



THE WORLD U.P. FOUNDATION 2020 IMPACT REPORT

We continue to be driven by our mission...

To build our World U.P. by improving access to resources that allow humans to connect, learn, and empower each other through kindness and love.

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The World U.P. Foundation is organized under the laws of the Commonwealth of Virginia and the Internal Revenue Service Code Section 501(c)(3). All donations made to the World U.P. Foundation are eligible to be tax exempt. World U.P. Foundation does not report individual donors names to the IRS, and receipts of donations can be provided upon request.

Our Vision...

We dream of an *Understanding & Peaceful (U.P.)* global community where everyone belongs, is celebrated, and appreciated for our differences!

Our Initiatives...

 Health & Wellness

 Arts & Music

 Communications

 Cultural Immersion

 Community Outreach

Introducing the 2021 World U.P. Board!

Our Values

Elizabeth Dukette
President & Founder
Executive Chair



Amy Garelick
Communications
Production Strategist



Alex Gerofsky
Vice President
Operations Chair

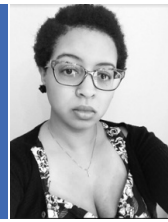


Jamal Greene
Communications
Storytelling Strategist

Kendra Butler
Historian
Communications Chair



Dianna Sanders
Communications
Email Strategist



Cody Symanietz
Treasurer
Finance Chair



Sami Ullah
Finance &
Grants Strategist

Ellen Dukette
Governance Chair



Ever Bautista
Operations, MPP
Program Manager



Create hubs for social innovation

Cultivate a sense of community

Diversity education (acceptance & respect)

Constructive conflict (to resolution)

Listen & learn to grasp community needs

Speak honestly & thoughtfully

Influence change that prioritizes what is right over what is easy

**Received \$11,500+
in Grant Funding**



**Completed
23 Distributions**



**Distributed
28,780+ lbs
of produce**

**Provided for
850+ Families**

Talent Volunteers

Paragonix LLC | Devon Charles
Gnash & Grind | Bethany Handzel

**Supported by
45+ Donors**

Our Community Partners

Feedmore
St. Marks COGIC, Richmond
Sacred Heart Center
Richmond Action Alliance (RAA)
Red Door, Episcopal Pantry
Little Sister of the Poor, Henrico
Sheperd's Way
Richmond, District 6
Councilwoman Robinson
VCU Ram Pantry
Roots Natural Kitchen
Northside Outreach Center (NOC)
Bonfire Fund
PowerUP

Letter from the Founder

Dear Friends,

I can't seem to find the words to eloquently describe the gratitude that I have for our community of donors and supporters of World U.P. in 2020. With your support, we were able to build reliable and affordable fresh food options for people who were negatively impacted by a global pandemic, national shutdowns, and systemic racial discrimination. It became clear that social organizations and nonprofits are essential businesses - when the world shuts down, we do not. When society slows down, food insecurity and injustice becomes more pervasive. Your donor dollars went directly to growing our organizations' capacity to take on more locations to feed our community.

2020, while hard for all, was transformative. As a global community, we waged a war against a series of enemies, invisible and visible. Masks became the newest fashion accessory. 6-feet became the new standard for social interaction. Health-care workers and non-profit organizations became the new superheroes that took over the media and news. Nationally, our BIPOC cried out in justifiable outrage after decades of systematic pain demanding action, structural change, and the pursuit of social justice and progress. While I want 2021 to heed a more loving and kind World wherein we can have in-person gatherings, I hope that we can maintain the fight, toward a more progressive and inclusive society. The struggle of 2020 may be ending for some, it's just the beginning for others, and World U.P. promises to be a part of those steps towards permanent change, by bringing thoughtful and intentional programs and resources to our communities.

As we creep toward the end of our 4th year of operation, I thank you for continuing to put your trust in us as stewards for change, understanding, and peace.

With Peace, Love, Understanding, & Neverending Gratitude,

A handwritten signature in black ink, appearing to read "Eric M. D.", written in a cursive style.

Treasurer's Financial Summary

At the end of FY 2020, the board developed several committees to help advance the mission of World U.P., which included a Finance Committee. The purpose of the Finance Committee, chaired by the Treasurer, is to support, guide, and oversee financial operations, commitments, and strategies as a service to the World U.P. Foundation as a whole.

The Finance Committee reviewed the past fundraising strategies of World U.P. and created a plan to continue increasing fundraising opportunities to support the operations of World U.P. and specifically, the Mobile Produce Pantry. As the year came to a close, we worked hard on a Direct Mail letter campaign to bolster our annual fund. The campaign raised over \$1,000.00 in two months with 3 new recurring monthly donors.

Additionally, the committee developed budgeting and purchasing policies and procedures to transparently use grants, donor funds, and other income streams to promote and advance the mission & vision of the foundation while acting with the highest level of stewardship to maintain the integrity and intent of funds.

As we begin FY 2021, the Finance Committee has three main goals:

- 1** Increase the amount and number of recurring monthly donations
- 2** Diversify revenue streams, by providing the opportunity for people and organizations to Adopt a Pantry Location or Sponsor a Distribution. These sponsorships will provide donors the opportunity to feed their community while marketing their brand.
- 3** Increase grant opportunities

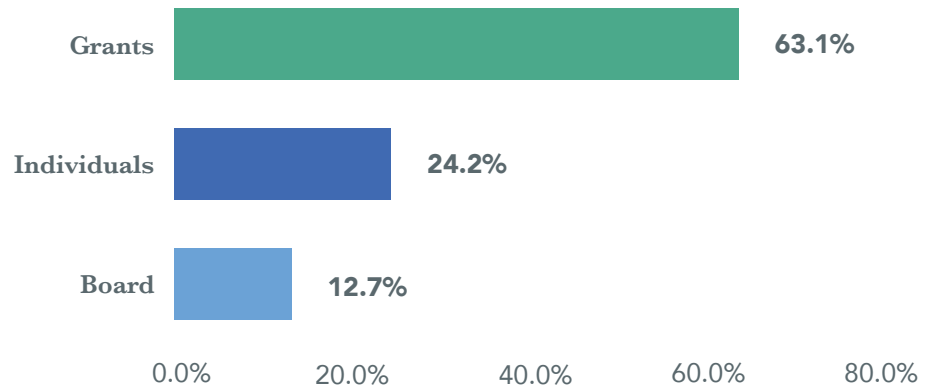
We've begun working on several grant opportunities to build the Mobile Produce Pantry with a focus on green initiatives, increasing human resource capacity, and expanding to more distribution centers across metro Richmond. Additionally, working with the Communications Committee, we hope to create a marketing plan to inform our stakeholders about what we are doing and how they can help.

2021 will be an impactful and financially strong year for World U.P. as we work to bring our community U.P. by improving access to resources that allow humans to connect, learn, and empower each other through kindness and love.

FY2020 Financial Data

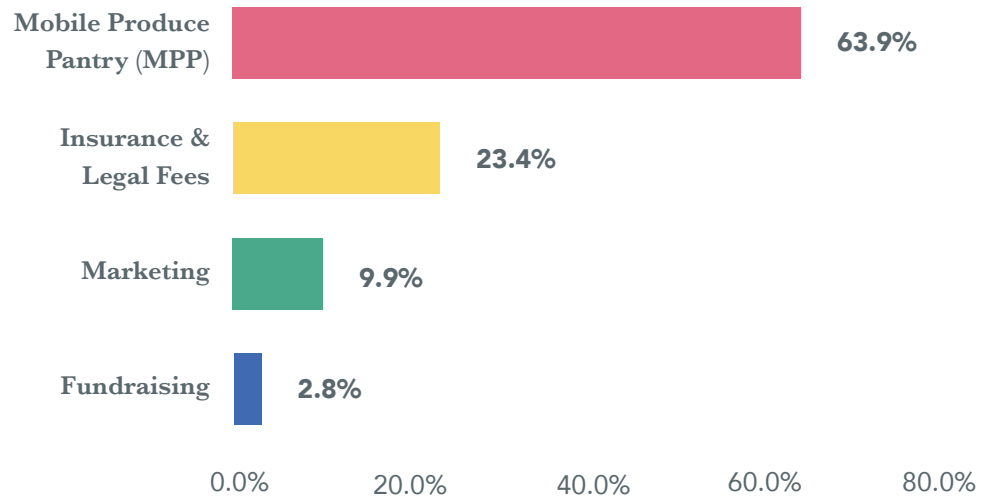
Our total FY2020 annual revenue came to \$17,842.82

The three main sources of revenue were from grants, individual donors, and board donations, with grants accounting for nearly 2/3rds of all FY2020 revenue at 63.1%.



Our total FY2020 annual expenses came to \$11,120.56

The four main sources of expense were from the MPP, insurance & legal fees, marketing, and fundraising, with the MPP accounting for nearly 2/3rds of all FY2020 expenses at 63.9%.



Investing in what builds our , a deep gratitude is shared with the following donors...

Grant Providers

Brandermill Woman's Club (\$1,250)
Dupont Spruance Giving Board (\$10,000)
National Philanthropic Trust (\$250)

Unifiers (\$500 +)

Alex Gerofsky * Pat Rizzuto, MD
Elizabeth Dukette *
Mary Guarnieri

Uniters (\$250 - \$499)

Cody Symanietz * Russell Smith
Michelle Parrish Sami Ullah *

Ambassadors (\$100 - \$249)

Alice Kane Janice Hackett
Chelsea Rubin Leigh Dillon
Debra Odell Phillip Lockard
Dianna Sanders * Rebekah Stewart
Ellen Dukette * **Vic Reichert**
Evin Gerofsky

Advocators (\$50 - \$99)

Adam Diton **Linda Cummer**
Amy Garelick * Joan Galbraith
Daniel Patenaude Kayla Smith
Debbie Hoch Kevin Stacey II
Emily Dukette Rick Weiss
Eric Diton Scott Ende
F Nicholas Sollog II William Tyler
Graciela Tai-Tenquee

Allies (Up to \$49)

Alexandra Vega Noelle Eichenberger
Gail Bobrowitz Nuhad Bensouda
Kendra Butler * Shanna Kabatznick
Michelle Kuzmick **Thomas Reichert**
Minerva Vega *Anonymous*

Company Donors

Capital One
DuPont
National Philanthropic Trust
Oracle
Salesforce
Soul N' Vinegar

Gift in Kind

Elizabeth Dukette *
Jose Diaz
Roots Natural Kitchen

Top Fundraisers

Alex Gerofsky * Elizabeth Dukette *
Cody Symanietz * Ellen Dukette *
Dianna Sanders * Sami Ullah *

* Board Member Monthly Donor

World U.P. gratefully acknowledges the generosity of our supporters. While every effort has been made to accurately list our donors and volunteers in this report, omissions may have occurred. We would appreciate having any errors brought to our attention. Please email treasurer@worldupfoundation.org. Thank you for your continued support!