2021

IMPACT REPORT

asimplegesturegso.org
asimplegesturegso@gmail.com

A Simple Gesture
Mission
To engage the community to provide a sustainable supply of food to local food pantries in Guilford County and to collect excess perishable food for use by local nonprofits and for community meals.

Vision
To end hunger in Guilford County as a community

Approach
To make giving to local food pantries and nonprofits serving meals as easy and convenient as possible through door-to-door pickups and corporate pickups.
Message from Our President & COO

Dear ASG Friend,

We all hoped 2021 was the year everything would get back to normal. The pandemic would end; schools, businesses, and houses of worship would reopen; masks would disappear; supply chain issues would be resolved; and community events would be back on schedule.

While that’s not exactly how things worked out, A Simple Gesture’s friends and supporters came together as a community to feed thousands of hungry children and families despite the pandemic dragging on. Here’s a quick look at some of the year’s highlights:

- In 2021, A Simple Gesture collected **446,000 pounds of nonperishable food**. That’s **558,000 meals** valued at over **$772,000**.

- Our RePurpose food recovery program collected **114,938 pounds of perishable food**—food that otherwise would have ended up in the landfill. That’s equal to **143,672 meals** valued at **$198,842**.

- When you add that together, that’s just short of **a million dollars worth of food** and over **700,000 meals** that we all worked together to collect, recover, and donate to partners that serve hungry Guilford County residents.

- We added **900 new food donors**. And for our every-month pickups, **352 families gave every single month**—an option that didn’t even exist the previous year!

- We officially became the **national headquarters** for A Simple Gesture and we added six new national chapters, including one in Washington State, where sometimes they use boats to pick up green bags. Closer to home, A Simple Gesture also has chapters in...
We partnered with 14 pantries (several of which then give food to smaller pantries) for nonperishable food and 18 pantries for perishable food.

- We worked with our partners to establish special pantries stocking culturally appropriate food for our area’s new Afghan refugees.

- We began providing food to the Cone Health MedCenter for Women, expanding our commitment to pregnant women, children, and families.

- We supported our school feeding program throughout the entire timeframe schools were closed, including the summer. This took a huge commitment from the community, but together, we did it!

- We received generous grant funding from organizations committed to improving the lives of children in Guilford County, including Lincoln Financial Foundation, Ecolab, the High Point Community Foundation, the Foundation for a Healthy High Point, and Truliant, among others. We are also grateful to our individual donors for their monthly and annual gifts.

With your help, we kept Guilford County children and families nourished, despite huge challenges. As the economy bounces back, we’re hopeful that we’ve come through the worst of the pandemic and that supply chain issues won’t continue to be an issue. Fingers crossed!

Leslie Isakoff  
President & COO
Where Do Your Food Donations Go?

We’ve added new partners this year!

**Nonperishable**
- BackPack Beginnings
- Second Harvest Food Bank (NEW!)
- Jewish Family Services
- FaithAction International
- Open Door Ministries
- West End Ministries
- Ward Street Mission
- Burns Hill Community Food Pantry
- First Christian Five Loaves, Two Fish Food Pantry
- First UMC A Shared Blessing Food Pantry
- Drawers of Hope (NEW!)
- COAT (NEW!)
- Grace Point (NEW!)
- Greater First United Baptist (NEW!)
- Food pharmacies in Cone Health clinics (NEW!)
- Food pharmacies in pediatrician and obstetrician offices
- School food pantries
- Head Start food pantries

**Perishable (food recovered by our RePurpose program)**
- Bread for Life
- Delancey St.
- After Gateway
- Room at the Inn
- Leslie's House
- Greensboro Urban Ministry
- Northside
- BackPack Beginnings
- Cone Health Clinics
- Higher Ground

A Simple Gesture

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Introducing Our Newest Pantry Partners

**Second Harvest Food Bank of Northwest North Carolina** is a major food provider for over 100 local pantries. In 2021 they opened a distribution center in Greensboro, located at Renaissance Plaza on Phillips Ave. A Simple Gesture is thrilled to work with Second Harvest to get donated food to pantries that desperately need it.

**Drawers of Hope** supports at-risk youth ages 9-12. Programs help youth overcome peer pressure, cope with verbal and substance abuse, learn to set goals for their future, obtain tutoring and mentoring, and more. The Drawers of Hope food pantry is open to participating families monthly.

Located south of High Point, **COAT (Community Outreach Archdale Trinity)** provides backpack meals and a food pantry that is open daily. COAT is supported by a thrift shop.

Also in an effort to get food to the south end of Guilford County, **Grace Point** food pantry provides food, along with a community storehouse of household supplies, hygiene products, and items for babies and children.

**Greater First United Baptist Church**, located on Deep River Road in High Point’s Five Points area, has a food pantry on site and takes food out into the community where need is greatest.

**Cone Health MedCenter** food pharmacies are food pantries located in Cone Health Clinics. Patients who are referred visit the center to receive medically tailored food bags, a customized shopping experience, and nutrition and wellness education, all with a goal of teaching them to make better food choices and supporting their health.
What's Coming Up in 2022?

- **RePurpose educational series** on food recovery, minimizing food waste, and keeping food out of our landfills

- Coordination with local farmers to **keep expired food out of landfills** and to instead use it for feeding livestock

- An **ASG van** to use for large food recovery pickups and nonperishable food pickups

- The addition of **more pantries and partners** to receive nonperishable food and recovered food
How Can You Help End Hunger in Guilford County?

- **Let friends and family** know about A Simple Gesture.

- Invite your **faith group, Scout troop, civic club, neighborhood association, PTA, exercise group, Bunco club,** or any other group to participate with A Simple Gesture.

- Do you work in food service or own a restaurant or food-related business? Learn more about our **RePurpose food recovery program,** which picks up excess perishable food and quickly gets it to nonprofits serving meals to clients or to the community.

- Distribute our new door hangers in your **neighborhood** to invite neighbors to get a green bag.

- Let the HR director at your workplace know about joining our **Corporate Kindness program,** in which employees take home green bags to fill and then bring them back to work for pickup.

- **Volunteer** to be a driver to pick up green bags or perishable food for RePurpose or to assist with unloading bags at one of our partner pantries.

- **Make a monthly contribution** of $10, $20, $50 or any amount you choose to support our operations, help us purchase food that’s in high demand, and to help us recruit new food donors.

- Shop via **Amazon** and have food shipped directly to our office. We’ll take it to the pantry!

- Hold a clean-out-the-pantry food drive. Request one of our **food collection bins** and place it at your office, house of worship, or other meeting place.

- Like and share our **social media** posts. It’s free publicity for A Simple Gesture and helps spread the word about all we’re doing!

- Special occasion coming up? Send an **honor card** from A Simple Gesture. Simply make a donation to ASG in honor of a family member or friend and request that an honor card be sent to alert the honoree to the donation.

For all you do, thank you!