



# impact report

## IN THIS ISSUE

---

executive summary

---

growth report  
fundraising report  
expense report

---

thank you supporters

---

---



# executive summary

Dear GiveNKind Family,

What a year a 2020 was! While we faced many challenges, with the help of amazing volunteers, our board of directors, generous donors, and nonprofit partners, GiveNKind's operations expanded significantly in 2020.

While this report demonstrates our impact by the numbers, it's the stories from our nonprofit partners that show the true impact of GiveNKind. Here are just a few:

- When the airline industry was grounded, truckloads of product were destined to landfills. GiveNKind was able to place pallets of hygiene kits, candy, trays, place settings, and nine semi trailers of blankets with nonprofits across Chicagoland.
- When a toy drive for the largest family shelter in Chicago was canceled, GiveNKind was asked to step in and coordinated over 300 new toys in less than 24 hours for the charity just days before Christmas!
- An outreach program to young adults experiencing homelessness received 160 pairs of new sandals. Counselors used the sandals to encourage one-on-one meetings to provide therapy and other services to youth.
- Wound care nurses from UPMC received new socks and foot cream for their outreach to homeless shelters in Central PA.

These are just a few of the many stories we hear from our nonprofit partners. We are grateful for the trust donors and nonprofits have placed in GiveNKind this year. Collectively, we are able to be better stewards of our community's resources to support our local nonprofits and the environment.





## DONATIONS

GiveNKind doubled donation placements between the first half and second half of 2019. The trend was on track to double again the first half of 2020 until the pandemic hit forcing GiveNKind to temporarily suspend operations (March-June 2020). Still donation placements increased over \$500,000 from 2019 to 2020.

# growth report

Here's just a snapshot of this year's growth:

- Distributed over \$1.46 million worth of goods in 2020;
- Designated as a USDA Farmer to Family Program "Last Mile Distributor", distributing 32,000 boxes (960,000 pounds of food) to area food banks and nonprofits;
- Relocated to a larger warehouse to safely serve more nonprofits, donors and volunteers;
- Hired first staff member (October 2020);
- Opened a second GiveNKind Center location in Pennsylvania;
- Expanded GiveNKind board to eight.

54%



Increase in Donations Placed

41%

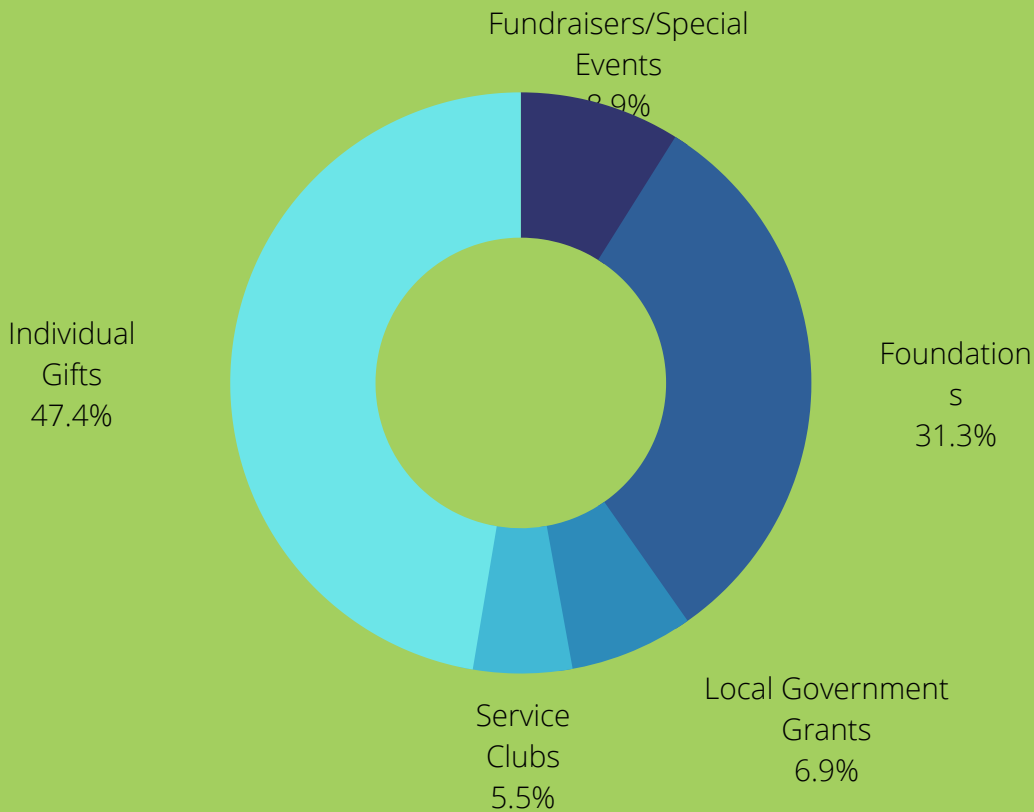


Increase in Number of Nonprofits that Received Goods

32%



Increase in Goods Received



## INCOME

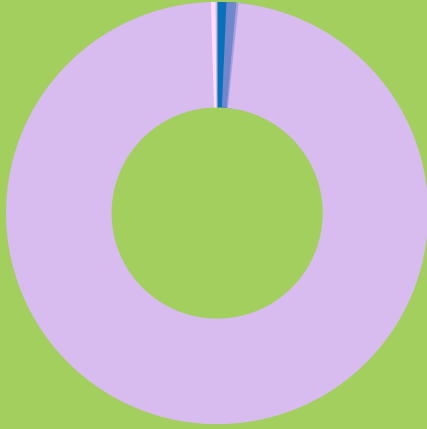
Individual gifts make up the largest portion of GiveNKind's budget, followed closely by grants from foundations and local governments.

## fundraising in 2020

This year GiveNKind was the recipient of several community grants to support our two GiveNKind Centers (grants from Lake County, IL were awarded to support the Buffalo Grove, IL location; a grant from Cumberland County, PA was awarded to support the Carlisle, PA location).

We also set an ambitious goal to raise \$10,000 for Giving Tuesday, which we achieved thanks to donors from Illinois, Pennsylvania, Maryland and more. Our mission resonates with businesses and individuals concerned about the environment and that want to support nonprofits that serve our local communities.

Fundraising events were limited this year due to Covid-19, though two virtual events were held; a Beer & Trivia Night hosted by the Honorable Charles Johnson and Half Day Brewery, and an Ice Cream & Learning event featuring science experiments and ice cream from Purple Door Creamery. Our highly anticipated Tea Party in Highland Park was cancelled but will be back when Covid restrictions are lifted.



98% Donation Expenses  
 .7% Rent  
 .7% Staff  
 .6% Warehouse Transportation and Supplies  
 .2% Technology and Software  
 .1% Accounting and Banking Fees

## EXPENSE REPORT

Nearly 98% of GiveNKind's expenses are donation expenses, specifically the placement of over \$1.46 million worth of usable goods into local communities through our network of nonprofit partners.

The remaining expenses are made up of facility rent and utilities, warehouse supplies, staffing, technology and software, and professional fees (accounting and banking fees).

## expenses in 2020

Expenses increased to over \$1.5 million in 2020 and we are so proud! This is because the IRS requires that we report the \$1.46+ million in goods placed in 2020 as program expenses. That's \$500,000 more in goods than in 2019, a non-pandemic year! We also grew from one storage unit to five, to a warehouse space of our own in Buffalo Grove, launched a second GiveNKind Center in Pennsylvania and hired executive director Emily Petway.

Our work would not be possible without the hundreds of volunteers that lend their time and talents to GiveNKind. From our GiveNKind Center volunteers who inspect, sort and organize donations

to our Digital Volunteers who track donations and keep our software platforms running. From the GiveNKind Direct team that helps to place business donations in four states to our Truck Brigade that picks up donations from local businesses. From our Food Box Team, our Social Media and Communications Team, to our Fundraising Team, GiveNKind would not be possible without you. While 2020 created many challenges, we expanded to meet the needs of our communities.

# thanks to our amazing supporters

## Corporate Donors

Analog Forever  
Barefoot Scientist  
BOA Mart  
Boie USA  
The Chilled Lady  
Every Man Jack  
GHome  
Go Macro  
The Healthy Crop  
High Tech Projects & Services  
Inspired Vision  
The Lomb  
Made in Nature  
Mischief Management  
MLCompany  
Mrs. Wordsmith

The Naked Market  
Newborn Essentials  
Noble Threads  
Organik Beauty Group  
Pet Stock  
Premiumx  
Reimagine Foods  
Ruggish  
ShipBob  
SiiZU Jewelry  
SOCO LLC  
Sugar Silo Tea  
Troll Socks  
Universal Masks  
Water Boy  
Your Fuzzy

## Grant Support

Community Purse  
100 Women Who Care  
Lake County Community Foundation  
Vernon Township

## Board of Directors

Natalie Michas, President  
Gerald Michalski, Vice President  
Patrick Swartzler, Treasurer  
Kyle Johnson, Secretary  
Joanne Johnson  
Jon Knott  
Kathryn McKechnie  
Chris Olson  
George Wojciechowski

