Our mission is to leverage the power of food to end hunger and build healthier communities.
I surprise people when I object to what’s become a common refrain in 2020: the way we work has completely turned upside down.

Mask mandates. Social Distancing. Zoom. It’s true these words weren’t part of our everyday vernacular in February. But at Foodlink, what we stand for – at our core – hasn’t changed. The COVID-19 pandemic may have transformed our operations, but our values never wavered.

Agility. Collaboration. Innovation. Compassion. Stewardship. These values are woven into Foodlink’s DNA. They fueled our quick response to this public health crisis – they are why we’re in position to serve our region for the months and years ahead. While the short-term effects have been devastating for many, the true economic and health-related impact of the communities we serve won’t be realized for quite some time.

And while the devastation is painfully real, I’ve been reminded on a near-daily basis that crisis breeds opportunity and ingenuity. We’ve gained a deeper appreciation of essential workers, from the medical professionals on the front lines – to our grocery store cashiers. We’ve fostered deeper connections with our nonprofit partners and local governments. And most notably, we’ve witnessed how the pandemic exposed the inequities of our food system – and the direct line between structural racism and the health of our communities.

Through it all, I’ve been pondering the inspiring words of community organizer Lucas Johnson, who invited us to reimagine our lives in a post-pandemic world. With millions of people working at home, cities across the globe are finishing much-needed infrastructure projects at quicker rates. They are – quite literally – repaving millions of roads.

Johnson asks: “What roads do we need to be paved, in the midst of this crisis?”

I think about this every day. What can Foodlink do to help reimagine our local food system? What can we do to promote racial equity? What impact can we make, so that others are better off? There is no single answer – nor do we claim to be the sole driver behind reform. The next steps in this process are uncertain, but I know our mission and values will lead us in the right direction.

Agility. Collaboration. Innovation. Compassion. Stewardship. If we stay true to those, we can continue to pave the way for meaningful change.

With gratitude,

Julia Tedesco
President and CEO
Our community health programs, advocacy work, career empowerment and food processing teams all celebrated significant achievements this past year.

**Advancing health care partnerships**
We use food as medicine in the Curbside Market’s “Fresh Account” Program – an innovative project designed to help the medical community encourage patients to add more healthy foods to their diet. Medical providers can simply “prescribe” fresh foods for their patients, who receive a pre-paid card to make purchases from Foodlink’s Curbside Market. In the last year, with funding through Finger Lakes Performing Provider System and in collaboration with GRIPA care management, we enrolled hundreds of individuals to increase access to healthy food. This has led to the first-of-its-kind contract with Excellus BlueCross BlueShield aimed to promote health and save on healthcare costs throughout our region.

**Growing social enterprise**
Obtaining our Safe Quality Food (SQF) certification this past year was a monumental achievement for our operations team, and opened the door for us to supply our delicious sliced apples to more vendors, schools and children in the years ahead. Our apple-slicing social enterprise is now another step closer to generating a sustainable revenue stream to support many of our other food-related programs.

**Amplifying community voices**
Foodlink’s Advocacy Working Group spent more than a year establishing its inaugural Advocacy Agenda, taking into account feedback from its staff and community partners. The document, however, would not have been adequate or complete without the voices of those we serve. In the fall of 2019, Foodlink’s staff visited our hunger-relief partners, and interviewed 54 food pantry clients. We heard about the challenges they faced accessing food, and their stories helped finalize Foodlink’s Advocacy Agenda, which will guide our policy priorities in the years to come.

**Supporting sustainable careers**
After recognizing the Foodlink Career Fellowship in 2019 as the first Cook Apprenticeship, New York State then pledged nearly $1 million to help sustain the one-of-a-kind program that has now guided 15 individuals toward a brighter career path. Lt. Gov. Kathy Hochul made the announcement Feb. 26 at the Foodlink Community Kitchen in front of several community supporters, Foodlink staff, Fellows and alumni.
Within hours of schools being shut down, Foodlink was able to increase our kitchen output by 63%, reassign 30% of our staff to critical tasks, and ensure that 5,800 meals were ready come Monday for children who depend on school meals.

The injustice of hunger demands an urgent response. We pride ourselves on our ability to respond to the ever-changing needs of our community. We do not fear change. Our solid foundation—including our infrastructure, people and values—enable us to quickly adapt to shifts in our environment with the Foodlink mission serving as our North Star.

The concept of food banking arose to help communities respond to emergencies, but became fixtures in our food systems when it became clear that chronic hunger required a daily response. But our roots remain in emergency response, and COVID-19 tested our collective agility like never before.

Being agile is not just about being responsive, it is about being prepared and ready for abrupt change. Foodlink’s response to COVID-19 was swift to meet a rapid rise in demand from thousands of Rochester students in need of healthy meals while schools were closed. Meal production ramped up, and dozens of staff members accepted new roles within the organization to ensure we could nourish those who needed our help the most.

Our meal production totals for the day before and day after schools closed in Rochester.

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>3,564</td>
<td>5,804</td>
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In the first 100 days of our response, we held 110 drive-thru, no-touch food distributions — alongside 60 community partners — that gave 35,000 households relief when they needed our help the most.

We work in close partnership with hundreds of community-based organizations to accomplish our mission. We create meaningful relationships with our colleagues, partners, supporters and community members in order to build a shared vision, overcome obstacles and maximize resources.

“We did not attempt to do this on our own,” President & CEO Julia Tedesco told a reporter in late May, referencing the collaborative nature through which Foodlink operates. This mantra proved critical in the early stages of our response, and continues to this day.

Government support and coordination at the local, county, state and federal levels helped assess need, and establish new processes and solutions early in the pandemic. Our local nonprofit allies, in particular the United Way of Greater Rochester and 211 Lifeline, worked with us almost daily to serve those impacted by this crisis.

Collaboration was critical for each of our drive-thru distributions. Foodlink and its community partners carefully selected sites, managed traffic patterns, set up registration processes, procured products from New York farmers, arranged transportation, recruited volunteers and — most importantly — treated every neighbor in need with dignity and respect. In the first 100 days of our response, we prepared for distributions 110 times. But, we couldn’t have fully executed them without a lot help from our friends.

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Through innovative partnerships with Lifespan, Action for a Better Community, Ibero American Action League, Amazon, 2-1-1 and others, we created a completely new access point for food by delivering more than 7,000 food boxes to homebound, ill and/or quarantined individuals. To make this possible, Foodlink opened up off-site volunteer facilities for the first time, and volunteers donated more than 7,500 hours of their time!

An employee with Lifespan delivers a box of food to a resident of the Susan B. Anthony neighborhood.

With help from Wegmans, Monroe County and Teamsters Local 118, Foodlink moved its volunteer operations to Manitou Road in Gates in April.

Volunteers form an assembly line at Foodlink’s first off-site volunteer facility inside the Rochester Riverside Convention Center.

LIVING OUR VALUES EVERY DAY

Our passion for transforming Foodlink’s vision into reality calls us to say “Yes” to new ideas and opportunities. We are not complacent; we persist even when new approaches create discomfort and require a departure from the norm.

Sometimes, even the newest systems and programs need innovating. Foodlink’s new way of distributing food; a drive-thru, no-touch model – wasn’t a viable option for everyone in need.

From the start of the pandemic, when we set up a hotline for food-insecure residents to call to learn about how to access our emergency food supply boxes, the sheer volume of calls was astounding. The amount of people who felt powerless because they couldn’t access our services was a worrisome signal of mounting distress. Foodlink mobilized quickly to address this crisis, and quickly formed partnerships with Lifespan and other organizations to facilitate the safe delivery of our emergency food boxes to seniors, people with mobility issues and other at-risk residents.

Key to this process was the safe assembly of tens of thousands of food boxes and the help of more than 1,000 volunteers. This required us to reinvent our operations at an off-site facility not once, or twice – but three times! During the first three months of the COVID-19 crisis, our staff mobilized to set up these off-site packing facilities so we could provide a safe space for our volunteers to better serve our communities.

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How we measure compassion is through storytelling—not statistics. We surveyed our staff nearly 100 days into our COVID-19 response, and received several moving anecdotes that illustrate the values required to do this work.

The desire to serve and to build kinship with others is fundamental to Foodlink. We work tirelessly to identify and meet the needs of our brothers and sisters in this community, especially those suffering from poverty and food insecurity.

“I made calls on a Saturday (first day of lockdown) for people to help on a Sunday and everyone responded saying they will help with whatever needs to be done.”

“In April, I shared the responsibility of taking calls for the Foodlink hotline for Emergency Food. They were long days of non-stop calls and at first, not being able to give the best solutions. It was the beginning of this and people were scared. I had an older woman call, telling me she was scared, and lonely. I told her that I was scared, too. We cried together for a second and that she could call me to check in if she wanted. She didn’t, but I still think about her.”

“My manager has reached out frequently to express appreciation, offer support and encourage our team to make time for our mental health. It’s been inspiring to watch my coworkers respond to this crisis and work together to accomplish so much.”

“There was incredible camaraderie on display in the production kitchen during the early days of Foodlink’s response.

As Mr. Rogers once said: “Look for the helpers. You will always find people who are helping.”

Many Foodlink staff members often came in on their days off to volunteer at our Saturday morning food distributions.

“I have spent the majority of the past 12 weeks sorting donated food in the warehouse... I have to constantly remind myself that sorting those cans is an act of compassion in itself. It’s really easy to forget that every product will actually be part of someone’s meal, and that the sorter could be the difference between that meal being safe or not. While I like to think that my “normal” job requires a lot of compassion, I have definitely felt a renewed sense of the word lately.”
Foodlink has seen a 128% increase in public support from individuals and corporations, a 211% increase in non-government grants, and welcomed more than 4,400 new donors this past year.

We have an aversion to waste. This applies equally to both the food generously donated to us and the dollars entrusted to us by our funders and donors. We work to maximize the impact of every dollar, donation and asset.

Foodlink builds trust from supporters through the thoughtful investment of the gifts we receive.

From the boy who gave us a few dollars and an adorable note — to the five- and six-figure donations we received from local companies and foundations — it all helped us better serve our neighbors, and provide the certainty of food on the table for our neighbors in uncertain times.

In the midst of unprecedented giving, the community trusts us to react quickly, but be wise enough to see the big picture. This is not a 6-month crisis. Foodlink recognized this early, and has planned for at least a multi-year response to fully address the pandemic’s economic impact on thousands of households across our region.

Funding for our meal programs was critical to ensure children could still safely access healthy meals while schools were closed.

Public support helped offset a 161% increase in food that Foodlink had to purchase to meet the rising need during the first four months of the pandemic.

Linus’s note to Foodlink in June lifted the spirits of many around the building — and on social media! So many individual gifts that were sent to Foodlink — such as community members who donated their stimulus checks, and those who gave despite losing jobs — helped fuel our response.

Buying 1 meal for someone = $3.00
Donating $3 to Foodlink = 9 meals
DONORS

$500,000+
Feeding America
United Way of Greater Rochester
Wegmans Food Markets, Inc.

$100,000 - $499,999
Jeff Bezos
Nancy and Joseph Briggs
Catalyst Kitchens by FareStart
Charles E. Werner Estate
DiBella’s Subs

$50,000 - $99,999
Wegmans Food Markets, Inc.
United Way of Greater Rochester
Feeding America

$25,000 - $49,999
ALDI Inc.
John Bechtcher
Brighter Days Foundation
Citizens Bank
Delta Air Lines, Inc.

Golden State Foods Foundation with
KanPak, LLC
The Hallowell Fund
John K. Purcell Family Fund
Tom and Annie Kane
The Kilian J. and Caroline F. Schmitt Foundation, Inc.
Martha Bullock Estate
Jeffrey and Anne Moosmann
Max & Marian Farash Charitable Foundation
Morgan Properties
Nancy Curnutt Estate
Lewis A. Norry
Susan Rosenthal
Share Our Strength
Sharon & Neil Norry Family Supporting Foundation
Subaru of America
Target

$10,000 - $24,999
David Berg and Dawn Riedy
Ralph Black and Susan Murphy
Allen and Joyce Boucher
Brooks Family Foundation
Cerion, LLC
Charles J. & Burton S. August Family Foundation
Constellation Brands
CoreLogic Solutions, LLC
Costco Wholesale Corporation
Paul Czarnecki
Bonnie DeVinney and Robert Thompson
The Emerson Group
Enterprise Holdings Foundation
Excelsior Blue Cross Blue Shield
Finger Lakes Area Community Endowment
Flaum Management Co., Inc.
G & C Food Distributors & Brokers, Inc.
GMR Associates, Inc.
Gretchen Swanson Center for Nutrition
Garth and Gwyndolyn Hankinson
Barbara Hendry

High Falls Operating Co., LLC with FIFCO USA
Judith Lasker Kaufman Fund
Michael Hoar and Kathleen Mullin Hoar
Douglas Jones and Rosemary Utz
Kraft Heinz Company Foundation
Landry Mechanical Contractors
The Lindsay House
John and Barbara Long
Martin L. Suter and Suzanne S. Suter Family Fund
Monro, Inc.
Diene Morse and Mark Winsberg
Neighborhood Housing Restoration
Aaron Newman
Norry Management Corporation
Suzanne O’Connor
Partnership for a Healthier America
Kenneth and Susan Parulski
Power & Construction Group, Inc.
Red Nose Day Fund of Comic Relief USA
Rochester Christian Reformed Church
Rochester Management, Inc.
Dr. Lewis Rothberg and Dr. Shelby Nelson
Sandra Rueckwald
Robert and Susan Touhsaent
VP Supply Corp
Wakefern Food Corporation
Tom and Ann Ward

$5,000 - $9,999
Henry and Joanne Alltand
Edward and Jodi Aman
Baldwin Richardson Foods
Jack and Sheryl Bauer
Bonadio & Co., LLP
Bonduelle
Richard Booth
Michelle Burack
Philip and Sharon Burke
Carriv, Inc.

Laurie Masotti-Humphrey
Max A. Adler Charitable Foundation, Inc.
The May K. Houck Foundation
Harry and Linda Messina, Laszlo Family Foundation
Doris McLellun
Sanford and Jill Miller
William and Lamar Murphy
Jonathan Musgrave
MVP Health Care
New York State Association of Realtors
Passero Associates LLC
Henry and Beth Pazslo
Paypal Giving Fund
Pyramid Brokerage Company
Red Argyle
Donald Robins
Rochester Network Supply, Inc.
Paul and Suzanne Rosenberg
Schwartzbeck Financial Group
Dan and Doreen Spoor
Gary and Catherine Squires
Starbucks Foundation
Andrew Stern and Melissa McGrain
The Stone Family Foundation
Sydor Optics
TIAA Charitable
Theo Toole
UBS Americas
Upstate Systems, Inc.
Vanguard Charitable
Irene Weinberg
Woodforest Charitable Foundation
Xerox Corporation

Erie and Niagara Insurance Association
Joan Feinblum
Richard and Andrea Feldman
Fidelis Care
Stephen and Louise French
Marion and Harry Fullbright
Geva Theatre Center
Gibraltar Industries
The Grainger Foundation
Sema Hart
IDEX Foundation
The Karma Sauce Company
Tamye and Richard Lozyniak
Marguerite Traphagen Foundation
Sharon and Chris Mason
Laura Masotti-Humphrey
The May K. Houck Foundation
Harry and Linda Messina, Laszlo Family Foundation
Doris McLellun
Sanford and Jill Miller
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TIAA Charitable
Theo Toole
UBS Americas
Upstate Systems, Inc.
Vanguard Charitable
Irene Weinberg
Woodforest Charitable Foundation
Xerox Corporation
$1,000 - $4,999
Daniel and Betti Abbas
Jacob and Heather Adams
Martin and Helen Agnew
James and Lorraine Ahearn
Carol Ainsworth
Wasim Akhtar
John and Amy Allen
Gerard and Kathleen Alonzo
Alsco, Inc.
Ambrev Properties
American Endowment Foundation
Ames-Annalak Memorial Trust
Amica Companies Foundation
Allan Anderson
Gerald and Gail Argetsinger
Thomas Argust
Jonathan Arney
Robin Arnold
Nancy Aumann
AXA Equitable Foundation
John Baker
Sandra Baldwin
Zachary Barasz
Martha Barg
Michael and Susan Bargmann
Barilla America
Jean Barr
Stephen and Patricia Barresi
Marie Barron
Lorraine Bartlett
Bartlett Tree Experts
Timothy and Cheryl Bates
Charles and Noralyn Bayer
Nina Beach
Alex and Stephanie Bean
Lawrence and Linda Becker
Andrew Beckmann
Chris Beiter
Matthew Belanger and Carol McKenna
Dan Bell and Mathilda Navias
Daniel Bell and Tracy Smith
Jaime Bennett
Andrew and Karen Berger
Robert Bermudes
Bert and Mill Cohen Charitable Fund
David and Janet Best
Bethany Presbyterian Church
Bud and Debbi Biddle
Big Apple Deli Products, Inc.
John Biscognano
Jamie Block
Machiel Block and Esther Lim
Neil Blumberg and Joanna Mary Heal
Lisa Bobo
Mark and Kim Bocko
Bond, Schoenbeck & King PLLC
Ron Borrelli
 lynne Boucher
Ted and Peggy Boucher
Timothy Bowersox
Michael Bowman
Barbara Boys
John and Pamela Bradley
Brendan and Mary Brady
Cheryl Breitenbuecher
Mary Jo Brennan
Leo Brideau
Patrick Brody
Holly Brookstein
Eric and Carolyn Brown
John and Nancy Burgess
Tina Burns
Donald and Kathryn Burns
Paul Burns
Mary Ellen Burns
Richard and Margaret Burton
Bush Brothers & Company
Delia Bush-Greanier and James Greanier
James S. Butler
Martha Butzer
C & S Companies
Ben Cahoon
James and Donna Cairns
Mary Callaway
Thomas Campbell
Michael Campbell
Canandaigua National Bank & Trust
The Carmax Foundation
Lucille Carruthers
Marie Casciani
Joseph and Kathia Casion
Eleanor Cation
Kevin and Kathy Cawley
CBRE Rochester
Central New York Community Foundation
John Chadbourne
Steven Chakupurakal
John and Cindy Chamberlain
Robert and Susan Chapman
Allan Chapman and Suzanne Nasipak-Chapman
Charlie Riedel's Restaurant
Daniel and Rina Chessin
Cynthia Childs and Rolf Orsagh
Timothy Clancy
The Claridge Furniture Co. Inc.
G. Thomas and Barbara Clark
Robert Clark
Thomas and Linda Clayton
Joyce Clement
Jeremiah Clifford
Jason Cloen
Clayton and Susan Cloen
Jane Cole
Colin F. Kennedy Foundation
Joy Collins
Christopher Comparetta
Conagras Brands Foundation
Richard Conheady and Jeffrey Larson
Nancy and Sam Consol
Laurie Corbett
Carey and Janice Corea
Corn Hill Neighbors Association, Inc.
Baird and Marcia Couch
CPLM Charitable Checking Account
Sue Golden Cramer
William Creary
Joyce Crofton
G. Thomas Crombach
Crossbridge Financial Group
Steven and Sandra Crump
John Cullen
Susan Cymbal
Donald and Donna Dagobert
Benjamin and Laurel Daise
Robert and Janice Daiz
Robert and Susan Dalen
Catherine DAmico
Christopher DAngelo
Michelle Daniels
Heather Davidson
Carol Davis
Ann Davis
Pat Deane and Bob Doane
Jo Ann Debringer
Paul and Annette DeCarolis
Susan and Joseph DeGeorge
John and Carolyn DeHonit
Jason DeLaurentis
Doug Della Pietra
Janis Demcy-Connor
Edward Dennis
Jerome Denno and Beverly Brown
Richard Detwiler
Thomas DeVries
Janet and Bill Dewart
Ann Dewhirst
DGA Builders, LLC
Mark Defolice and Amy Reiter
Patricia Dilalla
Robert Dill
Michael DiMartino
Tom and Donna Dinse
Melissa Dipasquale
John and Meghan Dipasquale
Cynthia Docteur
Ken and Peggy Donaldson
Kenneth and Nicole Doolittle
Elizabeth Doyle
Robert Drennan
Karen Drumm
Richard and Janet Duff
David Durfee
Paul and Sharon Dwyer
Larry and Marian Early
Roger Easton
Eat'N Park Hospitality Group, Inc.
Edmac Foundation, Inc.
Greg and Meagan Ekimoff
Elaine F. and Richard U. Wilson Foundation
Marjorie and Stephen Elder
Larry and Katherine Eldridge
ELF Foundation
Neal and Kathleen Elli
Richard Ellis
Michele Ely
Ely & Leene Agency
Mohsen Emami
Ursula Kopp
George and Deborah Kornfeld
Gerald and Karen Kral
Joel and Chari Krenis
Mary Margaret Krill-Palmer
Susan Krobuske
Michael and Marcy Kucharski
William and Eileen Kuchta
Robert Kulok
Keith and Kathy Kurz
Tai Kwong and Joan Shelley Rubin
LaBella Associates
Georgia and Douglas Lamb
Justembert
Donald DeMarsh and Donna LaMura
Landers Management, LLC
Michael and Patti Larche
Las Flores, Inc.
Lawley Service Inc
Matt and Viki LeBeau
Dulcy M. Lecour
Joyce Lefevre
Thomas Lentz
Leonard Bus Sales
Leonard Oakes Estate Winery, Inc.
Maryanne Lettis
Jeffrey and Amy Levinn
Ming Lian
LiDestri Foods, Inc.
David and Nancy Liebert
Daniel Lighthouse
Vern and Joan Lindberg
Kathy Lindsay
Lions Club of District 20
Ron and Leigh Little
The Little Canada Fund
John Littwitz
James and Jane Littwitz
Eric Lobenstein and Jeanne Beddoe
Lori’s Natural Foods Center
Patrick and Susan Love
James Lovelock
LTK Consulting Services, Inc.
Martin Lubes
Cricket and Frank Luellen
Andrew Lund
William and Paula Luscher
The M&T Charitable Foundation
Patrick Macey and Jeremiah Casey
John and Linda Macholz
Bernadette Mack
Kathleen Maginnity
John and Doreen Maier
Gilbert Maker and June Ogden
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Patricia Malinowski
Raoul and Rebecca Mancini
Salvatore Mangione
Manning & Naper, LLC
Maracle Builders, LLC
Ben Martin
Stephen Masling
Rick and Kate Massie
Barbara Mauger
Peter and Elizabeth Maxwell
Shelagh Maxwell
Stephen and Kathleen McCarney
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Richard and Meredith McCaughey
James McConeghy
Beth McCoy
Jean McCreary and Gregory Franklin
Andrew McDavid
Debbie Ann McIvreen
Bruce and Eleanor Mclear
Bruce Mellen
Melvin and Mildred Eggers Charitable Foundation
Landon Mertz
Donald Messina
Messner Flooring
James E. and Pamela S. Metzler
Midtown Athletic Club
James Mietus
Craig Miller
Michael Miller
Evelyn Gay Mills
Miramar Charitable Foundation
Giesela Mischke
Greg Moeller
Bob and Susan Moline
Kim Montz
Sherrill and James Moon
Paul and Christine Moore
Morgan Stanley Foundation
Paul and Claudia Moriarty
Richard and Ellen Morningstar
Susan Morton
Tricia Morton
Mountain Rise United Church of Christ
Charles and Nancy Moynhan
John and Annabel Muenter
Anthony and Barbara Mugnolo
Michael Muldoon
Murder of Crows
Jim and Laura Murphy
David Nadeau
Thomas and Linda Nally
Roger and Elizabeth Nally
Elizabeth Naumburg and Carl Hoffman
Michael Nazar and Catherine Callery
Lawrence and Sharon Nazarian
Peter and Kathy Nelson
Paul and Pamela Neiss
New York State Afl-Cio
NewComer Cremations and Funerals
Helene Newman
Jeremy Newman
Nexamp
Nexstar Broadcasting, Inc.
John Ninfo
Charles and Mary Nitsche
Kathy Nixon
John Norton
Robert and Barbara Notter
Sarah Notter
NYCM Insurance
Randell and Maryann Ogden
Daniel Orrin
David and Vivian Ottney
G. Michael Otto
Our Lady of Lourdes
Catherine Ovitt and Dirk Bohmann
William Paget
Mary Anne Palermo
Parag and Shruti Pandya
George and Joyce Parker
Jim and Lin Pascarella
Harish and Kalpana Patel
Paychex, Inc
Paychex Community Foundation
Lisabeth Peacock
Suzanne and Douglas Pearson
Person Centered Services
Claude Peters
David Pettig
Sherry Phillips and Richard Margolis
Kerry and Jake Pierson
Thomas Pigage
William and Margaret Pixley
Lisa Plows
Robert and Kathleen Plum
Christina Plummer
Brett Ponton
Precision Optical Transceivers, Inc.
Laurie Priest
Prime Therapeutics
Pro Temp Mechanical
Keith and Gloria Pryhuber
Mike and Chris Pryor
Edwin and Roberta Przybylowicz
Philip and Christine Pucher
Frans Pullano
Quality Vision International, Inc.
Gary and Brenda Rader
David and Joan Rausch
Nicole Ravis
Red Tail Ridge, Inc.
William Reddy
Frank Regan and Charlotte Baltus
Kathleen Reidy and Robert Meek
Austin Refnyder
Renaissance Charitable Foundation
Eric and Elizabeth Rennert
Peter Requa
Residential Mortgage Services, Inc.
Stephen Reynolds
Nancy Reynolds and Gary Kuter
Barbara and H. Ricotta
Alyssa Riley
Tom Riley and Barbara Kelley
Noreen Riordan
Dawn Rivet
Debra C. Roach
Kathy and Max Robertson
Amanda Robinson
Rochester Alpha Delta Phi
Rochester Donuts, Inc.
Rochester Federation of Women’s Club
Rochester Female Charitable Society
Rochester Teachers Association
Tom Rogers
Kathleen Rose
Evelyn Rose
David Rose and Molly Cummings
Bernice Rosenberg
Geoffrey and Janet Rosenberger
Elise Ann Rosenfeld
Paul Rosenfeld and Sylvia Rose
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Raymond and Pamela Roth
Rotork Controls, Inc.
Fritz and Cecilia Ruebeck
S & T Bank
Linda Saalman and Steve Carper
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Daniel and Risa Saltzman
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Leslie Schwartz and Ching Tang
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Jeanette Shatrow
Lindsay Sherling
Richard and Cynthia Sherwood
Kim Sherwood
Bernard Shore
Jane Shuffelton
Charles and Barbara Shumway
Marie Sidoti
Harvey Simmons
Christine Simons
The Ski Company
Paul and Jean Slattery
Kenneth and Alice Slining
Doug and Maureen Sloth
Sloth Electric Inc.
Steven and Paula Smith
Lauren Smith
Erik Smith
Sue Gardner Smith
William Smith and Suzanne Benedict
Beverly Smoker
Alexander Soky
Marc and Deb Solomon
Judy Soto
Catherine and John Spaulding
Charles Speirs
Peter and Betty Stahlbrodt
Richard and Judith Steinheider
Rosemarie and Frank Stepanik
Steven Charles Capital, Ltd.
William Stevenson
Janet Stewart
Scott Stewart
John Stoffel
Arthur Streb
Thomas Sullivan
Thomas and Kathleen Sullivan
Paul and Robin Suwijn
Rosemarie Sweet
T. Rowe Price Charitable
Linda and Doug Tabit
Susan Taylor-Brown and Marc Brown
Sue and Gary Bruce Tebor
Lawrence Telle
Temple Sinai School of Jewish Life and Learning
Nathaniel Terrell
The GE Foundation
Henry and Beverly Theuer
Michael Thomsen
Robert and Loralei Thornburg
Diana Thornton
Garret Tiegwell
Tiny Fish Printing
Tivesse, Inc.
Patrick Tobin
Thomas Toole and Fran Weisberg
Tracelink, Inc.
Karen and Al Tricomi
Lori Triphahn
Eileen Trott
John and Maureen Tubidy
Felisa Turner
Deborah Uman and Michael Sander
United Way of Wayne County
Krestie Utech
Brian and Martha Valenti
Janet Valenti
Hubert and Lois Van Tol
Rachel VanCott
John and Gail VanDusen
Margaret Vanepps
Michael and Joan Vernarelli
Richard Versluys
Mary Lynn Vickers
Erik and Judy Von Bucher
Diane Walker
Lawrence and Diane Wardlow
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Leah Warnick and Betty Rabinowitz
Mike Wayne
Stephen Webb
Seymour Weinstein
Michael and Robin Weintraub
Wellnow Urgent Care
Robert Wells
Edwin and Denise Welsh
Nancy Wessing and Scott Roth
Patricia West
West Fire Systems, Inc.
Western New York Institute of Food Technologists
The Westport Fund
Susan Whalen
Lori Wheeland
Arnold and Cynthia Whitehouse
Patricia Williams
Christopher Wilmot
Jane Wilson
Ian Wilson
The Wireless Zone Foundation for Giving, Inc.
Carol Wischmeyer
Joseph and Elise Wojciechowski
Paula Wozlowicz
Janice Womble
Women’s Rochester District Golf Association
Woods Oviatt Gilman LLP
Jeannette Woznick
George and Nancy Wrobel
Norbert and Ellen Wrona
Xerox Corporation
Marsha Young
Ann G. T. Young
Daniele and Michael Yurcheshen
John and Susanne Zamzow
Anne Marie Zimmerli
Charles and Barbara Shumway
Marie Sidoti
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John and Susanne Zamzow
Anne Marie Zimmerli
Most of us see hundreds of logos every day and hardly notice them. The very best logos only require the slightest glance for us to recognize the brand and understand something about the personality and mission of the organization behind it. Is it a strong brand? A leader? Does it look to the future or look to the past?

During the last several years, Foodlink’s mission has driven deeper to fighting the root causes of hunger. We have piloted and launched creative, food-centered programs to not only improve food access, but also to educate and lift people up from poverty. Social enterprises like Curbside Market reach new people while building long-term sustainability for the organization. Foodlink has grown and changed, and we feel it’s time our brand reflects our forward movement.

We wanted a new logo that could represent our mission, and the innovative nature of our organization. This fall, we’re proud to reveal this new, distinctive logo, and a new website to help tell our story.

**A PUBLIC HEALTH CRISIS**

From redlining’s catastrophic long-term effect on Black and Brown communities—including the creation of food deserts—to the inequities within the criminal justice system today, structural racism has perpetuated poverty and food insecurity for decades.

Floyd’s death sparked a nationwide movement, while Prude’s death brought it closer to home—right to the center of our beloved city. And while some people may say that speaking out about the injustice of these lives tragically cut short may seem like a departure from our mission, we disagree.

Racism is a root cause of food insecurity and a public health crisis. If we do not recognize, vocalize and act upon this, Foodlink’s mission of ending hunger will never be accomplished.

Ahmaud Arbery, Breonna Taylor, George Floyd, Daniel Prude – and the countless others senselessly killed. We say their names because all Black Lives Matter, and because systemic racism is one of the foremost—and least talked about—causes of hunger.

**FINANCIALS**

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td>Public support &amp; revenue</td>
<td>$44,674,662*</td>
<td>$36,988,876*</td>
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<tr>
<td>Expenses</td>
<td>40,557,184</td>
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<tr>
<td>Change in net assets</td>
<td>4,117,478</td>
<td>278,016</td>
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*Total value of donated product was $24,639,725. Foodlink’s revenue, not including the value of donated product, was $20,034,937.

This Impact Report reflects Foodlink’s fiscal year, from July 1, 2019 through June 30, 2020.

Independent Auditor’s Report, audited financial statements and IRS Form 990 available online or at the Foodlink, Inc. business office located at 1999 Mt. Read Blvd, Rochester, NY 14615.
Our mission is to leverage the power of food to end hunger and build healthier communities.