



# 2021 ANNUAL REPORT



MORE  
than a  
Food Pantry





**MISSION**  
Food, resources and faith to  
build a stronger community

**VISION**  
A fully nourished community

**VALUES**  
Respect  
Compassion  
Community  
Caring  
Generosity



# Thank You!

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Dear Friends:

For as long as we can remember, people have referred to The River as "more than a food pantry." 2021 was no exception.

Our 2021 annual report highlights ways The River forged new paths and deepened existing ones to nourish our Dane County neighbors in body, mind, and spirit. Whether it was time, money, food, services, or other resources, each donation made in 2021 made an impact on the wellbeing of our community and our organization.

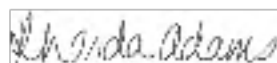
## 'More than a food pantry' Milestones in 2021:

- **Voted Best Charitable Organization** in the Madison.com People's Choice Awards.
- **Launched an online ordering system**, ePantry, to increase access to healthy food and restore client choice.
- **Became the first redistribution organization** of Second Harvest Foodbank to redirect food to other local organizations in need.
- **Created nutrition education materials** with health benefits, storage suggestions, and easy recipes for a wide variety of foods distributed at The River.
- **Expanded variety** by offering an abundance of fresh produce, special dietary items, and culturally relevant foods.
- **Provided more than food**, including masks, hand sanitizer, diapers, menstrual products, mattresses, winter wear, socks, flowers, and more.
- **Organized special community events**, including Curbside Breakfast with the Bunny, The River's Birthday Bash, Make Music Madison, and a holiday gift program.
- **Sought regular feedback** from clients, volunteers, donors, staff, and partners to make improvements on schedules, offerings, operations, and more.

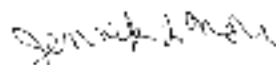
Food is what we do best. However, we will always do what we can to fill not only fridges and bellies, but also hearts and souls.

Thank you for helping us redefine what it means to be a food pantry. We are very proud to be one. With your continued support, we will keep moving towards our vision of a fully nourished community.

With pantry pride and gratitude,



Rhonda Adams  
Executive Director



Jennifer Norr  
Chair, Board of Directors

# Program Updates

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Throughout 2021, The River continued to grow and improve our programs and services to include:

## ePantry

To restore client choice and increase access to healthy food, The River launched an online grocery ordering system, called ePantry, in 2021. Once a month, households have the option to order groceries via ePantry. Based on household size, families select from a variety of nutritious food and personal care items, including fresh produce, meat, dairy, culturally relevant offerings, and special dietary options, such as vegetarian and gluten-free items. By empowering people to choose their own groceries again, ePantry offers a sense of dignity and control and limits waste.

## Redistribution Partners

In 2021, The River became the first redistribution organization (RDO) of Second Harvest Foodbank of Southern Wisconsin. As an RDO, The River can redirect food sourced from the food bank to other local organizations in need of support throughout Dane County. Our redistribution community partners receive regular donations of excess food and essentials (e.g., fresh produce, ready-to-eat meals, nonperishables, hygiene items) to reach those who do not access our pantry's services for various reasons. This initiative helps to increase access and to minimize waste.

## Curbside Groceries

Dane County residents can pick up free curbside groceries from The River once a week. Groceries include non-perishables, perishables (e.g., fruit, vegetables, dairy, meat, frozen items) and other essential supplies (e.g., masks, cleaning supplies, personal hygiene items, paper products, diapers, formula). Special dietary items, such as gluten-free boxes, are also available upon request. In 2021, The River began offering evening hours on Wednesdays to better serve working families, as well as short menu forms for households to fill out to improve client choice and minimize waste.

## Munch

Our mobile meal program, Munch, delivers free healthy meals to children and adults living in low-income neighborhoods. Focused on serving children who qualify for free or reduced school lunch, Munch bridges the nutrition gap when school cafeterias are not operating. Originally serving 9 Northside neighborhoods, Munch expanded in 2021 to serve the Darbo-Washington neighborhood on Madison's Eastside. In addition to meals, Munch also began distributing free grocery items from the pantry, such as fresh fruit and vegetables.

## FAM

Our curbside meal program, FAM (Family At-Home Meals), provides to-go meals for everyone in a household to share in the safety of their homes. Clients can pick up meals up to four times each week. These healthy, balanced meals are freshly made by The River's professionally trained chefs and volunteers. The menu changes weekly to include meat and vegetarian options, along with a side salad and fresh fruit. Many times a simple recipe is included for clients to recreate at home.

## River Delivers

Our contactless food delivery program, River Delivers, works with volunteers to deliver healthy groceries and meals once a week to homebound residents of Dane County. Individuals and families that receive deliveries are those who do not qualify for other delivery services and who cannot visit a store or pantry due to barriers, including transportation or health concerns. In addition to groceries and meals, River Delivers can provide the same essential items available to on-site grocery recipients, such as diapers, formula and specific dietary options, upon request.

# 2021 COMMUNITY IMPACT



more  
fresh fruits  
and vegetables  
than ever  
before!

**3.8 million**  
lbs of food distributed

Grow 15  
food partners



**1.6 million**  
lbs of food recovered



2PM

**58,675**  
to-go meals



schools



**33,309**  
mobile lunches



Everett 2019



**7,518**  
grocery deliveries



everyday

**592**  
online orders



**14**  
redistribution partners



1,192 families  
were new!



**4,505**  
households



from all over  
King County



**11,279**  
people



**3,596**  
children



**1,095**  
seniors



**166**  
veterans



# Food Donors

These food donors make significant contributions of food and supplies to The River. We are so appreciative for their support.

ALDI, East  
ALDI, Sun Prairie  
ALDI, West  
Alpha Baking Company  
Atlanta Valley Foods  
Badger Prairie Needs Network  
Bagels Forever  
Catholic Multicultural Center  
Community Action Coalition

for South Central Wisconsin  
Costco, Middleton  
Costco, Sun Prairie  
DeForest Wind sor Food Pantry  
Family Dollar, East  
Family Dollar, North  
Festival Foods  
Fleet Farm  
Forward Garden  
Forward Madison FC  
Fresh Madison Market  
Garden To Be  
Gold on Food Service  
Happy Valley Farm  
Healthy Food for All  
HyVee, East  
Just Coffee Co-op  
Kwik Trip, American &  
Butt onwood  
Kwik Trip, Branch & Century

Kwik Trip, Buckeye & Blossom  
Kwik Trip, East Vashington &  
Schmiedeman  
Kwik Trip, East Main & Madison  
Kwik Trip, Fish Hatchery & Emil  
Kwik Trip, Fish Hatchery & Petra  
Kwik Trip, Lien & Thompson  
Kwik Trip, Milwaukee & Valbridge  
Kwik Trip, Mineral Point & High  
Point

Kwik Trip, Mineral Point &  
Randolph  
Kwik Trip, Northport & Tioy  
Kwik Trip, Packers & Third  
Kwik Trip, Parmenter & Century  
Kwik Trip, Stoughton & Anderson  
Kwik Trip, Windsor & North  
Towne  
Little Caesars Pizza, East  
Little Caesars Pizza, South  
Little Caesars Pizza, West  
Madison Area Technical College  
Madison Markets  
Madison Metropolitan School  
District

Market's Market, Hilldale  
Market's Market, West Towne  
Metro Market  
Neesvig's

Northside Farmers' Market  
Peet's Coffee/Robert Weissrock  
Pantry's Spices  
Pick 'n Save, Century  
Pick 'n Save, Junction  
Pick 'n Save, Shople  
Pineaton Club, East  
Pineaton Club, West  
Ruby's Pantry  
Sassy Cow Creamery  
Second Harvest Foodbank of  
Southern Wisconsin  
Sun Prairie Emergency Food Pantry  
Target, East  
Target, Hilldale  
Target, Sun Prairie  
Target, West  
Trader Joe's  
UW Provision  
Valmart, East  
Valmart, Monroe  
Valmart, West  
Whole Foods Market  
Willy Street Co-op, East  
Willy Street Co-op, North  
Willy Street Co-op, West  
Wibdersta Coffee



**And thanks to all who held food drives for us!**



# In-Kind Donors

*These organizations and government agencies provide a variety of support services and resources to The River at significantly reduced rates or with no fee. Their support is critical to our mission's success.*

Aberdeen Consulting  
Adams Outdoor Advertising  
Amcor  
Arts + Literature Laboratory  
Bombas  
Burke Lutheran Church Quilters  
Covenant Presbyterian Church  
Dane County Sheriff's Office, Huber Program  
Elvehjem Neighborhood Association  
Exact Sciences  
FischerJordan  
Feed the Children  
Free Bikes 4 Kids Madison  
Greenlight Logistics  
Heavy Plumbing, Inc.

Inkworld  
International Brotherhood of Electrical Workers Local 159  
KMAX Solutions  
Kwik Trip  
Look 2 Consulting  
Madison Knitters' Guild  
Madison Police Department  
Magazine Literacy  
Mentoring Positives  
Mid-West Family Madison  
Mitchell Johnson  
Moving Forward Wisconsin  
NewBridge Madison  
Northside Planning Council  
Pelletier Waste Systems

Public Health Madison Dane County  
ReMits  
RSVP of Dane County  
St. Paul Lutheran Church  
Sun Prairie Cold Storage  
The UPS Store #3613  
Transit Solutions Inc.  
UnitedHealthcare  
UW-Madison Dietetics Program  
UW-Madison Morningside Center for Public Service  
Walgreens  
Wigwam  
Willy Street Co-op  
Woodman's Markets



# Redistribution Community Partners

*We frequently donate food and resources to these local organizations to expand access to healthy food and resources throughout Dane County.*

Access Housing  
Boys & Girls Clubs of Dane County  
Dryden Terrace (senior/assisted living)  
Food for Thought Initiative  
Friends of the State Street Family  
Hope's Home Ministries  
Jewish Social Services of Madison

Journey Mental Health Center,  
Yahara House  
La Follette High School  
Neighborhood House Community Center  
PortNight, Housing & Men's  
Emergency Shelter

Shelter from the Storm Ministries  
St. Paul Lutheran Church, Sheep's  
Clothing  
Vanner Park Community Recreation  
Center

# Lifetime Donors

## Core Values Society

### Nourish \$300,000+

Anonymous (2)  
Inland Empire Community Foundation  
Madison Community Foundation

### Respect \$200,000–\$299,999

Anonymous  
Terri & Dave Beck-Engel  
The Chicago Community Foundation  
Department of Administration  
Marita & Michael Ross Menard  
United Way Of Dane County

### Caring \$150,000–\$199,999

Cramer Foundation  
Epic Systems Charitable Giving Fund  
Packard Apartment's Corporation

### Compassion \$100,000–\$149,999

American Family Mutual Insurance  
Company  
The Eric D Hovde & Steven D  
Hovde Foundation  
The Evjue Foundation  
Steve Strickler American Family  
Insurance Foundation  
Zendesk Neighbor Foundation

### Generosity \$50,000–\$99,999

American Family Insurance Deanna  
Foundation, Inc.  
Bank of America Charitable Gift Fund  
Sue & Richard Burnham  
Lynn & Abigail Christiansen  
City of Madison  
Community Action Coalition for  
South Central Wisconsin, Inc.  
First Presbyterian Church of  
Vernonia, Inc.  
Marc & Kim Fjord  
Great Lakes Higher Education  
Corporation  
Jun Wei & Sandy Lee  
Madison Rotary Foundation  
Doug & Norma Madison  
National Credit Union Foundation

### Community \$25,000–\$49,999

Activision Blizzard, Inc.  
Anonymous  
Bayer Fund  
Lau & Bea Christensen  
County of Dane  
CUNA Mutual Group Foundation, Inc.  
Kathryn & Ron Cuto  
Door Creek Church  
Engelke Family Foundation  
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Peggy Hedberg  
Irwin A. and Robert D Goodman  
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Leonard Ableman  
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ReMitt's Program  
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Tim & Lori Stadelman  
TASC  
Marie Tallmadge  
Steve & Fran Tate  
TDS Connecting With Our  
Communities  
Nick & Judith Topitzes  
Veridian Homes Foundation  
Vilmar Foundation  
Mary & Robert Zino



# 2021 Fiscal Year Donors

## Visionary \$100,000+

Anonymous (3)  
Department of Administration  
Inland Empire Community Foundation

## Community Builder \$10,000–\$99,999

American Family Insurance Dreams  
Foundation, Inc.  
American Family Mutual Insurance  
Company  
Tracey Anton  
Terri & Dave Beck-Engel  
Sue & Richard Blumhagen  
The Chicago Community Foundation  
Lau & Bea Christensen  
County of Dane  
Cramer Foundation  
CUNA Mutual Group Foundation, Inc.  
Engelke Family Foundation  
Epic Systems Charitable Giving Fund  
The Eric D. Hovde & Steven D.  
Hovde Foundation  
The Evjue Foundation  
Marc & Kim Flood  
David & Marilyn Gamm  
Peggy Hadberg  
Living and Dorothy Levy Family  
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NewBridge Madison, Inc.  
Packer Apartments Corporation  
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Share Our Strength (No Kid Hungry)  
Tim & Lori Stadelman  
Steve Strickler American Family  
Insurance Foundation  
United Way of Dane County  
Veridian Homes Foundation  
Zendesk Neighbor Foundation  
Mary & Robert Zilno

## Advocate \$5,000–\$9,999

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Artful Home  
Sam & Annie Ballweg  
Kathryn & Ron Cufio  
Delta Dental of WI Foundation Inc.  
Express Employment Professionals

Paul & Jane Fahay  
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Vaukesa, Inc.  
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## Ring of Generosity \$2,500–\$4,999

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Lynn Batchler  
Roger & Pat Birckett  
Philip & Helen Bradbury  
Bush Bradley  
Covenant Presbyterian Church  
Door Creek Church  
David & Chris Duzcommun  
Exact Sciences  
Fairway Independent Mortgage  
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Give Back Foundation  
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Vail Family Enterprise  
Wiltner Family Foundation Inc.  
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## Empowerment Circle \$1,000–\$2,499

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Amespride Financial  
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Ken Wundrow  
Brett Yachin  
Linda Bengsen-York & David York  
Hans & Jan Zoerb



## Dedications

### IN HONOR OF

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Anne Zoeliner  
Ashley Ziegler  
Bav Pissalas/Ken Martin  
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Bent Olson  
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Steve Tate  
Strohm Ballweg, LLP employees  
Students & Families of  
Black Hawk Middle  
Sue Rebellio & Steve Hansen  
Suzy Mayer  
TDSADS FI & Rev Rec Teams  
The Beloved Hyslop Family  
The Burton Family  
The River Staff  
The River's Kitchen Crew  
Thomas Donnelly  
Tiffany & Margaret Zheng  
Tom & Florence Lantinen  
Toni Vidulich  
Tsela Barr  
Valerie Vanden Boom  
Vania Gillette  
Zach Keim

# Dedications

## IN MEMORY OF

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Bella Webb  
Bob & Lorraine Willett  
Bob Ritt  
Bruce Ferris  
Chester Taihune  
Colleen Levitsky  
Dale & Teresa Coyier  
Darlene Homer  
Darlene Kochanowski  
Dave Ling k  
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Delores Pitas  
Diane Dorr Gilbertson  
Dr. Mark Cook  
Elizabeth M. Cantor  
Fred Fiers  
Frederick Fiers  
Georgette Fass  
H.R. Seymour  
Henriett Brigham  
Harrison C. Lauhon  
Heidi Lauhon  
Helen June Loeffler  
James Koltes  
Janet R. Hauli

Jennifer Brooke  
Jim Williams  
Joan Carter  
Joe Dom  
Joe Erda hl  
Joe Martin  
John Hamilton  
Judy Jennings  
Judy Ullmer  
Kate Amel  
Kate Hildebrandt  
Ken Hovey  
Kenneth Johnson  
Lilae & Ernest Oby  
Lois Rab in  
Lori Gatzke  
Lori Loessin  
Marlene Robinson, Arleen &  
Bob Booe  
Mary Caldwell  
Mary Howe  
Mary Rydberg Fulmer  
Matthew Walters  
Michael Corcoran  
Michael Sansone  
Michael Wobiewski  
Mike McKenna  
Mitch Grunes  
Mr. Navien Aurora

Mr. PR. Aurora  
Mrs. Madhu Malik  
Murylean Thompson  
Owen Weber  
Pam Kane  
Phillip & Joyce Sanford  
Rita Pest  
Robert Blier & Katie Comp  
Ron Ruble  
Ronald Sargenian  
Russell Marx  
Scott Reardon  
Sis & Bill Sichter  
Staci E. Schultz  
Susan J. Young  
Susan Young  
Teddy Klade  
Teresa Brausen  
Teresa Lankay  
The Brown, Bruske & Martin  
Families  
Tom Lillegren  
Uncle Benny Palittieri  
Walter Hershaw  
Walter Hram Allen III  
Webster Carter  
William (Bill) C. Johnson  
Wolf & Srinii Jayaraman



# Financials

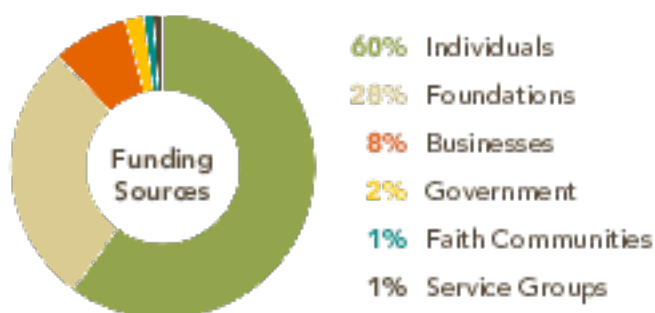
*\*For year end December 31, 2021*

## Support and Revenue

Donated Materials and Services	\$8,391,485
Contributions	\$2,659,560
Government Grants	\$52,952
Interest Income	\$2,566
Other	\$338
<b>Total Support and Revenue</b>	<b>\$11,106,901</b>

## Expenses

Food Pantry	\$10,000,524
Management and General	\$129,194
Fundraising	\$248,873
<b>Total Expenses</b>	<b>\$10,378,591</b>



# Volunteers

The River operates on the generous support of hundreds of dedicated volunteers. From faith communities, business groups and students to individuals and organizations, we truly appreciate all the hours they spend helping us.

In 2021,

# 2,070 VOLUNTEERS

donated

# 29,434 HOURS

valued at

# \$840,046\*



\*\$28.54/hour estimated value  
Latest figure from Independent Sector

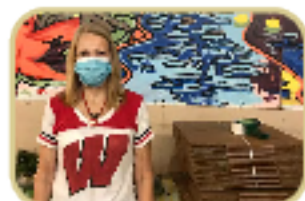
# Volunteers with over 100 Hours

# 54

Riyad Alabbasi  
Mark Allen  
David Anderson  
Jeanette Anderson  
Bridget Arnold  
Christopher Briggs  
Tammy Brown  
Christopher Cooley  
Susan Crawford  
Deb Crist  
Alicia Croft  
Helen Drobniak  
Judy Fisher  
Aimee Ford  
Mark Fuller  
Lori Gibson  
Beth Hackman  
Mary Jo Harris

Karen Houdak  
Carrie Jakob  
Deborah Johnson  
Alexander Kalk  
Joanne Kaminsky  
Elliot Klein  
Mary Klinger  
Mary Lang  
Stephen Lang  
Linda Lucy  
Suzy Mayer  
Linda McDowell  
Mark McDowell  
Margaret McWilliams  
Sharon Mohr  
Arlene Moody  
Martha Olson  
Mary Pomero

John Rakow  
Holland Riedell  
Marsha Ripley  
Ellie Rogers  
Jeffrey Rogers  
Marge Angell Rohlfing  
LuAnne Rommel  
John Salas  
Krista Schmidt  
Lee Schultze  
Brinnin Sheffer  
Asa Stafford  
Jillian Stebbel  
Tammara Vance  
Jo Williams  
Gary Wodka  
Carole Yingdahl  
Julian Zapata



# 2021 Board of Directors

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## **Board Chair (Incoming)**

Jennifer Norr  
CUNA Mutual Group

Jorge Aguilar  
World Council of Credit  
Unions

Jim Sirianni  
Stifel

## **Treasurer/Vice Chair, Finance**

Amy Isaachsen  
CUNA Mutual Group

Amy Barrilleaux  
Wisconsin Department of  
Workforce Development

## **Ex-Officio**

Rhonda Adams  
The River Food Pantry

## **Vice Chair, Building**

Dave Beck-Engel  
J. H. Findorff & Son

Kristi Kavanaugh  
Kavanaugh Restaurant Supply

## **Member Emeritus**

Steve Sachtjen  
Community Volunteer

## **Vice Chair, Governance**

Susan Crawford  
Dane County Circuit Court

Angela Jenkins  
American Family Insurance

Karl Sachtjen  
Old National Bank



# The River Staff

*\*As of April 2022*

**Executive Director**  
Rhonda Adams

**Pantry Coordinator**  
Jon Clark

**Munch Coordinator**  
Jarod Hoffarth

**Director of Operations**  
Helen Osborn-Senatus

**Food Recovery Coordinator**  
Ben Kauth

**Development Assistant**  
Karen Stephens

**Director of Development**  
Julie Wiedmeyer

**Volunteer Coordinator**  
Debbie Bormann

**Program Assistants**  
Erica Dorsch

**Controller/HR Manager**  
Bob Garrison

**River Delivers Coordinator**  
Jamie Midthun

**Operations Specialists**  
Riyad Alabbasi  
Seth Hammond-Bayliss  
Ryan Horton  
Mike Peters  
Tom Powell

**Communications Manager**  
Becca Carpenter

**ePantry Coordinator**  
Michelle Kowaletti

**Grants Manager**  
Ryan Holley

**Meal Coordinator**  
Rachael Maynes

**Meal Manager**  
Chris Tuttle

**Community Coordinator**  
Bethany Michiels

# In Their Words...

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From emails and phone calls to surveys and letters, many of our clients express gratitude for the services The River is able to offer, thanks to generous community support. Here are just a few client testimonials from 2021:

***"Because I receive food, I am able to buy a pair of shoes, save for new auto tires and generally stay in my home a while longer. THANK YOU!"***

***"My family would starve without The River's help. With five growing children ages 10–16, we really appreciate and need the sizable portions of food we receive."***

***"Throughout the COVID-19 pandemic, you have eliminated the need for me to go to a grocery store... keeping me safe and healthy. Also as a senior citizen, you have tremendously enabled me to save a lot of money this year for taxes, medications, other necessities."***

***"I love The River Food Pantry!! I don't know what I would do without them. I have really struggled since Covid and unsure of a lot of things but I knew The River was going to be there. It made me less stressed when I did have to go to the grocery store because I didn't have to purchase and spend money I don't have because The River food had given me groceries."***

***"The pantry has been a blessing since our workplace has reduced our work hours. We are very thankful for the groceries from The River. Thank you so much."***

***"Thanks to The River Food Pantry for providing not just food, but fantastic food!"***

***"I like that the help includes detergents, toilet paper, and cleaning products."***

***"Really enjoy coming for to-go meals from FAM. I do share my food with other seniors who cannot come."***

***"You all are fantastic. Thanks for being available to us in this time of need."***

***"I absolutely love the ePantry! I like being able to pick out what I need."***

***"The River's kitchen outdoes themselves!"***

***"Love the fresh produce!"***

***"Thank you for all you do!"***



Since opening in 2006, The River Food Pantry has become South Central Wisconsin's busiest food pantry.

Originally serving only a handful of households, today The River serves over 2,000 people each week.

Our services include free groceries and freshly prepared meals for pickup or delivery, online grocery orders, and mobile meals for low-income neighborhoods.

The River also redistributes rescued food and other essentials to local partners to increase access while minimizing waste.

With supporters like you, we get closer to achieving our vision of a fully nourished community.

Thank you for your continued generosity!



2201 Darwin Road • Madison, WI • 53704  
(608) 442-8815 • [info@riverfoodpantry.org](mailto:info@riverfoodpantry.org) • [riverfoodpantry.org](http://riverfoodpantry.org)

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