

Collaboration

2018 ANNUAL REPORT



Land of Promise
where everlasting joy is yours

lopprograms.org

**Unity is
strength,
division is
weakness.**

Swahili Proverb

A Message from the President

Dear Friends,

Have you ever been at the right place at the right time? When I moved to Atlanta thirteen years ago I could not see food insecurity in my community. If I did, I didn't know how to address it. Quite frankly, I felt unprepared most of the time trying to figure it out. By emerging myself in the community, data collection, and keeping the faith, childhood hunger slowly revealed itself to me. It was at that moment I felt it was my responsibility to bring awareness to this problem to the community. Just like me, initially my community could not see the problem; but I remained persistent in my quest to bring childhood food insecurity to the light.



Recently, the United Way of Greater Atlanta released a Child Well-Being study which revealed my community has the second lowest Child Well-Being score of all of Atlanta's 13 county regions. This means the second lowest of seven child measures, one of those measures being children in poverty. Poverty is not just about a lack of money. It's about the absence of the resources the poor need to realize their potential.

At Land of Promise (LOP), this has been a year of confirmation and collaboration. The Child Well-Being study scientifically confirms that LOP is in the right place. The grace of God planted us here at the right time to become established in the community and fill one barrier to a child's well-being, food insecurity. Most importantly, we cannot do this work alone. We have been provided the opportunity to collaborate with amazing organizations. As you read this year in review, you will discover the many ways we collaborate with school organizations, nonprofits, communities, and food banks that contribute their time, talent and resources to impact food insecurity.

We have created a community of support that extends to:

17

SCHOOLS



391

CHILDREN SERVED



20+

COLLABORATORS



This 2018 Annual Report is also our opportunity to express our gratitude for the generosity of our wonderful individual donors, community and corporate partners. They are the foundation of our vision and believed in us when we first started. It also an opportunity for you to read about your impact on the children we serve. We are enhancing the nutritional needs of children on weekends when school meals are not available ... a time when it's needed the most.

Willing to serve,

Veronica

Who Are We?

A close-up photograph of two dark-skinned hands, palms facing each other, with fingers curled to form a heart shape. The hands are positioned in the center of the page, with the left hand on the left and the right hand on the right. The background is a solid light green color.

**We Love Our
Partners.**

BOARD OF DIRECTORS

Veronica Mount, Founder/President

Theresa Mount, Board Chair

Patrica W. Newberry, DDS, Board Vice Chair

Bridgette Berry-Smith, Esq., Secretary

Darien Henry, Treasurer

Antwan Smith, Board Member

Our Mission

The mission of Land of Promise is to bring awareness, inspire hope and develop programs to address food inequities nationally and internationally.

Our Vision

Eradicate food insecurity.

Our Values

We value collaboration with a community's most valuable assets: its residents, churches, businesses, schools, government, nonprofit organizations and corporations. The entire community is better and more informed when all work together.

We value bringing joy to the recipients of our services. We appreciate the volunteers that give us their time, financial assistance and talents.

We value advocating for our clients, understanding their needs and caring for their welfare.

We believe in excellence in our efforts and returning the promises of the fruitful land to all people, especially the ones that are in need.





Team Collaboration

within the Fulton County School District (FCS)

ACHIEVEMENT ZONE

Strategic and Impactful

The Achievement Zone is a geographic area of ten FCS schools that experience high rates of mobility, poverty, crime risk, and minimal support for struggling students. The Achievement Zone was launched in 2015 to accelerate the school district's efforts of improving academic outcomes for students who attend schools within the zone.

Strategic and impactful describes LOP's collaboration with the Fulton County Schools Achievement Zone. This collaboration ensures that LOP is supporting the students and schools that have the most need. Prior to this effort, LOP was serving the Fulton County School students but had no location to expand their program. The Achievement Zone provided the facilities and direct access to their schools and the children. As a grassroots non-profit organization, this was an awesome opportunity for LOP to partner with the Achievement Zone. This partnership allows LOP to serve more students and continue to improve their Nourish the Need Food Backpack Program.

Here again, LOP was strategically positioned to assist the Achievement Zone with one of their intense wrap-around services, food. Patrice Barlow is the Achievement Zone Community Engagement Specialist. She confirms this successful collaboration by stating, "We truly value the partnership of Land of Promise, offering nutritious food for students within the Achievement Zone during the weekends through the Nourish the Need Food Backpack Program for four years. We thank LOP for providing support services to the children and youth of the Fulton County School District."

**If you want to go quickly,
go alone. If you want to
go far, go together.**

African Proverb

A number of impactful improvements have been achieved over the past four years in the Achievement Zone, partially due to intense

community collaborations that align with school goals. These improvements include raising graduation rates and end of year testing scores, lowering teacher vacancies and removing schools from state takeover lists. By 2022, the Achievement Zone's goal is to ensure that every school will have a faith, business, and community partner who will provide support that will be aligned to school strategic plans. LOP has been approved to continue this wonderful collaboration through our Nourish the Need Food Backpack Program for the 2018 -2019 school year. LOP hopes to continue serving these deserving students until their weekend nutritional needs are stabilized.

Patrice Barlow,
Achievement
Zone Community
Engagement Specialist
for Fulton County
Schools



SOCIAL WORKERS

Nuts and Bolts

The social workers are the nuts and bolts of the Nourish the Need Food Backpack Program. Daily the social workers identify, assess and explore barriers that interfere with students' achievements. Living without sufficient food is one reality for these children. The social workers recognize food insecurity indicators and are familiar with children who are most in need of food. Their professional assessment of these children has allowed LOP to immediately serve the ones affected by hunger. This is the point where the power of collaboration is achieved: regular communication and a shared commitment to end hunger.

Land of Promise has learned that each school is different and has its own way of conducting business. The liaisons assigned to administer the program sets the guidelines for food distribution; provide status updates; and select and enroll the students in the program. In most of the schools that LOP serves, the social workers struggle with a tremendous amount of child-wellbeing obstacles

that hinder the children from reaching their full potential. Their commitment to ensure the students have supportive wrap-around resources is the catalyst for the success of the Nourish the Need Food Backpack Program.

The Backpack Program serves schools that have the highest percentages of children from low-income families and who live in a food insecure household. This means that their families lack the necessary resources to cover food expenses in their home. Some children who leave on Friday don't eat again until breakfast on Monday morning. The social workers witness this reality. They are aware that the children struggle to learn and concentrate when there's not sufficient food to eat.

Annually, the schools host a food drive on behalf of the Nourish the Need Food Backpack Program, enhancing LOP's ability to provide food for the children. Also, the social workers have a back-to-school event which is designed to provide resources for the children in their quest to succeed. Land of Promise understands that collaboration relies on openness and sharing and gladly serves at this event.

When Ms. Jackie Cathey, Coordinator of School Social Work Services, was asked about the impact of the program. Her response was, "Who will speak for those who have no voice? Land of Promise's Nourish the Need Food Backpack Program did. Many of our students do not have to wonder where their next meal is coming from because of the generosity of this program. Fulton County Schools salutes you!" LOP values their relationship with the social workers who are truly the eyes and ears of the program and make transformative decisions to impact the lives of the children. LOP hopes to have an everlasting, productive and collaborative partnership with the school social workers.

**Fulton County
School Social
Workers**



Collaborative Giving

**Cross the
river in a crowd
and the crocodile
won't eat you.**

African Proverb





The idea that kids go hungry is unacceptable to Infina. Kids are innocent, they are valuable and need to be defended. As parents ourselves we look for ways to help with child nutrition and health. By collaborating with Land of Promise we know the kids that need help are getting help. They are on the ground and in the neighborhoods providing assistance. Land of Promise enables us to share the blessing of giving to others and we are truly thankful. These kids that are being reached through the efforts of Land of Promise are our future. We care about them, they are deserving of our action and support.

The Fierce Urgency of Now...

It's a phrase Dr. Martin Luther King, Jr. used on several occasions, including his famous "I Have a Dream" speech during the March on Washington in 1963. Dr. King used the phrase to emphasize the need to stop wasting time, and to begin the process of righting the wrongs in our society immediately. The phrase is

particularly relevant when the issue is child hunger. What cause could be more pressing than to ensure our children are provided the necessary sustenance to grow into healthy and productive adults?

Land of Promise understands that urgency. They know that children going hungry should never be the norm, and they have boots on the ground in communities in need. We value our collaboration with Land of Promise because of their focus on the local organizations and institutions that are well-equipped to tackle this issue. Their work has inspired us, which will hopefully inspire others. They stand with us in our belief that there is no greater investment in our communities than to feed our children, who are our future. Land of Promise understands the fierce urgency of now.

Sue Meeks, Infina Owner and
President, and **Steve Meeks**



INFINA, LTD.

Hunger Is Unacceptable



According to Jan Adams, among the many organizations that JMA Solutions supports, Land of Promise (LOP) is unique in that it enriches children's lives and sets them up for success by nourishing their minds and bodies. JMA focuses on these kinds of core philanthropic values. Early in my life as a divorced, single parent, I lived in public housing, was on welfare and at times struggled to feed my two children. So I understand the challenges facing many of LOPs constituents. I strive to bring my unique perspective to the support I give to LOP.

Giving back is part of JMA Solutions' business model and company philosophy, and we believe strongly in paying it forward to organizations with our same philosophy. We couldn't be more honored to be a part of the conversation that Land of Promise is leading in the Atlanta community.



JMA SOLUTIONS

Paying It Forward

**I want families to know
their challenges can and
will be overcome with
the support of LOP.**

Jan Adams,
JMA President and CEO



Brenda Reid,
Publix Media and
Community Relations
Manager



Shopping at Publix is a pleasure, as is Land of Promise's (LOP) relationship with Publix's Community Giving Department and their local store employees. Veronica said, "They just care...ask questions concerning the children's welfare, the program progress and what can they do to help." Publix is the first supermarket to invest in the children and has supported Land of Promise every year since the program started.

Brenda Reid, Media and Community Relations Manager at Publix stated, "I received a call a few years ago from Veronica Mount asking Publix to support Land of Promise. She told a compelling story of how she was helping to feed children but she didn't have enough food. We had been supporting her with a gift card, but I encouraged her to think bigger. She later submitted a request for a grant. After looking into her program and evaluating the best way to help, we were able to allocate funds from the Publix Food for All register collection program. Thanks to the generosity of our customers and associates we were able to help feed the children in Fulton County Schools through the *Nourish the Need Food Backpack Program*. If I could see the looks on the children's faces when they get home on Friday to see that they have food to eat throughout the weekend — that would be priceless. Thank you Land of Promise for helping those who need it most — our children."

Publix makes the giving process so easy and Land of Promise can always depend on them. This is a great example of a local supermarket impacting the children's nutritional needs by community giving. Thank you to the Publix customers and associates that participated in the "Food for All" campaign by adding a \$1, \$3, or \$5 donation to their grocery bill.

PUBLIX SUPER MARKETS, INC.

Caring for Our Community Children

Board Development Collaboration

**Sticks in a bundle are
unbreakable.**

Bondei Proverb



UNITED WAY VOLUNTEER INVOLVEMENT PROGRAM

Board Governance Training

Land of Promise (LOP) believes that the strength of their Board of Directors is its members' dedication to the vision of LOP and their ability to make a real difference to LOP's performance. Good Boards don't just happen; it takes a practical and pragmatic approach to find trained Board

members. Land of Promise seeks to find Board members who have a unique combination of background, experience and knowledge in fundraising, strategic planning, marketing, financial, and legal decision making.

Veronica says in her opinion, "There is no scientific formula to creating a productive Board of Directors, and the members do not know it all. However, we are blessed to have trained Board members that bring their skills and abilities to carry out the mission of LOP. Board of Directors training is an essential investment in improving our effectiveness of clearly established standards of good practice."

In 2014, Veronica was selected to participate in the United Way Volunteer Involvement Program (VIP). VIP is a 10-week immersion of roles, responsibilities, liabilities, and rewards that provides the participants the tools to serve as effective Board Members of local nonprofit agencies. Janice Robinson, Executive Director

of VIP confirms, "Since being introduced to Veronica and Land of Promise in 2014, during her United Way Volunteer Involvement Program (VIP) training, it was clear that she was focused on organizing and structuring Land of Promise for great success. What she learned during her governance training is now being applied to her agency management. She took it a step further by recruiting and adding VIP graduates to her board. We appreciate Veronica and commend her for her hard work."

The United Way Volunteer Involvement Program (VIP) has reduced the struggle of finding qualified Board members and peace of mind of knowing that the selection is from a qualified pool of candidates. Land of Promise welcomes the opportunity to give back to the program by participating in panel discussions for VIP candidates. This opportunity is a chance to share real life practices of nonprofit Boards. The VIP program is the foundation to a highly impactful board. Land of Promise hopes this training and development collaborating will continue for years to come.

Janice Robinson,
Executive
Director
of VIP



Midwest Food Bank (MFB) started in Bloomington, Illinois in 2003 when a humble farmer stepped out in faith and started a food bank on his farm. Midwest Food Bank has expanded to seven locations in the United States and two international locations. MFB expanded to Georgia in 2011.

MIDWEST FOOD BANK Game Changer

During their first month, MFB served nine local food pantries and distributed 545 cases of food. Their growth over the past seven years has been incredible. MFB is now serving over 300 nonprofit organizations in six states each month and distributing over one million in food.

In 2014, LOP established a partnership with Midwest Food Bank. This partnership quickly became the game-changer for LOP. Before Midwest Food Bank, LOP had no consistent source to receive food. LOP's initial resources

were an occasional community food drives, sporadic financial donations, a couple of grocery store gift cards, and a belief that all people deserve food to eat.

Our Founder, Veronica Mount, says, "All of the employees and volunteers are the humblest people you ever want to meet. MFB gives all of their food away... no food, no maintenance or no distribution fees...a game changer for LOP; a blessing to any food organization. Additionally, monthly reports are not required, reducing my administrative workload." Last year MFB provided over 160 million pounds of food to their non-profits partners. According to Charity Navigator, who rates over 9,100 charities, MFB is ranked in the top 8% in the nation and they have received the Top Award (4 stars) for six consecutive years.

Land of Promise was the 19th agency to partner with MFB and their success is no surprise to LOP. Their free and consistent food donations afforded LOP the opportunity to increase the number of children participating in our Nourish the Need Food Backpack Program. LOP has a monthly appointment to pick up food and fellowship with



the staff and volunteers of Midwest Food Bank. You will never leave their lot without food and a prayer. MFB is a faith-based organization that believes in sharing the blessings that God has given them. This act of kindness provides support to others and affords MFB the opportunity to experience the joy of sharing the blessing. Land of Promise is feeling the joy of sharing the blessing and pray for a lifetime partnership with Midwest Food Bank.

According to Charity Navigator, MFB is ranked in the **top 8%** in the nation, and they have received **the Top Award for 6 consecutive years.**

Midwest Food Bank,
Georgia Division Staff



8,651

BACKPACKS DELIVERED



51,906

NUMBER OF FOOD ITEMS SERVED



209

HOUSEHOLDS SERVED



113,655

POUNDS OF FOOD SERVED



45% Individual Donors

12% Board Donations



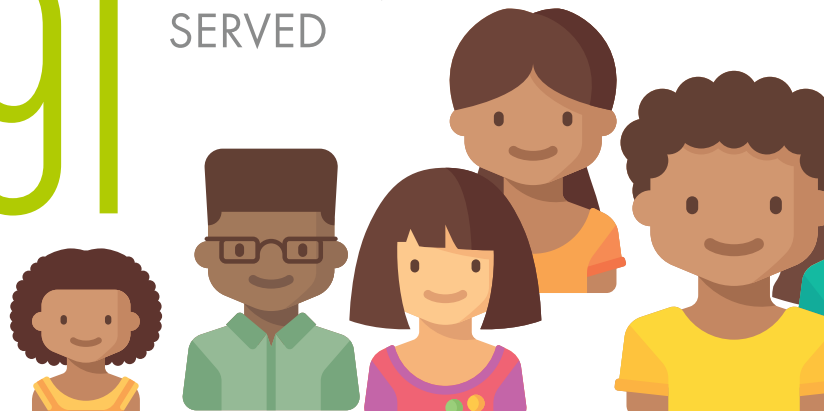
43% Corporations

BREAKDOWN OF DONATIONS

TO LAND OF PROMISE
IN FY18

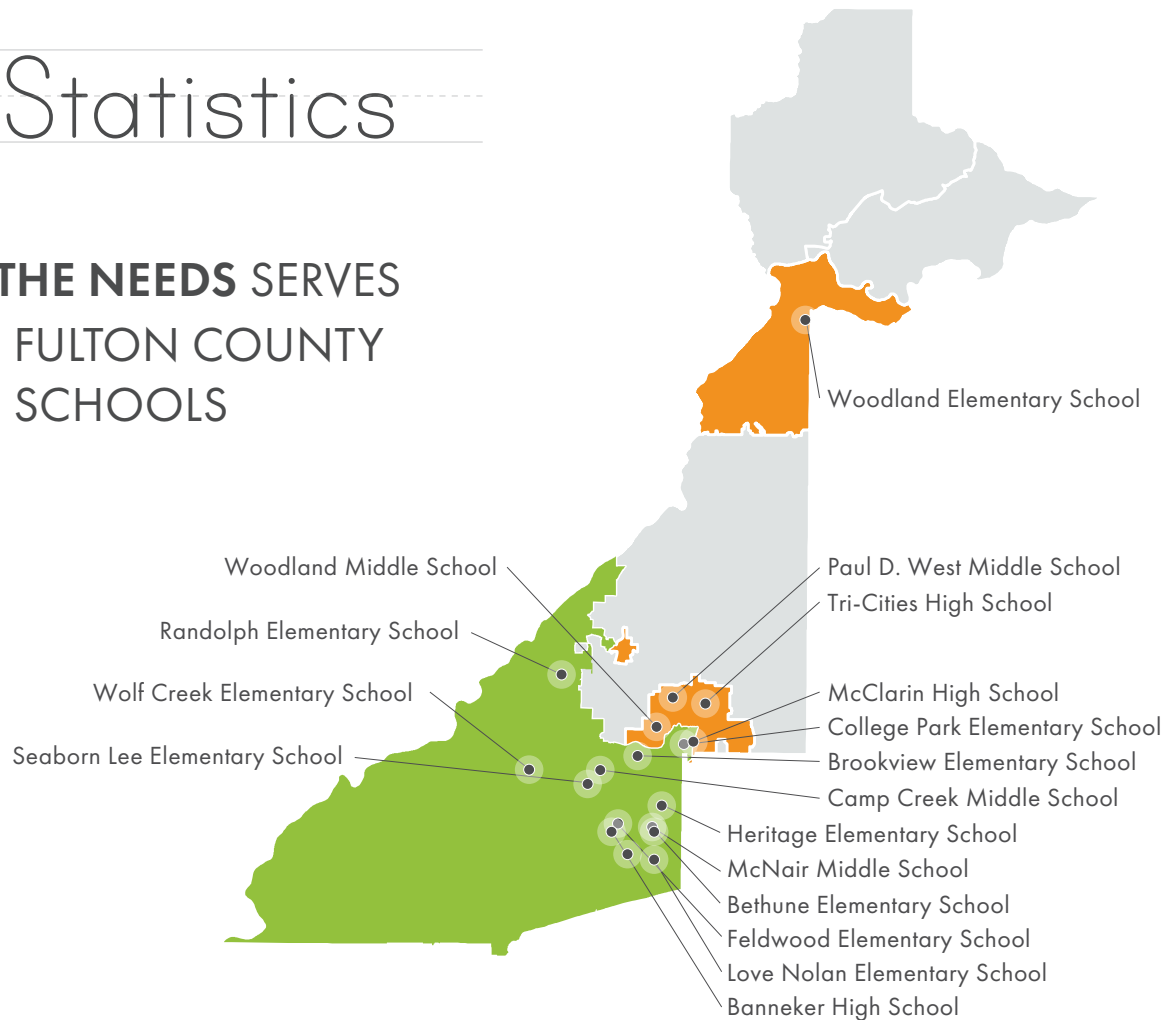
391

CHILDREN
SERVED



2017-2018 Statistics

NOURISH THE NEEDS SERVES
17 FULTON COUNTY
SCHOOLS



Stephanie Austin
Joni Barber
Tomeeka Beaver
Bridgette Berry-Smith
Monique Bessick Palmer
Angel Black
Franklin Black
Paquita Bradley
Allyson Brannon
Sheila Brewster
Marla Brown-Bennett
Violet Browne
Esther Bryant
Clarence Butcher
Anjal Coleman
Bridgette Collins
Kim Curry
Michele Davis
Fonda Dowl
Johnny Edwards
Daryl Everett

Davina Gage
Christie Gardner
Edrika Gutierrez
Emily Hagen
April Harvey
John Hendrix
Darien Henry
Levern Herron
William Holland
Napoleon Hornbuckle
Asia Hunter
Shelby Jennings
Paul Johns
Brian Jones
Mamie Mallory
Vicky Martin
Sue Meeks
Shelly Mlakar
Bruce Moody
Theresa Mount
Veronica Mount

Angela Oliver
Robert Owens
Dana Paskins
Lawrence Perkins
Henry A. Pettway
Michael Robinson
Janice Robinson
Dana Rose-Kelly
Stephanie Schlanger
Marie P. Shockley
Sharda Shrivastava
Don Simons
Antwan Smith
Shelley Stiaes
Jacqueline Sulton
Lauren Turner
Constance Vincent
Patricia Walker
Georgia Wiley
Dana Williams
Danrnese Williams

Individual Donors

Corporate Sponsors

Nu Lambda Omega Chapter of
Alpha Kappa Alpha Sorority, Inc.

Atlanta Executive Property Management, Inc.

Atlanta Fulton Family Connection

Friends of College Park

The Clifftondale Church

The Literary Sistas

South Central Wellness Collaboration

World Changers Church International, Inc.



**Many
hands make
light work.**

Haya (Tanzania) Proverb





Join our team. Make a difference.

We know that nearly half a million children in the greater Atlanta area are missing resources to thrive and **food** is one of them. Collective action is a pathway to increasing Land of Promise's ability to impact more food insecure children.

Donate today:

LOPPROGRAMS.ORG



Thank You,
Collaborative
Partners.



Land of Promise
where everlasting joy is yours

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