



**HUNGER  
TASK FORCE**  
FREE & LOCAL

**STOCKBOX**  
HUNGER TASK FORCE  
FEEDING PEOPLE TODAY.  
ENDING FUTURE HUNGER.

**STRENGTHENING OUR MISSION  
TO END HUNGER**

**HUNGER TASK FORCE**  
2022 ANNUAL REPORT





# HUNGER TASK FORCE

FREE & LOCAL

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.

**DIGNITY • JUSTICE • EQUITY • COMPASSION • STEWARDSHIP**

# LETTER FROM THE EXECUTIVE DIRECTOR

Hello Friends!

When I was hired 25 years ago, the goal was to grow and stabilize what was, at the time, a small non-profit food bank. My first year on the job was met with welfare reforms, high demands from our food pantry network and minimal resources to meet critical community needs.

With a great staff and Board, supported by an army of committed volunteers and generous donors, Hunger Task Force has grown in its service and footprint to become Wisconsin's leading anti-hunger organization. With the uncertainties over the past few years, this work has tested our mettle in ways we could never have planned for or foreseen.

I am proud to report that we have become stronger, more resilient and more capable than ever before. Within this Annual Report, you will read stories of remarkable success, growth and personal strength. I am grateful to the staff, Board, volunteers and donors of Hunger Task Force for maintaining their positivity and demonstrating their willingness to roll up their sleeves over this past year.

We have a new home in the Village of West Milwaukee! Our new building is fully rehabilitated, and we continue to put out the welcome flag for all. Please stop for a tour and let's get caught up on everything new in our work to end hunger.



SHERRIE TUSSLER  
EXECUTIVE DIRECTOR





# EXPANDING ACCESS TO HEALTHY FOOD

Hunger Task Force took our commitment of providing free, nutritious and culturally-appropriate food to a new level in 2022 with innovative partnerships and strategies to feed hungry families.



## WILLIE MAE'S (MOBILE) MARKET OF CHOICE

Ms. Willie Mae is a senior living in Milwaukee and an avid shopper of Hunger Task Force's Mobile Market. Willie Mae has been shopping the Mobile Market at Lapham Park for the past year and finds that it's not only helpful to her, but to everyone living in the senior community housing.

Some housing residents do not drive or have access to reliable transportation, and Willie Mae says that the Mobile Market pulling up to her front door is the ultimate convenience. "I don't have anyone to go to the store for me, and you can only get so much stuff if you're riding the bus. With the Mobile Market you can shop any time of the year, warm or cold!"

The Mobile Market only offers fresh and local produce, meats and dairy products at a 50% discount with help from a federal grant called the Gus Schumacher Nutrition Incentive Program grant (GusNIP for short). "You can get items like eggs and butter much cheaper on the Mobile Market than in the store. It helps me with my budget because now that I am older, I had to change my diet," said Willie Mae. "Saving on my grocery bills helps me afford other things I need and some medical items."

The Mobile Market makes two stops daily at more than 30 locations and is open to all shoppers throughout Milwaukee County.



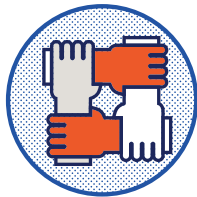
## FOOD BANK

Hunger Task Force's food bank delivered 9,825,688 pounds of healthy and culturally-appropriate food free of charge in 2022 to meet the need of our diverse service network, including Halal Boxes to serve Afghan refugee families.



## MOBILE MARKET

A mainstay of Hunger Task Force's work to address food deserts, the Mobile Market expanded sites and served 8,318 people, providing fresh, healthy and seasonal foods at a 50% discount off Piggly Wiggly store prices.



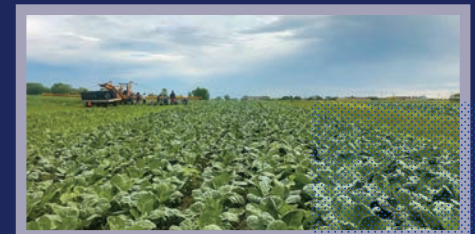
## NUTRITION INCENTIVE PROGRAMS

Hunger Task Force launched two new partnerships which provided affordable and increased access to fresh produce for low-income families through a special USDA grant: The Chequamegon Food Co-op's "Produce Double Dollars" in Ashland and Outpost Natural Foods' "Produce to the People" in Milwaukee.



## THE FARM

Led by signature sponsor Harley-Davidson and community volunteers, The Farm had a banner growing season, producing nearly 600,000 pounds of fresh fruits and vegetables for the hungry.





## GROWING SERVICES & SUPPORT

Thanks to incredible support from our local community, Hunger Task Force grew the reach of our mission and our footprint as Wisconsin's anti-hunger leader in 2022.



## DEEP ROOTED COMMUNITY SUPPORT

The Raja family has a deep affection for the Milwaukee community, with family ties that span back almost 70 years. This long-rooted affection has inspired Sharath, Nirmal and their two children to be active supporters in Milwaukee and give back to organizations that are critical to the community.

The family first learned about Hunger Task Force during the height of the pandemic when families across the city began experiencing food insecurity. "We were impressed by the professionalism and commitment of Hunger Task Force and its mission of providing high-quality, nutritious food to our community," said Sharath. "Hunger Task Force's strategic use of advocacy to advance the needs of our community serves as a multiplier to the work being done at the food bank and The Farm, and is remarkable in its intent and focus."

The Raja family has been most impressed by Hunger Task Force's commitment to its core values of dignity, justice, equity, compassion and stewardship. "Leading their mission and values with an emphasis on dignity is remarkable, and is a reflection of the mission in action," said Nirmal. "We are very satisfied that our support is being used in the most effective manner possible to help the community."



## NEW HEADQUARTERS

In 2022, Hunger Task Force started a new chapter in our organization's history and rocked down to a new headquarters at 5000 W. Electric Avenue in West Milwaukee.



## GROWTH OF SERVICES

Hunger Task Force's new 120,000-square-foot headquarters includes a mammoth freezer and cooler, the unique McCarty Education Kitchen, Volunteer Action Center, Community Engagement Center and special Client Services Room.



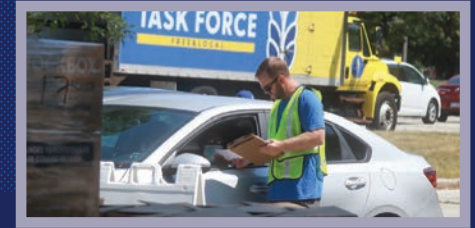
## MISSION EFFICIENCIES

With our food bank, operations and staff located under one roof for the first time, Hunger Task Force decreased transportation, storage and operational costs by over \$200,000 annually, while also expanding our food storage capacity to over 100,000 square feet.



## COMMUNITY SUPPORT

Generous donors stepped up to make gifts of all sizes to help Hunger Task Force complete a \$3.4 million capital campaign to fund our new building while also supporting our mission to meet the increased need and challenges of the lingering pandemic.





# INCREASING COMMUNITY OUTREACH

Ending hunger begins with advocacy, outreach and education. In 2022, Hunger Task Force bolstered efforts to serve families of all backgrounds, while working to ensure critical nutrition programs were feeding kids, families and seniors.



## SPEAKING YOUR LANGUAGE FOR HELP

Working full-time with two young boys, a child on the way and a child off at college, Sue understands the value and support that family and community members have in each other's lives.

When Sue was in need of resources for her family, she reached out to her sister and brother-in-law for help. They recommended she visit Alicia's Place—one of Hunger Task Force's two FoodShare Outreach Centers—and the Hmong American Friendship Association Food Pantry, an emergency food pantry in the Hunger Task Force network.

Asking for help is never easy, and Sue was appreciative that Hunger Task Force had Hmong-speaking staff that helped to make her feel more comfortable. Working with our FoodShare Advocates, Sue was connected with important nutrition programs like FoodShare and the Women, Infants and Children (WIC) program, which ensure she and her family will have healthy meals around the dinner table.

"The FoodShare and WIC programs are very helpful to my family and me," said Sue. "I can use my money to buy the kids' school clothes, supplies and everyday items here and there, and I don't have to spend all of my money to buy food. Hunger Task Force really helps families and the community."

Sue is grateful for the support she received from the Hunger Task Force staff and now tells her friends, especially families, about Alicia's Place and ways they can receive help.





## MULTI-LINGUAL STAFF

Hunger Task Force expanded our FoodShare Outreach team to include more bilingual staff as well as staff with lived refugee experience to best serve families on the front lines. Our staff speak English, Spanish, Hmong, Lao, Burmese, Thai, Karen, Rohingya, Pashto and Dari.



## FOODSHARE OUTREACH

Hunger Task Force's diverse team of FoodShare advocates served more than 20,000 people at the Robles Self Service Center, Alicia's Place and community events—wherever help was needed—to connect them with this critical program.



## SUMMER MEALS

Thanks to partners No Kid Hungry and Kohl's, the Milwaukee summer meals collaboration served nearly 400,000 breakfasts, lunches and suppers to kids, plus over 4,000 Baby Badger Boxes full of fresh and healthy produce for families.



## NUTRITION EDUCATION

Through our Nutrition Education Program, Hunger Task Force educated over 3,200 local youth about healthy eating, as well as pantry network and Stockbox site coordinators serving families and seniors.





# BROADENING STATEWIDE PARTNERSHIPS

Hunger Task Force continued to grow the Hunger Relief Federation of Wisconsin in 2022, as well as launched a new, uniquely Wisconsin program—the Badger State Box—serving rural regions and Tribal Nations across the state.



## A UNIQUELY WISCONSIN SOLUTION TO HUNGER

Located in Spooner, Wisconsin, Chieftain Wild Rice and Rice River Farms is a family-owned business, producing its distinctive, high-quality wild rice since 1957. Jill Dahlstorm, the president and second-generation owner, has been around the business since she was a little girl and started leading the company in 2017.

Chieftain Wild Rice and Rice River Farms were one of the original Badger Box partners when the program was launched in early 2022. The Badger Box is a unique Hunger Task Force program funded by the American Rescue Plan Act. A Badger Box is a box of Wisconsin-grown and produced foods sourced from small and medium-sized Wisconsin farmers and food producers. The Badger Box ensures that families living in remote regions, rural areas, and Tribal Nations have access to healthy, culturally appropriate foods while supporting Wisconsin agriculture.

“Working with Hunger Task Force and the Badger Box program has been a great partnership. In addition to helping us maintain and grow our business, it has helped us innovate and create new product lines,” Jill said. “It has been very rewarding knowing that we are also helping families in need around the state.”

The Badger Box contains products from over 35 Wisconsin farms and companies, including Wenzel’s Farm in Marshfield, Nueske’s in Wittenberg, Chalet Cheese Co-Op of Green County, Sassy Cow in Columbus, and Deutsch Family Farms in Osseo, among many others.



## HUNGER RELIEF FEDERATION

Hunger Task Force expanded the Hunger Relief Federation of Wisconsin—now representing all 72 Wisconsin counties and 10 Tribal Nations—from 133 to 166 members.



## ARPA FUNDING

Thanks to the State of Wisconsin and Department of Agriculture, Trade and Consumer Protection, Hunger Task Force began administration of a \$15 million American Rescue Plan Act (ARPA) grant to invest in statewide capacity building for emergency food programs and to purchase food from local farmers and producers.



## BADGER STATE BOX

With ARPA funds, Hunger Task Force launched the Badger State Box program in June 2022, delivering 14,400 boxes of exclusively Wisconsin food and dairy products each month—simultaneously feeding families and supporting local agriculture.



## STOCKBOX

Hunger Task Force expanded the Stockbox program from 11 counties to 28 Wisconsin counties—nearly 10,000 boxes delivered each month to low-income seniors—while growing the reach of Stockbox DoorDash locally in Milwaukee.





## REUNITING WITH VOLUNTEERS

One year after the Volunteer Program was suspended due to the pandemic, volunteers returned to Hunger Task Force at full force to support our mission in 2022.



## PROVIDING THE RIGHT TOOLS TO END HUNGER

Milwaukee Tool is a global brand with headquarters in Brookfield and many additional locations throughout the world. Their bright red tools can't be missed in local stores—or at the Hunger Task Force Farm and food bank! At the top of Milwaukee Tool's community impact priorities is the issue of hunger, and Hunger Task Force is the corporation's hunger relief organization of choice when it comes to volunteerism and support.

At the heart of its volunteer and corporate giving efforts is Keaghan Ritchie, a financial analyst and member of Milwaukee Tool's Community Impact Team. Keaghan has spent the last three years as the National Hunger Lead.

"Food insecurity is everywhere, and Hunger Task Force has such a presence in Milwaukee and wide reach throughout the state," Keaghan said. "From a financial side, I'm personally impressed with Hunger Task Force's ability to leverage their food buying power to make the biggest impact to feed people in need."

Over the past year, Keaghan has worked to identify unique volunteer opportunities for his teams at Milwaukee Tool to maximize impact and ensure the volunteer experience is a win-win for both organizations. These efforts included a huge harvest day at The Farm with over 100 employees, as well as many Stockbox builds. He has also organized corporate wide virtual food drives which have raised tens of thousands of dollars to support Hunger Task Force and, of course, many fantastic tool donations which help Hunger Task Force build our mission.





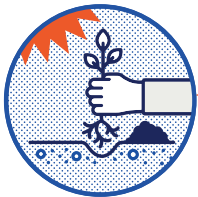
## VOLUNTEER IMPACT

In 2022, 11,457 volunteers supported Hunger Task Force—the equivalent of 17 full-time employees—by building Stockboxes, sorting food, performing clerical office support, supporting warehouse staff, signature events and working at The Farm.



## VOLUNTEER ACTION CENTER

The new and expanded Volunteer Action Center welcomed 268 volunteer groups, including the first-ever Stockbox/Food Sort “Combo Build” by a huge group from Kohl’s.



## FARM VOLUNTEERS

Nearly 4,000 volunteers dug in at The Farm during the growing season to help Hunger Task Force grow and harvest nearly 600,000 pounds of produce.



## BIG TIME EVENTS

Volunteers lined the gates of festivals like Johnson Controls’ Stomp Out Hunger at Summerfest, Wells Fargo \$5 Day at Wisconsin State Fair and all the United Ethnic Festivals to accept food donations for Hunger Task Force.





# HONORS AND AWARDS IN THE FIGHT AGAINST HUNGER

From our local community all the way to the White House in Washington D.C., Hunger Task Force was humbled to be recognized for our work to end hunger. We're truly thankful for these partnerships and the support they provide for families across Wisconsin.



## WHITE HOUSE CONFERENCE

Hunger Task Force's Executive Director, Sherrie Tussler, was invited to Washington D.C. to speak at the White House Conference on Hunger, Nutrition, and Health in September. Sherrie discussed the Badger State Box Program as an innovative strategy in hunger relief on a national stage.



## HEART OF CANAL STREET

Potawatomi Hotel & Casino made a special gift of \$100,000 through the Heart of Canal Street program to provide local kids in need with healthy food. The "Heart of Canal Street Box" was filled with fresh fruits, vegetables and culturally-appropriate foods, and delivered to families across Milwaukee.



## USDA DEPUTY UNDERSECRETARY TOUR

In September, USDA Deputy Undersecretary Stacy Dean toured Hunger Task Force's new headquarters in West Milwaukee to get a first-hand look at our unique programs. The Deputy Undersecretary also jumped in to help load up food for seniors at a local distribution with our team.



## THOMAS C. KINNEAR AWARD

Hunger Task Force was proud to co-author a research and policy paper—"Hunger and Food Wellbeing"—in the Journal of Public Policy & Marketing with research partners Professor Melissa Bublitz and Professor Laura Peracchio. The paper was awarded the Thomas C. Kinnear Award, which honors a published paper making a significant contribution to understanding marketing and public policy issues.



## FINANCIALS

### SUPPORT AND REVENUE

#### CONTRIBUTIONS

Individuals	\$5,087,843	15.46%
Foundations	5,216,751	15.85
Corporations	2,838,562	8.62
Hunger Relief Fund of Wisconsin	204,378	.62
Organizations	348,071	1.06
Bequests	190,735	.58

**TOTAL CONTRIBUTIONS:** 13,886,340 42.19%

**EMERGENCY FOOD** 8,336,699 25.33

**GOVERNMENT GRANTS** 11,297,138 34.32

**OTHER** (604,307) (1.84)

**TOTAL:** 32,915,870 100.00%

### EXPENSES

#### PROGRAMS

Food Programs	\$27,811,977	92.23%
Advocacy Program	1,094,712	3.63

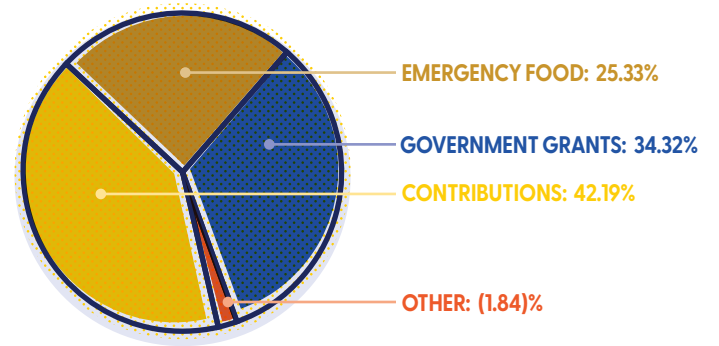
**TOTAL PROGRAMS:** 28,906,689 95.86%

Fund Development 1,249,139 4.14

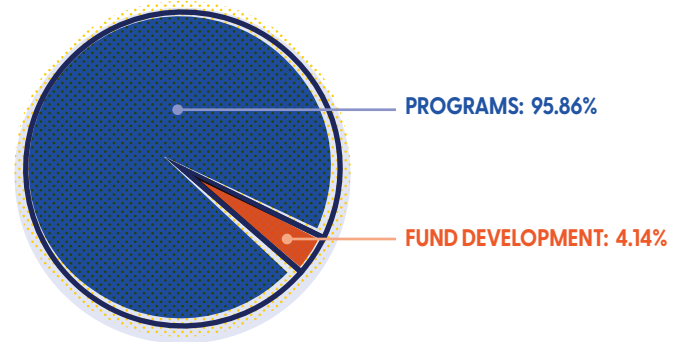
**TOTAL:** 30,155,828 100.00%

**END OF YEAR NET ASSETS:** \$32,573,887

### REVENUE BY SOURCE



### OPERATING EXPENSES



## BOARD OF DIRECTORS

Mike Zeka/President  
Quarles & Brady

Anoop Prakash/Vice President  
REV Group

Mary Burgoon/Secretary  
Rockwell Automation

Pat Byrne/Treasurer  
Erica P. John Fund

Todd Adams  
Zurn Elkay Water Solutions

Kareeda Chones-Aguam  
Milwaukee Bucks

Katherine Finder

Jason Gottlieb  
Wolters Kluwer Health

Jennifer Jones  
Prevent Child Abuse America

Amy Mutziger  
Johnson Controls, Inc.

Sandy Pasch

S. Edward Sarskas  
Michael Best & Friedrich LLP

Joe Yamat  
Wells Fargo Advisors



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