

2021 A LOOK BACK WITH GREAT GRATITUDE

The purpose for it all? Our Community.

“Uninsured. Food insecure. Unhoused. These are the names given to the untenable conditions that arise from poverty—some of them, at least. There is still no common language to describe the condition of being unable to afford diapers, toothpaste, laundry detergent, tampons, and the like, however, which is a shame. . . Hygiene poverty is rampant in the United States and affects health as well as the capacity of millions of Americans to succeed at school, work, or virtually anyplace.”[1]

Not on our watch! We are fulfilling our mission to advance the lives of others through the meeting of the under met and more often unmet need for personal care, baby care and household care products. Our Healthy Essentials and Mobile Healthy Essentials Pantries have served over 2,484 Racine and Milwaukee County families, over 20,148 personal, baby and household care products.

While the world was experiencing lack, we experienced growth.

Growth in our Supporters. Past foundations, businesses, and individual donors continued with us and increased their funding both monetarily and in-kind in support of our programs and volunteers. New supporters came along side of us in support of our programs and general operations needs. Our gratitude goes out to just a few of our continuing supporters, Skogen’s Festival Foods, Forest County Potawatomi Foundation, Racine Community Foundation, Grand Foundation, Sunbelt Rentals, Jose’s Blue Sombrero, and DeRango’s The Pizza King. Our gratitude continues to our new supporters, again, just a few, Otto Bremer Trust, United Way of Racine County, RKI Trucking, Focus Media, and to the many more continuing and new supporters who prefer their anonymity. We welcome you to visit our supporters on our Supporters page - <https://givingtothenations.org/our-supporters/>.

Growth in our Volunteers. Despite Covid and its variants, our volunteers masked up, came out in all kinds of weather to serve our community during our giveaway events and weekly on a one-on-one basis at our location. Volunteers unloaded trucks, sorted donated items, loaded trucks and trailers all in preparation for giveaway events and one-on-one distributions. Performing these tasks repeatedly always with a smile and a grateful heart knowing in the sometime tedium of the tasks they were making a positive impact in our community. Take a stroll with us through 2021 revisiting some of our highlighted events - <https://givingtothenations.org/events/>.

Growth in our Technology. So many active and retired professionals donated their time and talents in the creation and upgrade of our existing technology. A database was created allowing us to keep records of our recipients to aide us in ensuring we were making the greatest possible impact in the economic and geographical areas most in need. Our website was redesigned allowing our recipients the ability to access and complete assistance request forms either on-line or in a downloadable form; with our website redesign we underwent a small rebranding. Finally, our CRM program was customized to the needs specific to our donors and volunteers.



Growth in our Fleet. Through the generosity of the Forest County Potawatomi Foundation, we acquired a 20’ enclosed trailer which facilitates both our donation acquisitions and giveaway events. A Chevy pickup was also added from an individual donor to pull our new trailer.

Growth in our Facilities. Through the donations of time and materials of volunteers and skilled tradesmen we added new LED lighting in our warehouse and office areas, upgraded the electrical, repaired the warehouse heaters along with the plumbing in the bathroom and break room. We also added a deck outside the warehouse access door to make entry for both recipients and volunteers welcoming and safe.

Even when what looked like adversity had come in, our community was there for us. Supply chain issues were not an issue, our suppliers always come through with all the high demand products needed and the hundreds of boxes to distribute them in. When our 16' box truck was vandalized in the driveway at our warehouse, Herbert Katz with Katz Construction was immediately there for us covering the expense to replace two (2) catalytic converters. All our needs were always met. Even the need for a forklift when RKI Trucking delivered semi-truck loads of donated items, Sunbelt Rentals was always there filling the need for material moving equipment.

Unfortunately, hygiene poverty is not decreasing. According to a December 30, 2021 CNBC report *Economists warn of inflation inequality as poor get slammed by rising prices* stated "An analysis . . . found that low- and middle-income households spent about 7% more in 2021 for the same products they bought in 2020 or 2019, an average of about \$3,500." [2]



2021 was a year of growth because of our supporters and volunteers. Our gratitude can never be adequately expressed, but to them we applaud and raise our hats, knowing because of their generosity, our mission to advance the lives of others continues.

Sources:

[1] <https://tcf.org/content/commentary/americas-unspoken-hygiene-crisis/?agreed=1>

[2] <https://www.cnbc.com/2021/12/29/economists-warn-of-inflation-inequality-in-2022.html>