



ANNUAL REPORT 2021



EXECUTIVE SUMMARY

We set out in our first year as an organization to truly make a difference in the health of underserved communities. We made it our goal to deliver healthy and nutrient rich whole foods to families in need. The statistics in Arkansas are alarming. Nearly 25% of Arkansas are considered Food Insecure and that is not necessarily taking into account Nutrition Insecure status. Well Fed set out to do more than just fill bellies with food, our passion is to provide only nutrient rich foods to improve health.

There are thousands of families that do not have the financial means to consistently purchase healthy food. They are living on cheap foods that only contribute to diet-related illnesses. Arkansas ranks the 3rd worst in the nation for childhood obesity and malnutrition. We believe the solution to changing the alarming statistics is to empower families to cook and eat healthy while also providing free access to the healthy foods they need. Our mobile market programs help move families forward and over barriers so that they can learn how to manage a healthier future. We are incredibly grateful for our amazing education partners from the Arkansas Cooperative Extension SnapEd offices and the UAMS Culinary Medicine Department.

But, we want to do more than just provide food and impact behavioral changes. We desire to also affect real biometric change. It is our goal to bring the Produce Prescription model to Arkansas and advocate for policy changes and program implementation across the state for a healthier future. Food is medicine. By partnering with medical providers and payers we can work together to treat and prevent diet-related illnesses.

Thank you for your partnership in changing lives here in Arkansas. Together we are creating a brighter and healthier future for thousands of families!

-Joshua Harris



JOSHUA HARRIS
EXECUTIVE DIRECTOR
WELL FED





Healthy Food, Healthy Communities

The WELL FED solution is to mobilize food access and education. Our model works by taking fruits, vegetables, proteins, grains, meat, and dairy directly to families and communities struggling with food insecurity.



Our mobile pop-up market or pre-boxed approaches allow people to choose healthy options to cook with that support their immune system. Our partnerships with local farmers and wholesale grocers mean we are sourcing healthy food and supporting the local economy at the same time.



OUR VISION:

To create a new future for families who are food insecure and empower them to live healthy.

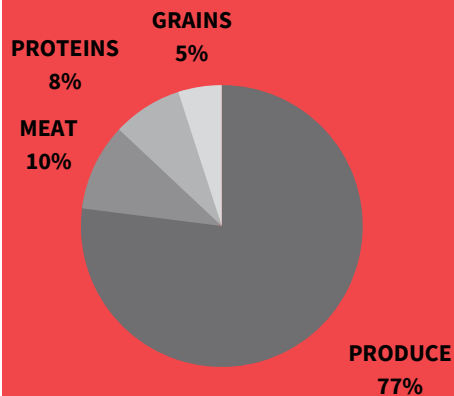
OUR MISSION:

Combating food insecurity with healthy food access and education.

HIGHLIGHTS OF 2021

60,000+ LBS OF HEALTHY FOOD

was distributed in our
mobile markets and food
box delivery



FED OVER 5,000 ARKANSANS

healthy food that helps
lower their medical
costs, increases
productivity socially and
economically



recieved nutrition and
cooking classes



HIGHLIGHTS OF 2021

487 VOLUNTEER HOURS

Our Food Heroes rocked it this year packing food boxes and giving out food at our mobile markets



16,000+ lbs OF DONATED HEALTHYFOOD

from local grocers, growers, and food rescue



26,703

Total meals impacted in communities in need



FINANCIAL HIGHLIGHTS 2021



RAISED \$200,000+
from government and
private grants,
contracts, and private
donations



**TOTAL INVESTED
IN COMMUNITIES
\$94,764**

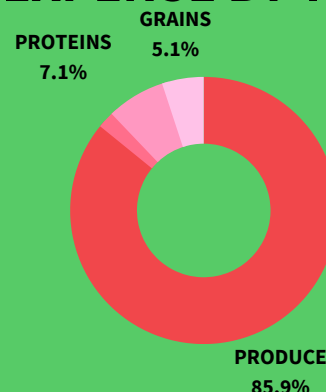
Budget spent on food
programs in underserved
communities

\$20

approximate cost per
person to provide 40+/-
lbs of healthy food



EXPENSE BY TYPE



PROGRAM HIGHLIGHTS 2021



55% INCREASE

In participants now cooking with vegetables 5 or more times a week



87%

Said this program helped improve the quality of food they cooked with.



61% INCREASE

In participants now eating more fruits and vegetables daily



69% INCREASE

In participant confidence to eat healthy and improving their diet

PARTNERSHIPS IN 2021

SPONSORS

ROY AND CHRISTINE
STURGIS
CHARITABLE
TRUST



MAJOR DONORS

01. Brent & Natalie Staley
02. Bob & Kay Manry
03. Wesley & Amme Deese
04. Jon & Jenn Harrison
05. Gerald Hosterman
06. Ron & Kathy Cobb
07. David Farrell
08. Lori Langenegger
09. Peter & Joy Day
10. Josh & Melissa Mitten



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