

The logo for 'making change' features the word 'making' in a dark grey sans-serif font, followed by three small circles in orange, pink, and blue. The word 'change' is in a similar font, with the 'c' and 'h' in dark grey and the 'a' and 'e' in light green. The background is a dark blue gradient with large, overlapping, rounded shapes in lighter shades of blue and white.

making change

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*2014 Annual Report*



## President's Message

Welcome to the *making change* 2014 Annual Report. 2014 marked our second year as *making change* (we transitioned to that moniker after using the Food For All banner for nearly two decades), and the year proved to be a successful one.

Over the past 10 years, Food For All has expanded its charitable reach to include programs other than hunger. While we are still hyper-local, *making change* better reflects who we are and what we do now and in the foreseeable future.

Our mission continues to promote human dignity, wellness and self-sufficient communities. We do this by enabling retailers to provide support to non-profit agencies whose missions are to promote health, education and community spirit. We accomplish this through cause marketing promotions, special events, in-store point-of-purchase campaigns and fundraising support.

Our logo says it all. We make change in the communities we serve by raising money at the point-of-sale from spare change. The circles of the logo represent growth and diversity of programs and giving. We are glad to say that our new logo and participating retailers and customers alike have embraced the new name.

It is important to note that while going forward, we will be marketing the *making change* brand; Food For All will continue to be a popular banner for all retailers who want to run hunger programs. Our Breast Cancer, Environmental, School and other programs will run under the *making change* banner. This will better inform consumers, who donate to these programs, how their donations are being used.

We are excited to begin 2015. More than ever, we believe *making change* will continue to make a difference to millions in need.

Denis Zegar  
President & CEO

## **making change Mission**

*making change*, formally known as Food For All, is a 501(c)(3) non-profit organization that promotes human dignity, wellness and self-sufficient communities. We do this by enabling retailers to provide support to non-profit agencies whose missions are to promote health, education and community spirit. We accomplish this through cause marketing promotions, special events, in-store point-of-purchase campaigns, and fundraising support.

*making change* programs operate in over 2,200 grocery stores throughout the United States, and since 1985, have raised over \$90 million for local communities.

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Statement of Functional  
Expenses  
For the Twelve Months  
Ending September 30,  
2014

	POP Program	Fundraising	Long-Term Self-Help	Other Programs	Fundraising	G & A	Total
<b>EXPENSES:</b>							
Grants	\$4,663,488	\$0	\$0	\$1,030	\$0	\$0	\$4,664,518
<b>Operating Expenses:</b>							
Accounting Fees	\$0	\$0	\$0	\$0	\$0	\$24,751	\$24,751
Bank Fees	\$0	\$0	\$0	\$0	\$0	\$275	\$275
Board Meeting	\$0	\$0	\$0	\$0	\$0	\$11,457	\$11,457
Depreciation							
Amortization	\$547	\$319	\$0	\$166	\$100	\$409	\$1,541
Dues/Publications	\$0	\$0	\$0	\$0	\$0	\$755	\$755
Repairs/Maintenance	\$0	\$0	\$0	\$0	\$0	\$2,816	\$2,816
Insurance	\$0	\$0	\$0	\$0	\$0	\$5,236	\$5,236
Lease Payments	\$0	\$0	\$0	\$0	\$0	\$2,320	\$2,320
Licenses & Fees	\$0	\$6,476	\$0	\$0	\$0	\$-	\$6,476
Legal/Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$3,727	\$3,727
Occupancy-rent & Utilities	\$9,067	\$5,282	\$0	\$2,755	\$1,661	\$6,765	\$25,530
Office Expenses	\$0	\$0	\$0	\$0	\$0	\$9,435	\$9,435
Outside Contractors	\$0	\$0	\$0	\$0	\$0	\$7,833	\$7,833
POP Seasonal	\$0	\$306,733	\$0	\$0	\$0	\$-	\$306,733
POP Year-Round	\$0	\$12,412	\$0	\$0	\$0	\$-	\$12,412
Postage and Shipping	\$157	\$534	\$0	\$16	\$19	\$1,218	\$1,944
Property Taxes	\$0	\$0	\$0	\$0	\$0	\$351	\$351
Salaries and Benefits	\$236,348	\$138,943	\$0	\$76,777	\$46,512	\$165,301	\$663,881
Telephone	\$788	\$455	\$0	\$237	\$140	\$4,652	\$6,272
Travel	\$0	\$0	\$0	\$0	\$0	\$28,955	\$28,955
Total Operating Expenses	-\$246,907	-\$471,154	-\$0	-\$79,951	-\$48,432	-\$276,256	\$1,122,700
<b>TOTAL EXPENSES</b>	<b>\$4,910,395</b>	<b>\$471,154</b>		<b>\$80,981</b>	<b>\$48,432</b>	<b>\$276,256</b>	<b>\$5,787,218</b>

**making change**  
**Statement of Activities**  
**Year Ended September 30, 2014**

	Unrestricted	Temporarily Restricted	Total
<b>REVENUE</b>			
Point of purchase program contributions	\$5,912,298	-	\$5,912,298
Other contributions	\$11,535	-	\$11,535
Interest and dividends	\$6,613	-	\$6,613
Realize and Unrealized (Loss) Gain on Investments	\$14,861		\$14,861
Net assets released from restrictions			-
<b>Total revenue</b>	<b>\$5,945,307</b>	<b>-</b>	<b>\$5,945,307</b>
<b>EXPENSES</b>			
<b>Program Services</b>			
Point-of-purchase program	\$4,910,395	-	\$4,910,395
Long-term self-help	-	-	-
Other programs	\$80,981	-	\$80,981
<b>Total Program Services</b>	\$4,991,376	-	\$4,991,376
<b>Supporting Services</b>			
General and administrative	\$276,256	-	\$276,256
Fundraising:			
Point of purchase program contributions	\$471,154	-	\$471,154
Other contributions	\$48,432	-	\$48,432
<b>Total Supporting Services</b>	\$795,842	-	\$795,842
<b>Total expenses</b>	<b>\$5,787,218</b>	<b>-</b>	<b>\$5,787,218</b>
<b>Change in net assets</b>	<b>\$158,089</b>	<b>-</b>	<b>\$158,089</b>
Net assets (deficiency in assets), beginning of year	\$1,430,396	-	\$1,430,396
<b>Net assets , end of year</b>	<b>\$1,588,485</b>	<b>\$-</b>	<b>\$1,588,485</b>

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Statements of Financial Position  
Sept. 30, 2014

**ASSETS**

**Current assets:**

Cash and cash equivalents	\$619,519
Certificate of Deposit	\$1,250,000
Pledges Receivable	\$464,761
Accounts receivable	\$44,892
Point-of-purchase program supplies inventory	\$6,419
Prepaid expenses	<u>\$9,286</u>
Total current assets	<u>\$2,394,877</u>

**Investments**

\$72,503

**Deposit**

\$2,100

**Property and equipment, net of accumulated depreciation**

\$3,178

Total assets

\$2,472,658

**LIABILITIES AND NET ASSETS**

**Current liabilities:**

Grants payable	\$820,440
Accounts payable and accrued expenses	<u>\$58,748</u>
Total current liabilities	<u><u>\$879,188</u></u>

**Deferred Rent**

\$4,985

Total Liabilities

\$884,173

**Net assets**

Unrestricted

Undesignated	1,454,380
Designated-international grants	134,105
Temporarily restricted	-
Total assets	<u>1,588,485</u>

**Total liabilities and assets**

\$2,472,658

*making change*  
**BOARD OF DIRECTORS**  
**(Updated December 2014)**

Mark Batenic, CEO  
IGA USA

Dennis Belcastro (Denny)  
SVP Government Affairs and Industry Collaboration  
Hillshire Brands

Rick Brindle  
Customer V.P. eSales  
and Industry Affairs  
Mondelez

Paul Cooke  
VP/Director: Trade & Industry Development  
Nestle Purina PetCare

Dave Jones  
VP Business Development and Sales Operations  
The Kellogg Company

Todd Jones  
President  
Publix Super Markets, Inc.

James F. Keller  
President  
The Keller Group

Marilyn Day Kiernan  
President  
Day/Kiernan & Associates

Mr. Peter Larkin  
President & CEO  
National Grocers Association

John Mayer  
Vice President, Customer Development  
J.M. Smucker Co.

Larry McCurry (#)  
**making change Chair**  
Executive Director, Industry Development  
Unilever HPC (Ret.)

Michael S. Needler (2011)  
Chairman, President, CEO  
Fresh Encounter, Inc.

Austin F. Noll, Jr.  
President  
Austin Noll & Associates

Keith Olscamp  
VP Business Development and Industry Relations  
Campbell Soup Company

David Orgel  
Editorial Director  
Supermarket News

Art Potash  
CEO  
Potash Markets

Ms. Leslie Sarasin  
President  
Food Marketing Institute

David W. Schoeder (\*) (#)  
**making change Treasurer/Secretary**  
Principal  
The Food Partners

Andrew Scoggin  
Senior VP, HR & Public Affairs  
Albertsons, Inc

(\*) Finance Committee  
(# )Executive Committee



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