A MESSAGE FROM THE EXECUTIVE DIRECTOR

What do you call three quarters of controlled, efficient play followed by a quarter of excitement and craziness? No, not the Chiefs vs. Bills playoff game, but Meals from the Heartland’s year during 2021. We had what I would call a wildly successful, responsible year.

How can that be you ask? Going into 2021, we had no idea what to expect: Will donations come in; How do we budget; Will our volunteers come back? We decided to pack responsibly as the dollars graciously arrived. As we progressed through the year, we adhered to the plan and packaged at about half to three quarters speed, which is painful when you want to pack like your hair is on fire every day! One afternoon I was dejected about our pace, and a Board Member reminded me that regardless of the final number we are still impacting the lives of children. Sometimes it is good to be reminded of why we do what we do.

In the last four months of the year, everything changed at Meals from the Heartland. The volunteers started coming back and the packaging events picked up. We packaged almost half of our over 16 million meals in the last one third of the year! And our faithful donors provided once again, overwhelming us and setting us up for a great 2022. A wise coworker told me I need to have more faith; He always provides for this mission. Yes, He most certainly provided for us in 2021.

Luke 12:48 says “When someone has been given much, much will be required in return.” We were given much at the end of 2021, so we decided to set an audacious goal in 2022 to package 26 million meals. This represents a 62% increase over the 16 million meals we packaged in 2021 and 13% more than our previous best of 23 million. Like my wise coworker said, it is going to take some faith but I also hope she realizes her hair is going to be on fire in 2022.

Regardless of what the final number ends up being, just remember that together, we are making a difference in the lives of children.

God bless,

Greg DeHaai

Executive Director
Meals from the Heartland
2021 HIGHLIGHTS
Feeding starving children in Iowa, across the U.S., and around the world

**OUR MEALS**

**HEARTY PACK**

Our rice and soy meal is distributed globally, most commonly to orphanages and schools. Oftentimes children in developing areas will only eat one meal a day at school.

- Contains rice, soy protein, vitamins, minerals and dried vegetables: carrot, onion, tomato, celery, cabbage and bell pepper
- Contains 6 servings

**TACO MAC**

Our mac and cheese meals are distributed domestically. This meal is packed with protein and other essential vitamins.

- Contains enriched pasta, textured vegetable protein (soy flour), vitamin and mineral fortified cheese mix
- Contains 6 servings

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**2022 GOAL:** PACKAGE 26 MILLION MEALS

**Meals Packed Per Year**

- 2008: 4 million
- 2011: 6 million
- 2015: 15.7 million
- 2019: 23.1 million
- 2020: 19 million
- 2021: 16.1 million

**2021 HIGHLIGHTS**

- 387,241 number of children we helped feed within feeding initiatives last year
- 476,712 meals distributed in Iowa
- 65 the number of Iowa counties we have packaged in
- 2,360 the number of children fed for a year from proceeds raised during our annual Morsel Combat fundraising event
- 443,000 approximate number of children fed every school day within feeding initiatives we support
- 37 the number of countries our meals have been distributed to around the world since 2008
- 90¢ of every dollar goes directly toward feeding program expenses
- 540 average number of meals packed per volunteer in a two-hour shift
- 41,395 volunteers
- 75,230 volunteer hours
- 16,120,296 total meals distributed in 2021
- 476,712 meals distributed in Iowa
- 1,686,960 meals distributed nationally
- 65 the number of Iowa counties we have packaged in
- 13,956,624 meals distributed internationally*
- 2 million meals packed during the 2021 Annual Hunger Fight
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DISASTER RECOVERY

From hurricanes to tornados and floods, Meals from the Heartland consistently works with distribution partners to respond to disasters quickly and effectively.

After Haiti’s 7.2 magnitude earthquake on August 14, meals were in desperate need. Our mission partners had food in-country and stepped out in faith to help those affected by the earthquake.

The meals that were distributed were earmarked for feeding initiates throughout schools in Haiti. Donations raised allowed us to replenish these meals so that we could continue feeding the Haitian children.

CHILDREN’S FEEDING INITIATIVES

JEZILÓM’S STORY

At the age of 10, Jezilóm attended school for the first time in Haiti. But even then, education was a mere afterthought. “I came here to find the food because my parents couldn’t feed me,” Jezilóm said.

Thankfully, the school-based feeding program provided Jezilóm with an opportunity to learn, a consistent source of nutritious food, and the chance not to worry about where his next meal would come from. “The food helps me to get strength to study and play,” he said. “Now, I can read and write normally. I am very lucky.”

Thanks to your support, more than 387,000 children across thousands of communities receive nutritious food and life-changing opportunities like they’ve never had before.

LOCAL IMPACT

AMANDA’S STORY

Meals from the Heartland is helping people overcome hunger so they can reach their full potential.

Two years ago Amanda D. was homeless in Des Moines, Iowa, unable to feed herself or her children. If not for the Taco Mac (taco flavored macaroni and cheese) meals provided by Meals from the Heartland in our local food pantries, Amanda does not know where she would be today.

Amanda is now an active member in her children’s lives, has her own apartment, is sober, loves to cook, has a great job, and is part of our phenomenal community.

Taco Mac meals can currently be found at food pantries across Arizona, Iowa, Illinois, Indiana, Florida, Georgia, New York, Pennsylvania, and Texas.
FEEDING OUR NEIGHBORS IN EASTERN IOWA

The 4th Annual Cedar Rapids Hunger Fight, held June 10–12, was another success! Over 300 volunteers packaged 151,416 Taco Mac meals that were distributed to the Hawkeye Area Community Action Program (HACAP) for distribution around the Cedar Rapids area. This annual event continues to grow year after year. Our goal for 2022 is to package 300,000 meals. Plan to join us June 9–11, 2022.

EXPANDING OUR BOUNDARIES

Thank you to the 250+ volunteers who joined our 1st Annual Hunger Fight in Arizona! Over 260,000 Taco Mac meals were distributed to food pantries to feed those in need in the Arizona area. The 2022 Arizona Hunger Fight was held February 3–5 where these volunteers packed 150,000 taco mac meals.
The 14th Annual Hunger Fight was held August 30 through September 4. Even though we were not able to hold this Annual Hunger Fight at Hy-Vee Hall downtown, as in pre-Covid years, 842 volunteers showed up to support our mission in West Des Moines. Not only were we able to package our goal of two million bulk Hearty Pack meals (7 semi truck loads!), we were even able to fund all the ingredients that were used thanks to all the very generous donations we received! These meals will be used to feed children in Burkina Faso, El Salvador, Haiti, Honduras and Nicaragua. We hope to see you back at Hy-Vee Hall August 31–September 3.
The 10th Annual Morsel Combat gala was held on November 11 and was our largest fundraiser yet! With ten chefs, two dessert providers, five judges, and over 400 attending guests, total donations will allow us to feed 2,360 children for an entire year!

Congratulations to Hy-Vee for winning the People’s Choice award and to Wasabi for taking home the Judge’s Choice award. We hope to see you at Morsel Combat on November 10 at Prairie Meadows Event Center!

Thirteen sponsors and 136 golfers participated in our 1st Annual Charity Golf Tournament, held on September 23. All proceeds were used to purchase ingredients to package more than 115,000 meals to feed those in need. Corporate sponsorships are currently available for the 2nd Annual Charity Golf Tournament. Registration opens soon for the June 15 tournament, so be sure and get yourself or your team signed up! Check out our website for more details.

A very special thank you to all who donated their time and talents
CRU9 Wine · JD Custis · Dino’s Bar & Grill · Exile Brewing Company · Fleming’s Prime Steakhouse & Wine Bar Hy-Vee · Iowa Culinary Institute · Sivd · St. Kilda · The Eggroll Ladies · Wasabi · Echo’s Cookies · Euphoria Cakes · Tito’s Vodka · Chuck Long · Kiki Curtis · Owen Jewelry Design
Farmers Mutual Hail (FMH) understands the importance of giving back to our communities and to the commitment of helping others. Our partnership began in 2018 when they hosted their first Mobile Hunger Fight at their West Des Moines location. Since then, they have hosted two additional Mobile Hunger Fights, contributed to our First Annual Hunger Fight in Arizona, made numerous financial donations, and recently joined the 100,000 Meals Packaged Club, having packaged over 150,000 meals to date!

“At Farmers Mutual Hail Insurance Company, our mission is to protect the livelihoods of America’s farmers so they may clothe, feed, and fuel the world. Our partnership with Meals from the Heartland not only allows our employees, friends, and family to support communities in need, it also feels deeply personal to us as food security is so closely engrained with the success of our agriculture industry. It’s one more way we can ensure the farmers we serve can keep feeding the world. We look forward to continuing our support of Meals from the Heartland and all they do for families in need,” said Shannon Rutledge, FMH, President and CEO.

TOGETHER, WE CAN STOP HUNGER IN IOWA
IOWA VOLUNTEER HALL OF FAME

In June, Meals from the Heartland Chairman of the Board, Jerry Armstrong, was inducted into the 2021 Iowa Volunteer Hall of Fame. Jerry was a founding member of Meals from the Heartland and has served on the Board of Directors since 2008. He has been a tireless advocate for the development and success of this organization for more than ten years. Jerry was a key member of the team raising funds and developing plans for the Patty Cownie Packaging Center. With the opening of this center, Meals from the Heartland has been able to increase its service capacity and is now supporting feeding initiatives that help feed more than 387,000 children every school day.

Jerry’s natural networking abilities and commitment to “service over self” have been an invaluable asset to Meals from the Heartland and the people we serve. His time and efforts have been vital to our mission.

Congratulations, Jerry, and thank you for your continued leadership.

2022 EVENTS

JANUARY
MLK Day of Service
January 17

FEBRUARY
Arizona Hunger Fight
February 3–5

Show Your Love Packaging
February 14–19

MARCH
Meals Madness
March 14–18

JUNE
Cedar Rapids Hunger Fight
June 9–11

Charity Golf Tournament
June 15

AUGUST
Annual Hunger Fight
August 30–September 3

NOVEMBER
Morsel Combat
November 10

DECEMBER
Christmas Packs
December 13–29

Visit www.mealsfromtheheartland.org for more details.
WHEN WE FEED THE HUNGRY, WE FEED YOU, JESUS.
MATTHEW 25:35-40

The need is great among South African children. Many times these children do not know where their next meal will come from. Many have grown up only knowing the devastation of Aids and now COVID-19, on top of the feeling of hunger.

Together with our partners, Blessman International and Convoy of Hope, we send containers of food to Southern Africa where local churches and partners distribute it to those in need. Over 60,000 children receive a hot meal each week through South African feeding centers. We work hand-in-hand with our partners to keep smiles on faces and bellies full.

Elizabeth works tirelessly to provide for her 5-year-old daughter, Carmen. Thanks to our distribution partner, Convoy of Hope, Carmen receives our Hearty Pack meals through Convoy’s Children’s Feeding program in El Salvador. Elizabeth no longer worries about where her daughter will receive nutritious meals.

When Carmen first joined the Children’s Feeding program, she was undernourished, unhealthy, and lacked the energy she needed to run and play with the other children. But thanks to strategic school-feeding, vitamins, supplements, and personal care, things are different now.

Carmen now looks forward to the time she spends with others in the Children’s Feeding program. She colors, sings, makes friends, and each day she takes a step toward a more hopeful future.

Thanks to your support, Carmen, Elizabeth, and more than 387,000 children around the world receive hope in the form of nutritious meals and valuable opportunities to create a brighter future.
LEADERSHIP
Greg DeHaai, Executive Director

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PART-TIME TEAM
Jason Battani, Hunger Fight Manager
Megan Fox, Administrative Assistant
Susan Ling, Hunger Fight Manager
Brandi Reed, Hunger Fight Manager
Jill Richey, Administrative Assistant
Angela White, Hunger Fight Manager

ALL WITH ONE COMMON GOAL– TO FEED STARVING CHILDREN.
Meals from the Heartland is a faith-related organization that believes in the importance of prayer, volunteer service, and financial giving to help save starving children. We are made up of volunteers from businesses, schools, churches, community organizations and beyond who package meals for delivery to malnourished people in Iowa, across the United States, and around the world.

Join us in the fight against hunger.