



Elina

 Meals  
from the  
Heartland

**2025**

**ANNUAL  
REPORT**

# MESSAGE FROM EXECUTIVE DIRECTOR, CHUCK CURRENT



Because of your generous support, 2025 became a record-breaking year in Iowa, reaching more children and families with lifesaving meals than ever before.

This impact was made possible by the dedication of our staff, board, partners, donors and more than 70,000 volunteers that helped package and share meals to children in need across Iowa, the United States, and around the world.

As we look ahead, Meals from the Heartland is committed to expanding our reach, with a bold vision to grow from 21 million meals in 2025 to 30 million meals annually by 2029 and 50 million meals by 2031. This growth is possible because of the strong foundation built by your continued generosity, faith, and belief in this mission.

Thank you for the confidence you place in Meals from the Heartland. We consider it an honor to transform your support into lifesaving meals that reach neighbors near and far in this very small world.

God bless,  
Chuck Current, Executive Director

## EXECUTIVE BOARD

**Dan Koestner** – Ret., Ernst & Young LLP  
**Bill Lowe** – Sammons Institutional Group  
**Doug Shelton** – Farm Bureau Financial  
**Rebecca Young** – F & G Life  
**Jesse Bunney** – Lawmark Capital  
**Jeff Austin** – Ret., Berkshire Hathaway  
**Jerry Armstrong** – Ret., Pioneer

## DIRECTORS

**Amy Wittry** – Hy-Vee  
**Amanda Rinehart** – Corteva Agriscience  
**Ahmed Ibrahim** – NCMIC  
**Dave Bradley** – Ret., First Federal Savings Bank  
**Heather Campbell** – MercyOne  
**Jamie Carlson** – Iowa Clinic  
**Mike Beals** – Principal Financial Group  
**Steve Carlson** – Ret., Wells Fargo

*In loving memory of former Board Member, John Ferin.*



Meals from the Heartland staff with Convoy of Hope's CEO Hal Donaldson.

# Matthew 25:35



“For I was **hungry**,  
and you gave me something to eat.

I was **thirsty**,  
and you gave me something to drink.

I was a **stranger**,  
and you invited me in.”

# 20 25 IMPACT REPORT



## Over 21 Million Meals Fed Those in Need!



**2 Million**

Meals in Iowa



**1 Million**

Meals Nationally



**18 Million**

Meals Globally

### Volunteer Support

**Over 719,000**

volunteers since 2008

### Countries Impacted

**Kids in Over 45**

countries have received our meals



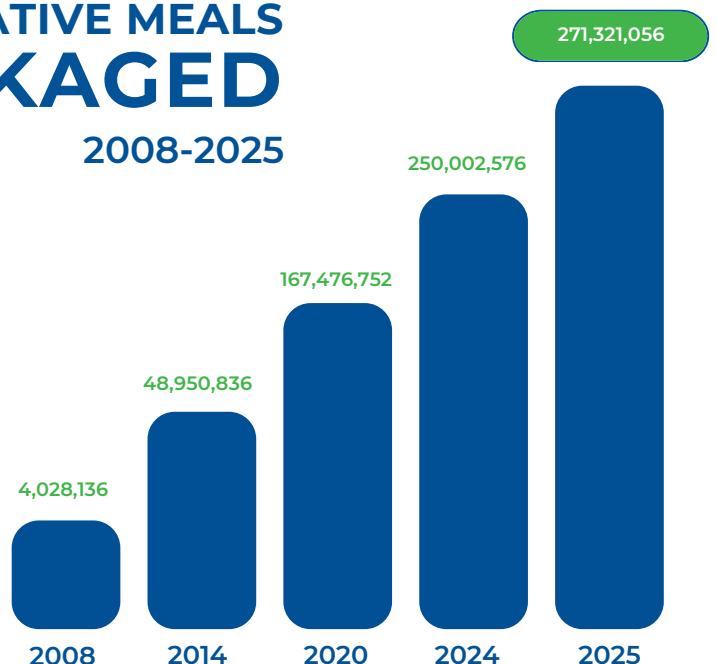
**THOMAS**

**82,229**

approx. number of children  
Meals from the Heartland helped  
feed every school day in 2025.

## CUMULATIVE MEALS PACKAGED

2008-2025



*Donations pay for meal ingredients. Volunteers package meals.*

# GLOBAL IMPACT



Every  a child dies from malnutrition.



**733 MILLION**  
people face **hunger**  
globally.



**73 MILLION**  
children attend school  
**hungry.**

(World Health Organization, World Food Programme)

Meals from the Heartland supports school feeding programs worldwide, providing millions of meals to children in countries facing the greatest need, including South Africa, Haiti, Ukraine, and many others.

# GINNY'S STORY



Ginny

**“When I’m hungry, it usually gives me a stomach ache,” said 10-year-old Ginny from Haiti.**

For many children, hunger makes it nearly impossible to focus in school. In a country facing ongoing unrest and food insecurity, more than half of Haiti’s population doesn’t have enough to eat, and children are the most vulnerable.

Thanks to our nutritious meals, Ginny receives crucial nourishment at school each day, giving her the energy to learn and easing the burden on her family.

Because of a simple meal, Ginny can concentrate on her education, dream of becoming a teacher, and simply enjoy being a kid.

**Every meal provides more than nourishment, it delivers hope.**

# LOCAL MEALS



## OVER 2 MILLION MEALS DISTRIBUTED TO IOWANS IN NEED IN 2025!

### Meals from the Heartland's Response to SNAP cutbacks

With the rising need for food locally and the SNAP benefit cutbacks, Meals from the Heartland provided twice the number of meals to help feed families in our community.



**1 in 8 (12%)**

Iowans face food insecurity. This is an increase from 2020, where the need was 7.3%.

**Over 120,000**

children in Iowa say they do not know where they will find their next meal.

(Food Bank of Iowa)

**Our Iowa Food Bank & Food Pantry Network Partners:**



# DONOR IMPACT

**Donations help us purchase ingredients that allow the community to package meals for our neighbors in need. Thank you, your support makes this mission possible.**

## **Jamie C. | Board Member & Donor**

“I support Meals From The Heartland because I believe no child should go hungry, and the organization’s volunteer-driven mission makes a direct, measurable impact in Iowa and around the world. My faith inspires me to serve others, and donating and serving on the Board allow me to put those values into action.”

## **John S. | Pack Master & Donor**

“By supporting Meals from the Heartland, you’re providing meals to our less fortunate neighbors, both near and far. Although financial support is foundational to our mission, there is nothing more rewarding than packaging those same meals with the help of friends, family and colleagues. It’s a wonderful way to make a positive difference in our world!”

### **LEAVE A LEGACY**



In 2025, Meals from the Heartland received a legacy gift from the estate of Rita Walljasper of Davenport. Her generosity created our Mustard Seed Fund, which helps new non profit organizations fund their first mobile hunger fight and gain the support needed to host future events independently. This fund has already helped five new churches and groups host a hunger fight this year, and we are deeply grateful for Rita’s lasting impact.

### **WAYS TO DONATE**

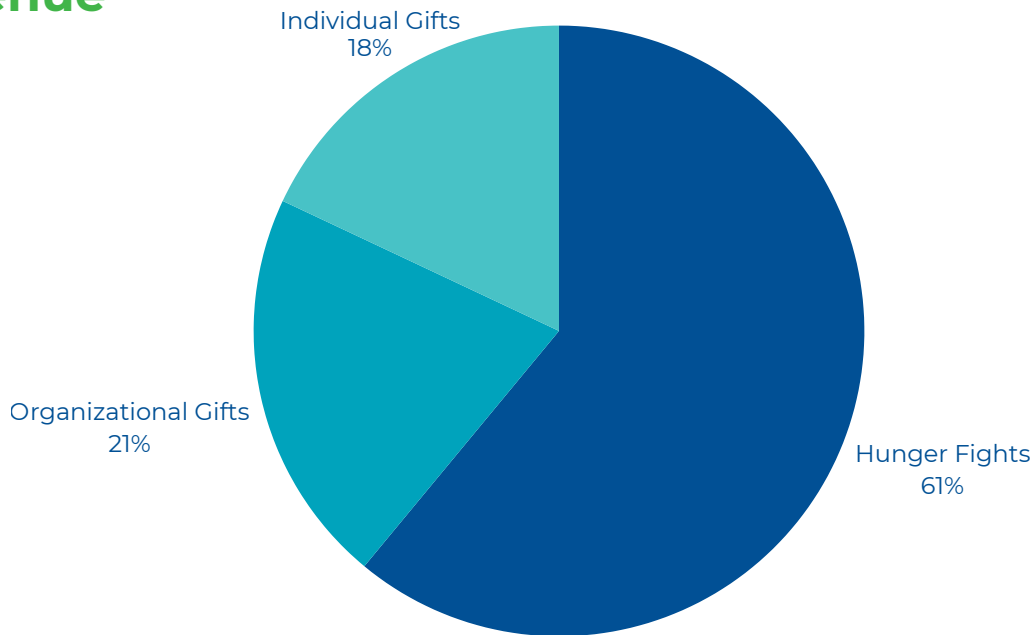
- Legacy (Planned) Gift
- Recurring Gift
- Tribute Gift
- Annual Donations

If you are interested in becoming a donor or have questions, please contact Director of Individual Giving Jordan Hughes at (515) 802-7904 or [jordan.hughes@mealsfromtheheartland.org](mailto:jordan.hughes@mealsfromtheheartland.org)

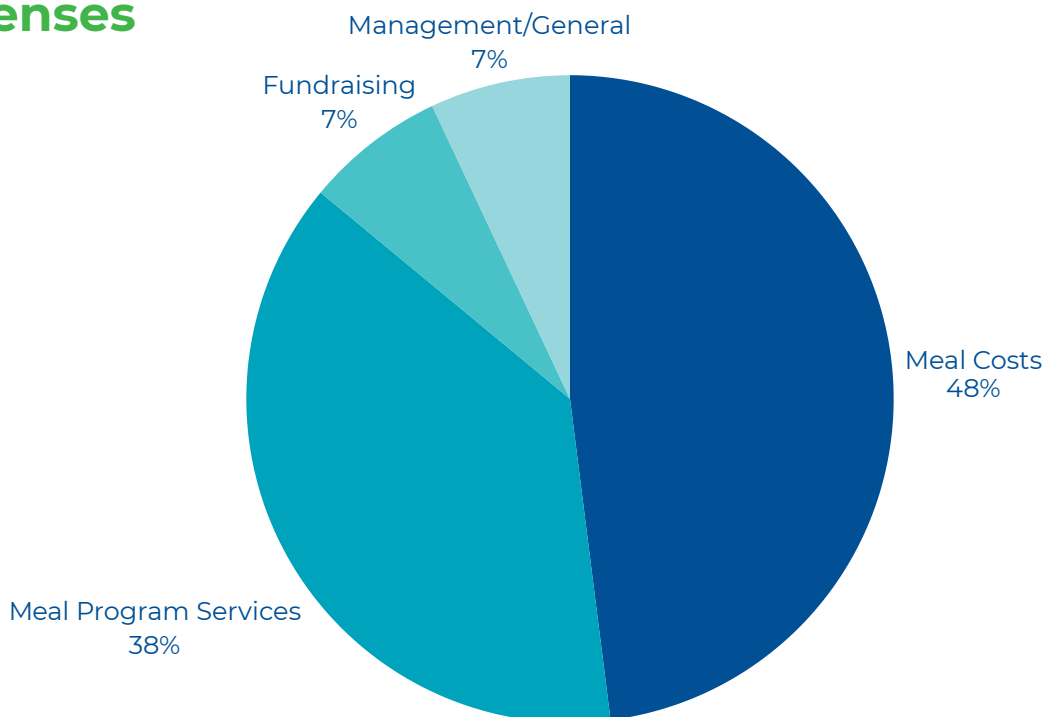
# FINANCIAL SNAPSHOT

Meals from the Heartland operates without any state or federal funding, relying entirely on the generosity of donors, volunteers, and community partners to make our hunger-relief mission possible.

## Revenue



## Expenses



The data above is reflective of our \$3.5M 2025 actuals. Figures stated are unaudited.



Naomi

**FOR EVERY \$1,000 YOU DONATE, YOUR GIFT FEEDS OVER 13 CHILDREN FOR AN ENTIRE YEAR.**

# FIGHTING HUNGER IN THE COMMUNITY



## 5TH ANNUAL CHARITY GOLF TOURNAMENT

June 19, 2025, brought perfect weather at Beaver Creek Golf Club. Thanks to our amazing sponsors and 132 players, over 500 children will be fed for a year! A fantastic day filled with fun and generosity - thank you, golfers and sponsors!



## DES MOINES, QUAD CITIES AND CEDAR RAPIDS CORRIDOR CORPORATE GAMES

A huge thank you to the amazing volunteers who joined us through the Des Moines, Cedar Rapids and Quad Cities Corporate Games this summer! Together, you helped package nearly 800,000 lifesaving meals. Shoutout to the teams who won the Meals from the Heartland Challenge in their division!

### 2025 WINNERS

Pella Windows and Doors • LCS • Farmers Mutual Hail Insurance • Ernst & Young • Zirous • Eide Bailly

# MOBILE HUNGER FIGHTS

Thanks to 26,646 volunteers, our 2025 Mobile Hunger Fights resulted in nearly 6 million meals packaged, feeding more than 22,000 children for a full year.

## MLK DAY

Nearly 800 volunteers across three locations packaged meals for our neighbors in need. Meals packed in Nebraska will support families through the Food Bank for the Heartland, while meals packed in Des Moines will serve local families through the Food Bank of Iowa and DMARC's network of metro pantries.

Meals Packaged  
308,106

1,185 kids fed for  
an entire year

## CEDAR RAPIDS HUNGER FIGHT

Our 8th Annual Cedar Rapids Hunger Fight on June 17–18 brought volunteers together to package 255,096 Taco Mac meals, distributed by HACAP to help families across Iowa.

Meals Packaged  
255,096

981 kids fed for  
an entire year

## QUAD CITIES HUNGER FIGHT

Thank you to Vibrant Credit Union for hosting the Quad Cities Annual Hunger Fight! With sponsors and volunteers, we packaged meals for Riverbend Food Bank, enough to feed 230 children for a year.

Meals Packaged  
59,832

230 kids fed for  
an entire year

## 9/11 DAY OF SERVICE

Our staff traveled to Cincinnati, Detroit, and Minneapolis for 911day.org's Day of Service, packaging meals for local food banks and bringing hope to communities on this day of remembrance.

Meals Packaged  
570,456

2,194 kids fed for  
an entire year

## MIDWEST FFA CONVENTIONS

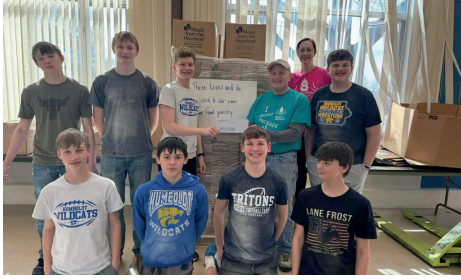
FFA State Conventions in Iowa, Nebraska, and Wisconsin, packaged over 400,000 meals, feeding 1,500+ children for a year. Thank you to Cargill for sponsoring these 2025 events!

Meals Packaged  
400,032

1,538 kids fed for  
an entire year

If you are interested in hosting your own hunger fight, please contact Assistant Director of Sales, Debby Hudson at (515)473.9530 or [debby.hudson@mealsfromtheheartland.org](mailto:debby.hudson@mealsfromtheheartland.org)

# 2025 CHILD IMPACT LEADERS



## BUSINESSES

### MEALS PACKAGED

### CHILDREN FED FOR A YEAR

**MICROSOFT**

**270,955**

**1,042**

**CORTEVA**

**258,620**

**994**

**CARGILL**

**232,759**

**895**

## COMMUNITIES

### MEALS PACKAGED

### CHILDREN FED FOR A YEAR

**HUMBOLDT**

**152,064**

**584**

**CRESTON**

**62,856**

**241**

**GRIMES**

**47,304**

**181**

## CHURCHES

### MEALS PACKAGED

### CHILDREN FED FOR A YEAR

**LUTHERAN CHURCH OF HOPE**

**748,872**

**2,880**

**TRINITY ON FIFTH**

**171,504**

**659**

**ST. CECELIA CATHOLIC CHURCH**

**129,816**

**499**

# INVESTING IN OUR MISSION



A huge thank you to Hy-Vee for their incredible support of Meals from the Heartland this year! Thanks to their 2025 donations and the dedication of 4,300 volunteers, we packaged an amazing 2.3 million meals - providing an entire years worth of food for 8,875 children.



## 2025 DONATIONS AND VOLUNTEER IMPACT

**2,307,692**  
MEALS PACKAGED

**8,875**  
CHILDREN FED FOR A YEAR

## ONE STEP CEREAL IS SAVING LIVES

Since 2010, Hy-Vee One Step Cereal has helped feed millions of people both around the world and here at home. Proceeds from sales of One Step Cereal support Meals from the Heartland and our mission to fight hunger.

**2010-2025**  
**ONE STEP CEREALS IMPACT**  
**24,775,492**  
MEALS PACKAGED  
**95,290**  
CHILDREN FED FOR A YEAR



# DES MOINES ANNUAL HUNGER FIGHT



## FROM CHEF'S FIGHTING HUNGER TO COMMUNITY ENGAGEMENT



### DLL FINANCE

WINNERS OF THE HYVEE ONE STEP CHALLENGE

### COMPETE & EAT

We kicked off the 18th Annual Hunger Fight with the Hy-Vee One Step Challenge and Morsel Combat! Over 300 guests enjoyed amazing food from local chefs and bakers while celebrating friendly competition. Thanks to everyone who made the night a success in support of those in need. **Save the date for Compete & Eat 2026 being held on September 29th!**



### URBAN CELLAR

AWARDED TOP CHEF

### DES MOINES ANNUAL HUNGER FIGHT


With nearly 3,000 volunteers and our amazing sponsors, 1.4 million meals were packaged at our Annual Hunger Fight held at our West Des Moines packaging center, with meals being distributed worldwide through Convoy of Hope to help feed our neighbors in need! **Save the date for this years Annual Hunger Fight being held on Oct. 6-10, 2026!**



### BIX & CO

AWARDED TOP BAKER

**TOTAL CHILDREN FED FOR AN ENTIRE YEAR FROM THESE EVENTS**  
**5,770**



At Meals from the Heartland, thousands of compassionate volunteers, generous sponsors, and committed community partners unite to take action against hunger. Since 2008, through faith, service, and giving, we have packaged and delivered more than 270 million nutritious meals to children and families facing food insecurity in Iowa, throughout the United States, and around the world. Join us in bringing hope to those facing hunger.

**SYLVIA**

357 Lincoln Street | West Des Moines, IA 50265 | 515-473-9530  
[mealsfromtheheartland.org](http://mealsfromtheheartland.org)

*The children's photos used throughout this annual report are those we help feed across the globe. \*Pseudo names have been used.*