

NO ONE RUNS ON EMPTY

GLEANERS

#NoOneRunsOnEmpty



Food for today. Hope for tomorrow.

- Prior to COVID-19, more than **1 million Hoosiers** were food insecure.
- That means **1 in 5** of our fellow citizens **face hunger** as a daily concern.
- In Marion County, current estimates find as many as **1/3 of children** in the state's largest county **may not have enough to eat.**



No One Runs On Empty

Call To Action Campaign To Educate And Engage Our Community



Learn - The #NoOneRunsOnEmpty campaign seeks to foster greater understanding of the inequities amongst Hoosiers, including people of color who are disproportionately affected by food insecurity. Addressing food insecurity can help a child grow strong and healthy, achieving their full potential in school and in life. Their parents and grandparents will be better able to find and maintain productive work, placing the family on a path toward self-sufficiency.



Volunteer - Every year thousands of Hoosier families receive food from our gracious and compassionate volunteers. Because of their generously-given time and effort, we are able to collect and distribute more than 7 million pounds of food each month. Volunteering is a great way to directly see the impact of your investment, and is a great employee engagement opportunity. Visit [gleaners.org/volunteer](https://www.gleaners.org/volunteer) to learn more.



Advocate – Amplifying the voices of our clients – sharing their stories, their challenges, their dreams – is a key aspect of the #NoOneRunsOnEmpty initiative. Specific initiatives, such as Produce Hope, will target and agricultural producers, leading to growers increased availability of healthy, nutritious food for our clients. Join us, and together, we can truly impact hunger in Indiana and beyond.



Support – Support for the #NoOneRunsOnEmpty campaign will encourage individual donors to give through employee fund drives, workplace giving opportunities, matching gifts and more. Fan activation through local sports organizations and events will foster both awareness and financial support.

Because of GROUP1001's extremely generous support of the No One Runs On Empty campaign, we were able to execute the following in support of our objectives...

- Display 48 billboard locations with 800,000 impressions
- Place No One Runs On Empty Charging stations in all IMS suites
- Roundup \$\$ at all IMS concession stands for May & August
- Have IMS PA & video board takeover 4x a day during May
- Marco Andretti/Joe Slater – WGN radio interview on Fast Friday
- Hosted dozens of Gleaners' stakeholders during practice, qualifying and race days
- Participated in the Mt. Dew Peoples Green Flag display at White River State Park benefiting Gleaners Food Bank
- Hosted top donors during a *Meet and Greet with Marco* at Gleaners Food Bank warehouse
- Attended 4 non-Indy races to network with other food banks





2021 IMPACT & RESULTS



Learn



7%

Increase in website traffic during the month of May.



38%

Increase in website traffic during the Indianapolis 500 year.



Advocate

- **235+ new contacts** have been added to our email list, resulting in **increased online donations** and further amplification of our messaging.
- Marco Andretti highlights Home Delivery program
 - Marco personally delivers food to hungry neighbors not able to access a food pantry
- #98 Gleaners Food Bank Honda makes an appearance at **Indianapolis Colts** training camp in partnership with Kerauno
 - QR codes and text options featuring Marco Andretti were on display
- #98 Gleaners Food Bank Honda displayed during **Brickyard** weekend at Indianapolis Motor Speedway
 - QR codes and text options featuring Marco Andretti were on display
- Marissa Andretti, George Steinbrenner and Julia Steinbrenner join Gleaners Food Bank's capital campaign committee
- Food Rescue from IMS Suites & Hospitality
 - Indianapolis 500 month of May – 3,422 lbs. rescued valued at \$6,399.14 or **2,852 meals** for hungry Hoosiers
 - Indianapolis Brickyard event – 433 lbs. rescued valued at \$809.71 or **361 meals** for hungry Hoosiers





Volunteer

- Volunteers gave 38,972.5 hours of their time in FY21 with a value of **\$1,051,523***
- Value of volunteer hours in meals = **5,076,606 meals**
- Equivalency of **19 Full-time** Gleaners employees
- Volunteer hours **increased by 45%** May – August 2021 compared to Jan – April 2021
- Indianapolis Motor Speedway hosts 3 food distributions in 2021
 - 9/2/21 – serving 500+ food insecure neighbors
 - 11/11/21 – plan to serve 1,000+ households
 - 12/16/21 – plan to serve 1,000+ households

* \$25.67 hourly calculation by *Independent Sector*, 7/2021



THANK YOU

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