force has developed a strong legacy in food banking, always pushing forward with innovative solutions and a commitment to providing culturally familiar foods to those in need.

TRIBAL ELDER TRADITIONAL FOOD BOX

Hunger Task Force introduced the Tribal Elder Traditional Food Box program to support Milwaukee's Indigenous families with culturally familiar, nutritious food. Each box contains 100% Wisconsin-sourced products, featuring items from small- and medium-sized farmers as well as Indigenous producers. By establishing strong relationships with local Tribal farms, we distribute 150 boxes each month in collaboration with four local Tribal agencies, promoting food sovereignty while supporting local producers.



LOCAL FOOD PURCHASE ASSISTANCE (LFPA) PROGRAM

Hunger Task Force joined the USDA's LFPA program to purchase nearly \$250,000 of fresh, locally grown food and meats from eight small- and medium-sized Wisconsin farms. These purchases enhanced the nutritious food Hunger Task Force already provides through produce grown at The Farm, to offer more nutrient-dense, culturally familiar meats and produce for families in need. Hunger Task Force supported local farm communities while feeding families across 29 Wisconsin counties.



HALAL BOX

Hunger Task Force distributed culturally familiar Halal food boxes to families in need. Hundreds of boxes were strategically provided to partners within the Hunger Task Force emergency food network, serving a diverse population of refugee and immigrant families. In March, 600 additional Halal boxes were packed and distributed in partnership with Hanan Refugee Relief Group in celebration of Ramadan, with Hunger Task Force supplying 13,800 pounds of healthy food and 500 Halal chickens for the event.



2005

The Summer Meals Collaborative, known as the "Milwaukee Model," launches to address child hunger during the summer months.

2008

Hunger Task Force supports the community during the Great Recession, meeting increased needs alongside strong local support.



ADVOCACY + FOODSHARE

For over 15 years, our FoodShare Advocates have been a safe and trusted team that connects vulnerable families to food benefits through the FoodShare program.

Hunger Task Force empowered tens of thousands of diverse families and seniors across Milwaukee to connect with the FoodShare program, ensuring access to healthy groceries and food with dignity.

- Hunger Task Force’s FoodShare Outreach Team—who speaks over a dozen languages—served 27,295 people across Milwaukee County in 2024.
- 45% of clients were served in Spanish.
- Hunger Task Force purchased and began renovation of a new FoodShare outreach center on Historic Mitchell Street just two blocks away from the current Robles Center. This exciting development – opening in March – will become the permanent home of the Southside Community Resource Center.



2009

The FoodShare Outreach Program is established to help families access SNAP benefits and other critical resources.

2010

Hunger Task Force introduces Nutrition Education to promote healthy eating habits to local students, families and seniors.

2012

Hunger Task Force signs a lease with Milwaukee County Parks and begins full-time operations at the Hunger Task Force Farm in Franklin, WI, powered by Harley Davison.



TOP: Partners from the Red Cliff Band of Lake Superior Chippewa show off a new semi-truck made possible through funds administered by Hunger Task Force.

LEFT: Member of the Hunger Task Force Advocacy department visit Washington D.C. to meet with legislators and advocate for anti-hunger policy.



At Hunger Task Force, we are dedicated to ending hunger through advocacy and public policy. In 2024, our advocacy team worked directly with key legislators to lobby for policies that protect and strengthen nutrition programs, including support for the federal Farm Bill. Additionally, this year we relaunched Voices Against Hunger, a platform that empowers Wisconsinites to champion anti-hunger priorities. Through Voices Against Hunger, community advocates are informed about issues that impact hunger and are provided ways to take action to advocate for federal and state policies that impact the nutrition of children, families and seniors in their community.



Through the USDA's WIC Community Innovation and Outreach (WIC CIAO) grant, Hunger Task Force expanded its efforts to connect more families to the Women, Infants and Children (WIC) program. The project focused on Milwaukee County, Tribal communities and targeted rural areas and used innovative outreach strategies, including focus groups with moms and guardians, as well as a digital marketing campaign to connect rural families to WIC resources.

2015

The Hunger Task Force Mobile Market launches, bringing healthy food to underserved neighborhoods throughout Milwaukee County.

2016

The Hunger Relief Federation of Wisconsin is established to expand statewide efforts to combat food insecurity.



ADDRESSING CHILDHOOD HUNGER

In the 1970s, Hunger Task Force began as a group of concerned citizens determined to feed local kids and bring free school breakfasts to children in Milwaukee. Over the last five decades, nourishing kids has remained central to our mission.

Feeding kids is at the heart of what we do at Hunger Task Force. In 2005, Hunger Task Force developed the Summer Meals “Milwaukee Model” – organizing the many local partners committed to ensuring no child goes hungry during the summer months. For the last two decades, this nationally recognized model has connected Milwaukee kids with summer meal options in a more cohesive and strategic way. In 2024, nearly **416,000 free and healthy summer meals were served across Milwaukee County** thanks to our partnership with Milwaukee Centers for Independence, Boys and Girls Club, Salvation Army, Milwaukee Public Schools and West Allis West Milwaukee School District as well as **409,655 meals through non-congregate sites across Wisconsin** in partnership with No Kid Hungry.

In its second season, the Cooking with Culture program bridged the gap in nutrition education for students of diverse backgrounds by teaching them how to harvest vegetables from the Student Garden and prepare cultural meals in the Nutrition Education Kitchen at the Hunger Task Force Farm. The program saw growth from 2023 to 2024, nearly tripling the number of students who enjoyed creating diverse recipes with farm-fresh ingredients.

Additionally, through the Garden-to-Plate program, our Child Nutrition Educator traveled to local schools, providing nutrition education and hands-on cooking experiences. In 2024, 20 classrooms participated in over 30 field trips to the Hunger Task Force Farm, where students learned gardening and cooking skills. The program expanded to include 13 new classrooms across Milwaukee County, reaching even more students in need.



50 Years OF ADDRESSING HUNGER

2017

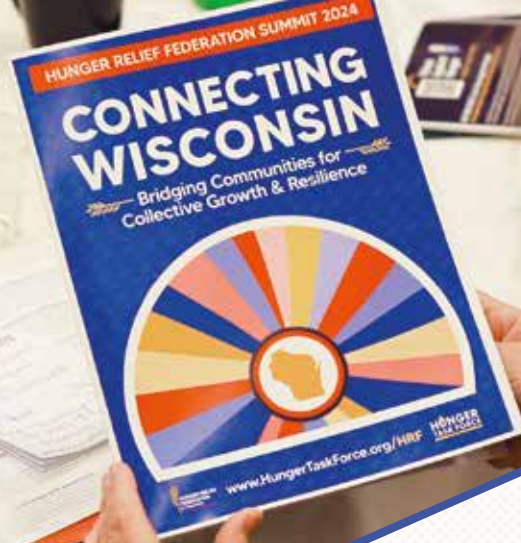
Hunger Task Force reaffirms its commitment to providing healthy food options by aligning all food purchasing and distribution practices with the USDA’s MyPlate model.

2020

Hunger Task Force responds to the COVID-19 pandemic with programs like the Dairy Recovery Program and Badger Box to support seniors and families in need.

2021

The Stockbox DoorDash program launches in partnership with United Way and DoorDash, delivering nutritious Stockboxes to seniors’ doorsteps.



HUNGER RELIEF FEDERATION

+ STATEWIDE SUPPORT



“The Hunger Relief Federation Summit was a long-awaited opportunity for members across the state to come together, share experiences and reconnect. Attendees heard from 27 expert panelists and presenters, making it a truly impactful event,” said Brandon Savage, Hunger Relief Federation Manager. “For many organizations that often feel isolated in their work, this summit reinforced that they have a network of like-minded partners across the state that is ready to offer support and share solutions.”

152 Members

to include 125 Pantries, 10 Tribal Nations, 9 Food Banks and 8 Anti-Hunger Agencies

62

Wisconsin Counties

Hunger Task Force is proud to be the founding member of the Hunger Relief Federation of Wisconsin, a statewide network connecting free and independent anti-hunger organizations.

Since 2016, we’ve made great strides in building strong partnerships throughout the state, working together through collaboration, resource-sharing and advocacy to help connect Wisconsin families and seniors to free and healthy food. In 2024, Hunger Task Force administered thousands of dollars in funds, made possible through the American Rescue Plan Act (ARPA) and Food Security Initiative, to provide much needed infrastructure to Federation members to enhance their operations.

For the first time since 2019, the Hunger Relief Federation brought members together for an in-person summit, offering a unique and impactful opportunity for over 100 food security advocates, pantry leaders and experts from 29 Wisconsin counties. The summit focused on fostering connections, sharing ideas and developing solutions to hunger in communities statewide. Special guests included representatives from the USDA and the Department of Agriculture, Trade and Consumer Protection.



ABOVE: Over 100 Hunger Relief Federation members gathered in Stevens Point, WI for a two-day summit.

2021

Alicia’s Place FoodShare Resource Center opens at Midtown Center to honor Alicia Williams, a former staff member who connected families to vital resources.

2022

Hunger Task Force transitions to a new 120,000-square-foot headquarters on Electric Avenue, centralizing operations for food distribution, volunteerism, advocacy and community engagement.

2024

Matt King is named CEO, continuing the organization’s commitment to ending hunger in Milwaukee.

PARTNERSHIPS & EVENTS

Double Helping for Hunger Sargento

Our friends at Sargento Cheese donated \$200 for every double hit by The Milwaukee Brewers® through the Double Helping for Hunger program.



Driven by Anthem Blue Cross Blue Shield

Anthem Blue Cross Blue Shield was again a lead sponsor of the Mobile Market, a grocery store on wheels bringing healthy food from Piggly Wiggly to local food deserts.



Food For Families Phone Bank WISN 12

WISN 12 and community partners answered phones and collected donations during the annual Food For Families Phone Bank helping raise \$159,330!



Food For Families Johnson Controls

Johnson Controls led the charge during the annual Food For Families campaign that raised more than 81,000 lbs. of healthy food and over \$381,000 from Virtual Food Drives.



The Farm powered by Harley-Davidson

Thanks to support from Harley-Davidson, community partners and thousands of volunteers harvest more than 500,000 lbs. of fresh produce that's infused into our emergency food network.



STOP! Summer Hunger WaterStone Bank + TMJ4

Thanks to local donors and our partners at WaterStone Bank and TMJ4, hundreds of Milwaukee children experiencing summer hunger received Free & Local meals.



Kohl's Cares

Kohl's Cares helps address food supply shortfalls and provides generous support and hundreds of volunteers to Hunger Task Force and the Summer Meals program.



Match Madness MKE

Local donors teamed up to match gifts and raised over \$605,000 during the 9th annual Match Madness MKE campaign. To date, more than \$5.1 million has been raised to feed seniors, children and families in need.



Fridays at The Farm Hydrite

Hunger Task Force, Hydrite and FOX 6 teamed up for a special weekly fall harvest feature at The Farm, which included company-wide volunteer efforts from Hydrite.



Outpost Natural Foods Co-op

Outpost Natural Foods Co-op has been a long-time supporter of Hunger Task Force and frequently donates fresh produce shared with Hunger Task Force's emergency food network.



Home 4 the Holidays Raymond James + TMJ4

The original Virtual Food Drive hosted by our friends at Raymond James and TMJ4 returned in December and raised more than \$29,000!



Thanksgiving Drive-thru Food Drive CBS58 + Brewers Community Foundation

During this annual Thanksgiving food drive at American Family Field, the community came together to raise 661 turkeys and 54,000 lbs. of healthy foods.



Touchdowns for Hunger Sargento

We celebrated 21 years of Touchdowns for Hunger with a tailgate celebration at our food bank with special guest, Gary Ellerson!



Lend a Helping Ham 102.9 The HOG + Meijer

Our partners at 102.9 The HOG and Meijer continued the tradition of "ham-plinging" ham donations throughout December to make sure families had this festive centerpiece on their holiday tables.



Wisconsin State Fair Piggly Wiggly

Piggly Wiggly \$5 Day kicked off the 2024 Wisconsin State Fair and raised nearly 38,000 lbs. of food for families and seniors in need.



Turkey Ticker Zurn Elkay Water Solutions

Gobble, gobble! All November long, our friends at Zurn Elkay Water Solutions matched turkey donations to Hunger Task Force and helped provide more than 7,700 birds.





“The Farm is more than a place to grow food; it’s a strategy to end hunger,” says Sarah Bressler, Farm Director.

THE FARM

A vital part of our decades-long mission to feed Milwaukee families, the Hunger Task Force Farm in Franklin, WI, is one of the largest independent farms operated by any food bank in the nation. Hunger Task Force is proud to lead the way in sustainable agriculture and fresh food access at this scale.

Since its founding in 2012, The Farm has grown millions of pounds of fresh fruits and vegetables with the continued time and effort of more than 75,000 volunteers. This year alone, The Farm produced 461,710 pounds of produce, providing 14,333,290 servings of fresh fruits and vegetables to local kids, families and seniors.

“The Farm is more than a place to grow food; it’s a strategy to end hunger,” says Sarah Bressler, Farm Director. “By growing 70 varieties of 28 culturally familiar crops, we ensure that families not only eat but thrive.”

Sustainability is both a core value and a top priority at The Farm. By practicing crop rotation, cover cropping and responsible land management, farmers nurture soil health, prevent erosion and protect biodiversity. These regenerative techniques ensure the land remains productive for the next 50 years while also yielding high-quality produce for today’s seniors and families.

Rooted in our longstanding mission to end hunger, The Farm remains an innovative approach to feeding seniors and families in need by distributing fresh, nutritious food at no cost while fostering a more resilient and equitable food system for the future.



70

varieties of
28 different
crops grown

17,057

bins of
healthy produce
harvested

12,981

volunteer hours

109,667

pounds of
green cabbage





SENIOR SERVICES

Hunger Task Force began as a community advocacy group focused on securing meals for children. Over time, we identified seniors as another equally vulnerable population facing hunger.

Since 2002, we have evolved our efforts to strategically target senior hunger, becoming Wisconsin's leading champion for senior food access. In 2024, Hunger Task Force delivered groceries and fresh produce to older adults across the state through Stockbox, Mobile Market and the Senior Farmers' Market Nutrition Program (SFMNP).

Hunger Task Force's Stockbox program provided over 165,426 boxes of healthy foods to income-eligible seniors in 2024.

- Over 10,000 Stockboxes distributed each month
- Serving 27 Wisconsin counties at 136 distribution sites

Through the SFMNP, Hunger Task Force distributed over \$225,000 in vouchers for fresh fruits and vegetables in 2024, which connected 5,011 low-income seniors with local produce while supporting Wisconsin's vibrant agricultural landscape.

In 2015, Hunger Task Force launched the Mobile Market in response to the lack of access to healthy food in Milwaukee's food deserts. The program was designed to bridge the gap by bringing fresh produce, dairy and meat directly to residents in underserved communities. The Mobile Market offers a grocery store-style shopping experience that promotes dignity and choice at a discounted price for shoppers. In 2024, the Mobile Market continued its legacy, crisscrossing Milwaukee County and making a significant impact by increasing access to fresh food.

- Unique shoppers: 12,243
- 35 stops per month offering 50+ fresh and healthy foods



VOLUNTEER PROGRAM



Since the very beginning, Hunger Task Force has relied on the unwavering support of our community and the dedication of volunteers to help eliminate hunger for families in Milwaukee.

In 2024, 15,309 volunteers lent their time to our mission. From sorting food to assisting at the Mobile Market and harvesting at The Farm, the contributions of individuals, community groups and corporate volunteers are essential to our work. We are deeply grateful for the community's 50 years of support in providing healthy food to those in need.



Old Republic Risk Management
OCTOBER 2023



Johnson Controls
NOVEMBER 2023



Gary Sievewright
DECEMBER 2023



Tom Frohna
JANUARY 2024



Cathie & Dennis Slater
FEBRUARY 2024



Cheryl Latham
MARCH 2024



Nate Koch
APRIL 2024



Don Driver
MAY 2024



Julie Nichols
JUNE 2024



John Bayer
JULY 2024



Angie Sandoval
AUGUST 2024



Jay Bubrick
SEPTEMBER 2024

Volunteers of the Month

Each month Hunger Task Force is honored to recognize an individual or organization that goes above and beyond in their service to the community. Help us celebrate our amazing Volunteers of the Month!

FINANCIALS

SUPPORT & REVENUE

CONTRIBUTIONS

Individuals	\$5,420,905	19.55%
Foundations	\$3,019,269	10.90%
Corporations	\$1,043,129	3.76%
Hunger Relief Fund of Wisconsin	\$172,038	.62%
Organizations	\$165,416	.60%
Bequests	\$233,947	.84%

TOTAL CONTRIBUTIONS: \$10,054,704 36.27%

EMERGENCY FOOD \$12,703,913 45.83%

GOVERNMENT GRANTS \$3,146,380 11.35%

OTHER \$1,814,725 6.55%

TOTAL: \$27,719,722 100.00%

EXPENSES

PROGRAMS

Food Programs	\$22,995,791	88.67%
Advocacy Program	\$1,479,119	5.70%

TOTAL PROGRAMS: \$24,474,910 94.37%

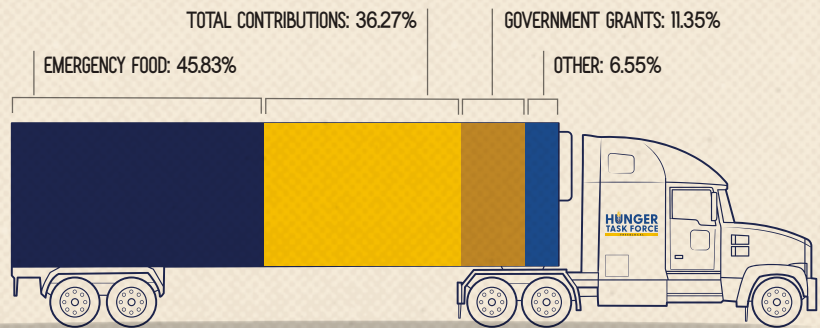
Fund Development \$1,461,249 5.63%

TOTAL: \$25,936,159 100.00%

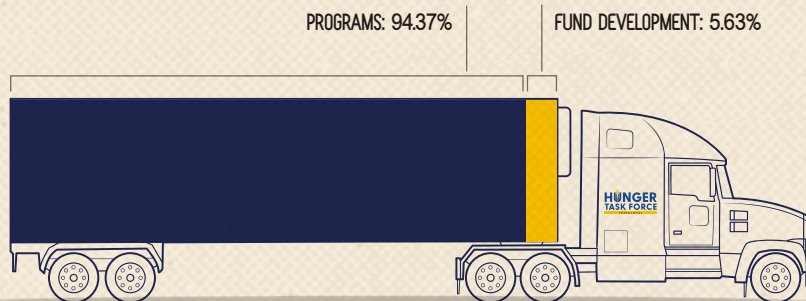
END OF YEAR

NET ASSETS: \$39,911,372

SUPPORT & REVENUE



EXPENSES



BOARD OF DIRECTORS

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Quarles & Brady

Jennifer Jones
Vice President
Prevent Child Abuse
America

Patrick J. Byrne
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Todd Adams
Zurn-Elkay Water Solutions

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St. Mary's

Amy Mutziger
Johnson Controls, Inc.

S. Edward Sarskas
Michael Best & Friedrich LLP



FACES OF ENDING HUNGER



IN CELEBRATION OF OUR 50TH ANNIVERSARY, HUNGER TASK FORCE HIGHLIGHTED THE ANTI-HUNGER HEROES WHO CHAMPION FREE & LOCAL AND SUPPORT OUR MISSION TO END HUNGER.



DONATE
Make a monetary gift to support Free & Local hunger relief.



VOLUNTEER
Sign up to build Stockboxes, sort food or dig in at The Farm.



ADVOCATE
Support programs that feed families and make your voice heard!



50 FACES OF ENDING HUNGER
Check out our 50 Faces of Ending Hunger content!

HUNGER TASK FORCE

FREE & LOCAL

www.HungerTaskForce.org

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