



Joseph, Zambia

2024

ANNUAL REPORT

Feeding Hungry Bellies & Minds!

A MESSAGE FROM EXECUTIVE DIRECTOR, GREG DEHAAI

2024 brought many firsts for our organization. The first Des Moines Annual Hunger Fight held in our West Des Moines facility, the first time participating in the 9/11 Day of Service events in Detroit & Cincinnati, and the first time packaging meals at the Illinois State FFA convention. These events were all successfully executed by our awesome team (along with 156 other private events and over 400 open pack events in our packaging center!) allowing us to package over 19 million meals in 2024! Our full time staff of 12 can't do this on our own. So thank you to the individuals, companies, churches, schools, and communities for your generous donations allowing us to purchase the product needed to produce these meals. In addition, thank you to the over 60,000 volunteers who gave of their time packaging meals, washing dishes, labeling bags or serving on our board - just to name a few of our many volunteer opportunities. It is truly amazing what can be accomplished when people come together for a common cause!



Ten years ago I found myself searching, being called to do something more significant, with more purpose. Not that my previous profession wasn't significant, it just felt I could be of better service to the community to help others who couldn't help themselves. Ten years later as I transition to the retirement phase of my life, I am looking back and thinking what a great decision it was to become a part of the Meals from the Heartland Family. I have been blessed with amazing teammates, the ability to see our meals save lives first hand, become acquainted with generous donors who have a passion for our mission, and work with hundreds of thousands of volunteers serving with love. I will miss all of you but I know the mission is in good hands and will continue to make a difference in the lives of families in Iowa and children around the world. It's not "good bye", it's "see you around".

God bless,
Greg DeHaai, Executive Director

A handwritten signature in black ink that reads "Greg D. H.".

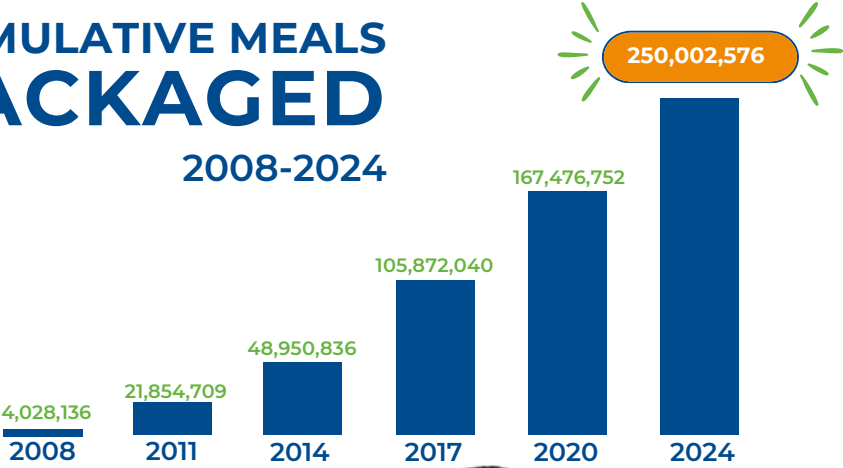


***Incoming Executive Director,
Chuck Current***

2024 YEAR IN REVIEW

CUMULATIVE MEALS PACKAGED

2008-2024



over
719,500
volunteers since 2008



Mateo, Adrien, Alexei, Hugo, Maya



18,574,704

total meals distributed in 2024

Since 2008,
we have
distributed
meals to 45
countries



meals distributed
in Iowa



1,541,808
meals distributed
nationally



16,080,768
meals distributed
internationally*

*some meals pending in-country distribution



Aaron & Ethan

620,000

approx. number of
children we help feed
every school day



Sylvia

Donations pay for meal ingredients.
Volunteers package meals.

GLOBAL IMPACT

733
MILLION

people face
hunger globally



a child dies from
malnutrition

73
MILLION

children attend
school hungry

*According to the World Health Organization, wfpusa.org and Worldvision.org

WHERE DID MEALS GO IN 2024?

Meals from the Heartland supports school feeding programs across the globe, with millions of meals sent to countries experiencing the greatest need: South Africa, Zambia, Madagascar, Haiti, Senegal, the Philippines, Eswatini, Togo, Liberia, Chad, Congo, Niger, Ukraine and Burkina Faso.



In response to the crisis in Ukraine, Meals from the Heartland provided 855,360 meals, offering hope and nourishment during this challenging time.



Joseph, Zambia

Joseph, a sixth-grader in Zambia, often wished he could grow up faster to help his mom, who struggled to provide for her family. Some days, he went to school without food because his mom couldn't afford both rent and meals for her children.

In Zambia, 35% of children suffer from stunted growth due to poverty and malnutrition.

Thanks to Meals from the Heartland, Joseph can focus on his studies and play with his friends, no longer worrying about where his next meal will come from. "We know at school we are going to find food, we are going to eat, and we are going to be healthy and satisfied. I'm very energetic. I get to think properly when I'm doing class work. It becomes easier because of the food program, and I even get to play." Joseph said.

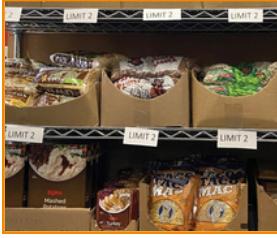
Your support continues to help children like Joseph, inspiring them to give back to their communities.



Learn more about
Joseph's story

LOCAL IMPACT

Des Moines



Cedar Rapids



Quad Cities



Cedar Rapids Hunger Fight

Our 7th Annual Cedar Rapids Hunger Fight took place on June 5 and 6, where 520 dedicated volunteers came together to package 225,072 Taco Mac meals. These meals were distributed by Hawkeye Area Community Action Program, Inc. (HACAP) to support hungry children and families across Iowa.

Quad Cities Hunger Fight

A huge thank you to Vibrant Credit Union for hosting our inaugural Quad Cities Annual Hunger Fight! With the support of generous sponsors and volunteers, we were able to provide meals to Riverbend Food Bank to feed 203 children for an entire year. It was an inspiring day, full of compassionate individuals committed to making a real impact!

1 in 6

children in Iowa
face hunger

In 2024, MftH

distributed nearly

1 million

meals to local food
pantries

11%

of Iowans face
food insecurity

**According to Feeding America.*

Our Iowa Food Bank & Food Pantry Network Partners:



MLK DAY 2025



774 volunteers in WDM, DSM, and Omaha collectively packaged meals in honor of Dr. Martin Luther King Jr. on Monday, January 20 during the Martin Luther King Jr. Day of Service. 305,000 Taco Mac meals were packaged and distributed to local food pantries to feed hungry families in Des Moines and Omaha. This event would not have been possible without the generous support of our sponsors: Sammons, Prairie Meadows, Hy-Vee, Microsoft, Polk County and Northern Natural Gas.

ON THE ROAD

National Impact

9/11 Day of Service



As part of a nationwide initiative, our staff traveled to Cincinnati and Detroit to join 25,000 volunteers in 21 cities for 911day.org's Annual Day of Service. In Detroit & Cincinnati alone, we packaged 422,000 meals for local food banks, providing vital support to these communities and spreading hope on this meaningful day of remembrance.



Hurricane Relief

Meals from the Heartland joined forces with the Midwest Food Bank to bring 285,120 meals and much needed supplies to those impacted by Hurricane's Helene and Milton.

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 2024 donations and the dedication of 4,300 volunteers, we packaged an amazing 2,134,600 meals—providing an entire year's worth of food for 8,210 children.

One Step Cereal Is Saving Lives



Thanks to Hy-Vee One Step cereal, thousands of children worldwide enjoy regular, nutritious meals. Every box purchased provides one meal for a child in need.

Since its launch, the One Step Cereal program has delivered an incredible 22.5 million meals to hungry children. Together, we're making a real impact in the fight against hunger—one box of Tasteeos at a time.

Stock up today and help us continue changing lives!

LEARN MORE



A spoon full of good.



MOMENTS THAT MADE AN IMPACT



Gift of Hope

During the month of December, generous donations and volunteers made it possible to feed an additional 194 children for an entire year! Thank you to each and every individual and business who invested in the health of a child last Christmas.



4TH ANNUAL CHARITY GOLF TOURNAMENT

June 20, 2024, 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!

PRESENTING SPONSORS:



Farmers Mutual Hail
Insurance Company of Iowa



Meals from the Heartland received a \$25,000 gift from O'Donnell & Friends Charities during their June 28, 2024, golf tournament. Their generous support serves to feed our neighbors in need while honoring the legacy of founders Dan and Dee O'Donnell.

CHILD IMPACT LEADERS

We believe in the power of collaboration to fight hunger. By partnering with local organizations and volunteers, we can expand our reach, provide meals to those in need, and create a greater impact.

Businesses



426,000 Meals



173,966 Meals



172,928 Meals



258,620 Meals

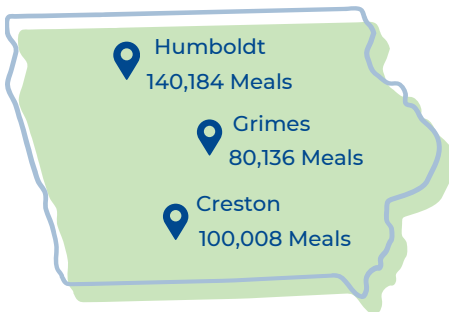


203,140 Meals



108,966 Meals

Communities



**Iowa & Illinois FFA
State Conventions
400,032 Meals**

Churches

Lutheran Church of Hope	504,310 Meals
Trinity on Fifth	178,966 Meals
St. Cecelia Catholic Church	130,032 Meals
Heritage Church	74,828 Meals
North Point Church	50,112 Meals



LET US BRING THE HUNGER FIGHT TO YOUR BUSINESS, CHURCH OR SCHOOL!



515-473-9530



mealsfromtheheartland.org



Wells Fargo

Winners of the
Hy-Vee One Step Challenge



Nothing Bundt Cakes

Awarded Top Baker



OPA!

Italian & Greek Dining
Awarded Top Chef

COMPETE & EAT

We launched the 17th Annual Hunger Fight with our popular Hy-Vee One Step Challenge and Morsel Combat event!

Over 400 attendees savored incredible dishes from Hy-Vee, El Fogon, Fleming's, OPA!, The Eggroll Ladies, Fiesta, Bix & Co., and Pelican Post, alongside delectable desserts from Nans Nummies, Eileen's Cookies, Rocky Mountain Chocolate Factory, and Nothing Bundt Cakes.

Congratulations to the winners of Morsel Combat and One Step Challenge! The evening was filled with excitement, competition and delicious food, all in support of those in need. Thank you to those who joined us and made the night a success!

Thank You Presenters!

HyVee
EMPLOYEE OWNED

CORTEVA
agriscience

dL financial solutions
partner

FARMER MAC

17TH ANNUAL HUNGER FIGHT

With the support of 3,300 dedicated volunteers and generous sponsors, the 2024 Annual Hunger Fight, resulted in an incredible 1.7 million meals packaged! Hosted for the first time at the West Des Moines Packaging Center, this effort brought hope to hungry children and families worldwide through our distribution partner, Convoy of Hope.



1.7 million

meals packaged

6,659

children will be fed
for an entire year



LEADERSHIP

Greg DeHaai, *Outgoing Executive Director*
Chuck Current, *Incoming Executive Director*

2024 BOARD OF DIRECTORS

OFFICERS

Dan Koestner, *Board Chair – Ret.*, Ernst & Young LLP
Bill Lowe, *Vice Chair – Sammons Institutional Group*
Doug Shelton, *Treasurer – FBL Financial*
Jesse Bunney, *Secretary – Lawmark Capital*

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Dave Bradley – *Ret.*, First Federal Savings Bank
Heather Campbell, MercyOne
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Amy Wittry, Hy-Vee
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Amanda Rinehart, Corteva Agriscience
Susan Sabin, Stellar Industries
Ahmed Ibrahim, NCMIC
Jeff Austin, Berkshire Hathaway
Jerry Armstrong – *Ret.*, Pioneer

STAFF LEADERSHIP

Joy Johnson, Development Director
Brent Goodenow, Finance Director
Georgie Filber, Operations Director
Sandy Niland, Volunteer Coordinator



Oliver

MISSION

Empowering people to save starving children

VISION

Alleviate life-threatening hunger through:

Education: We offer information and resources about global hunger and everyone's role in this issue.

Engagement: We provide year-round service opportunities to serve God and people in need.

Feeding: We partner with meal distribution organizations so that meals can reach hungry people here in Iowa, across the U.S. and around the world.

CORE VALUES

Meals from the Heartland is a Christian organization who believes that all of God's children are deserving of the basic necessities of life, including a healthy and nutritious meal.

We show our love for our less fortunate brothers and sisters by packaging meals to be distributed to those in need. We invite all to join us, regardless of beliefs.

We recognize that all of the resources we are blessed with are to be stewarded with great care and diligence. We are committed to using those resources in a way that maximizes the impact our meals are able to have. We also work with partners that share our commitment to excellence.



Catalina

At Meals from the Heartland, thousands of dedicated volunteers, corporate sponsors, and community partners come together to fight hunger. Since 2008, through prayer, volunteer efforts, and financial contributions, we've packaged and distributed over 250 million nutritious meals to children and families struggling with food insecurity in Iowa, across the U.S., and around the globe. Be part of the mission to end hunger.



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

357 Lincoln Street | West Des Moines, IA 50265 | 515-473-9530
mealsfromtheheartland.org