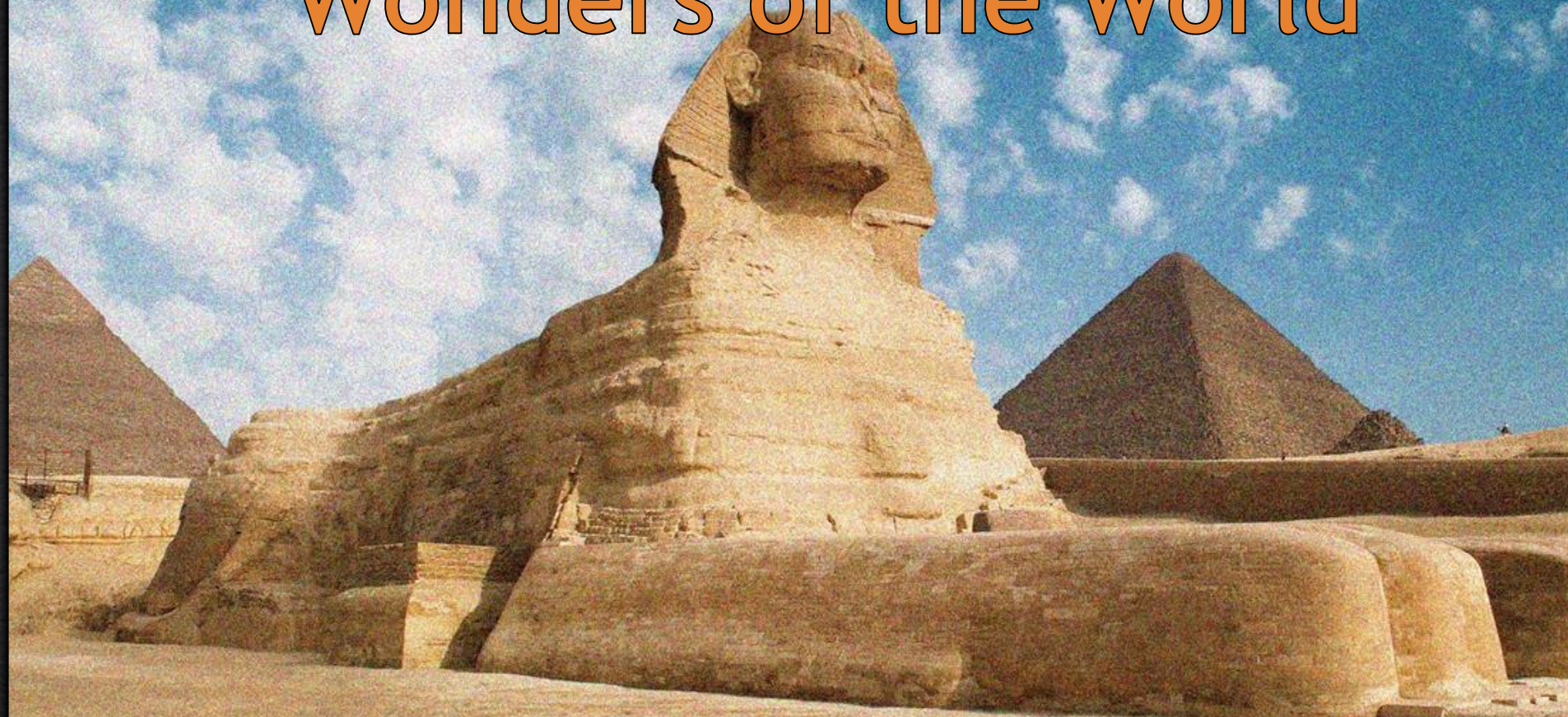


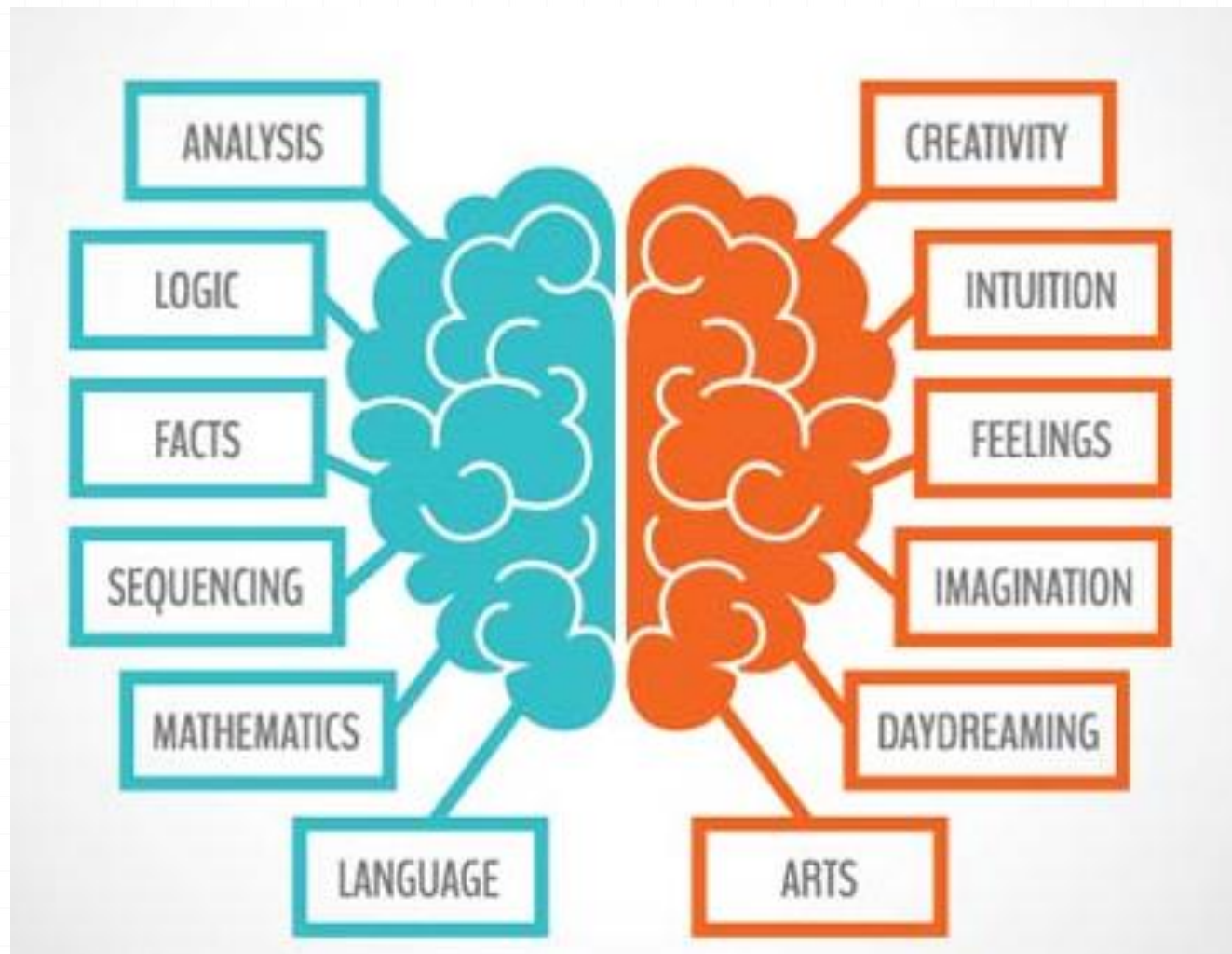
The 7 Storytelling Wonders of the World



Laura Ingalls

Abeja Solutions

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What your \$10 buys
at the grocery store



What your \$10 allows
Mid-Ohio Foodbank to distribute



FOOD IN

TOTAL RECEIVED

6,000,499 lbs



FOOD OUT

TOTAL DISTRIBUTED

5,837,820 lbs

FINANCES

NET ASSET (\$M)

2011 - 4.7

2012 - 5.4

2013 - 5.7

2014 - 6.1

CASH BALANCE (\$K)

2011 - 346.2

2012 - 309.7

2013 - 617.6

2014 - 917.4

FUNCTIONAL EXPENSES (\$M)

2011 - 3.1

2012 - 4.3

2013 - 5.7

2014 - 8.9

TOTAL REVENUES (\$M)

2011 - 3.4

2012 - 6.9

2013 - 6.0

2014 - 9.4

2014 REVENUE SOURCES



- 85% DONATED FOOD
- 9% CONTRIBUTIONS & GRANTS
- 4% GOVERNMENT CONTRACTS
- 2% SPECIAL EVENTS

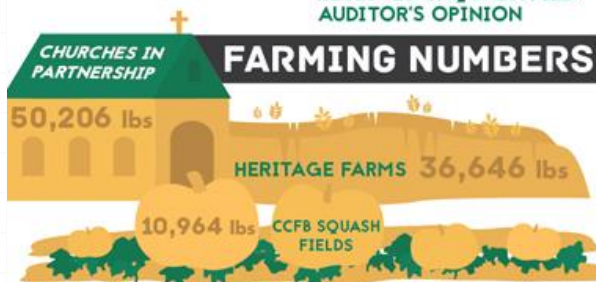
FINANCE HIGHLIGHTS

96% OF EXPENSES GO DIRECTLY TO PROGRAMS



PAID OFF BUILDING LOAN AHEAD OF SCHEDULE
EXPANDED AUDIT AND RECEIVED UNQUALIFIED AUDITOR'S OPINION

FARMING NUMBERS



VOLUNTEER HIGHLIGHTS



UNDUPLICATED INDIVIDUAL VOLUNTEERS



21,944

TOTAL VOLUNTEER HOURS



NEW FRESH ALLIANCE SHIFT LEADERS

S&VEN, OUR NEW VOLUNTEER EVENT FOR HIGH SCHOOL STUDENTS

IMPACT



33,000 FAMILIES SERVED



5 MILLION MEALS



191,965 lbs OF LOCAL PRODUCE FROM FARMS



1,087 NUTRITION EDUCATION STUDENTS

DONATED FOOD SOURCES



100,816 lbs

494,607 lbs

544,929 lbs

670,796 lbs

888,147 lbs

970,535 lbs

1,089,215 lbs

1,241,454 lbs

NUTRITION ED HIGHLIGHTS

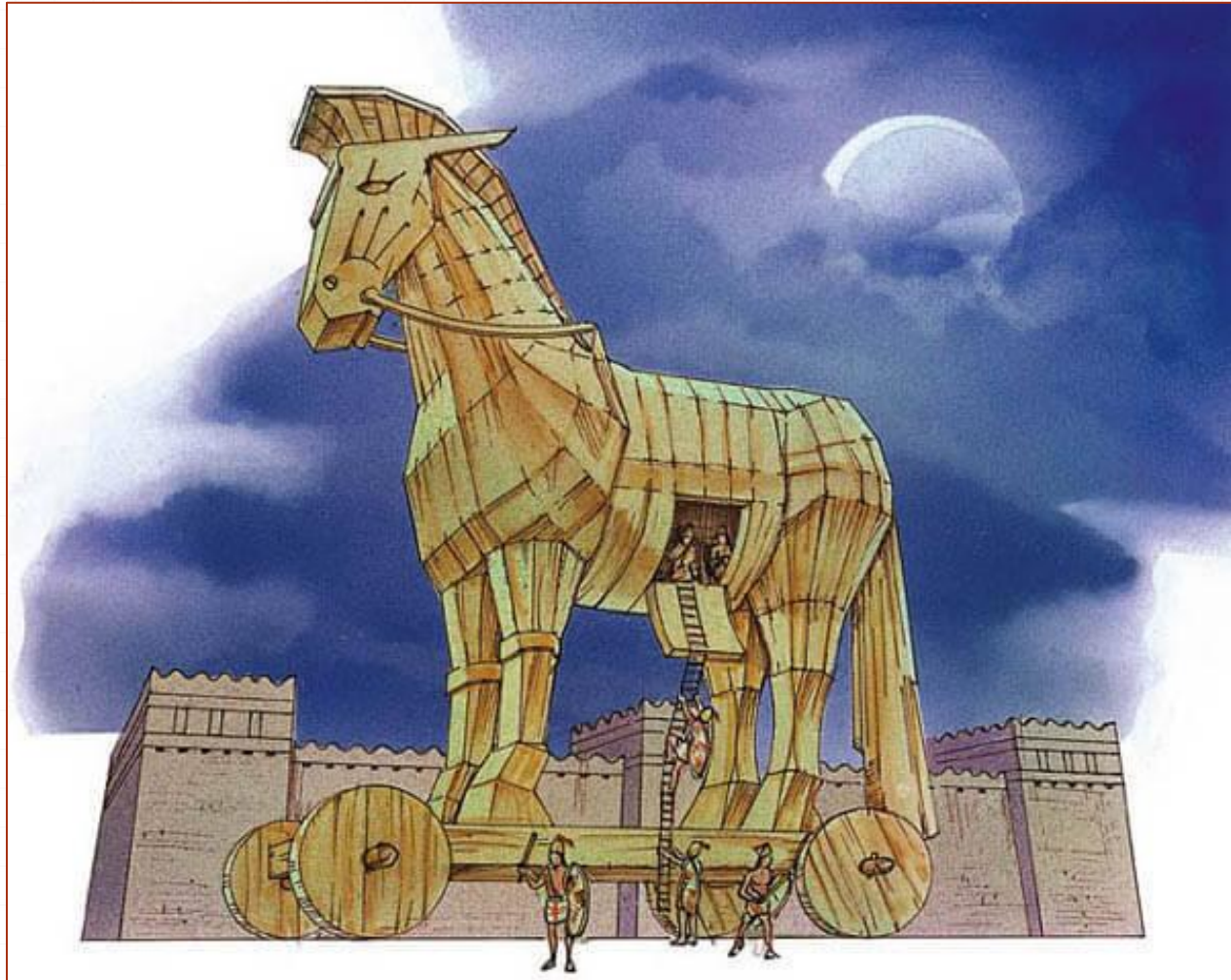
11 COOKING MATTERS™ COURSES

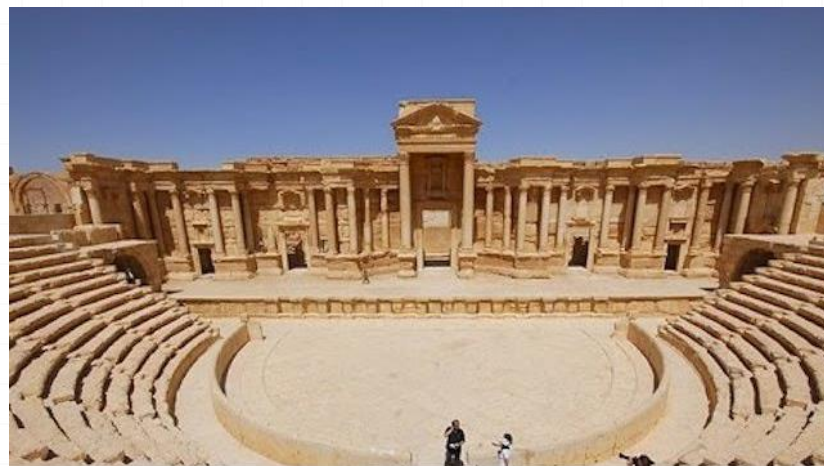
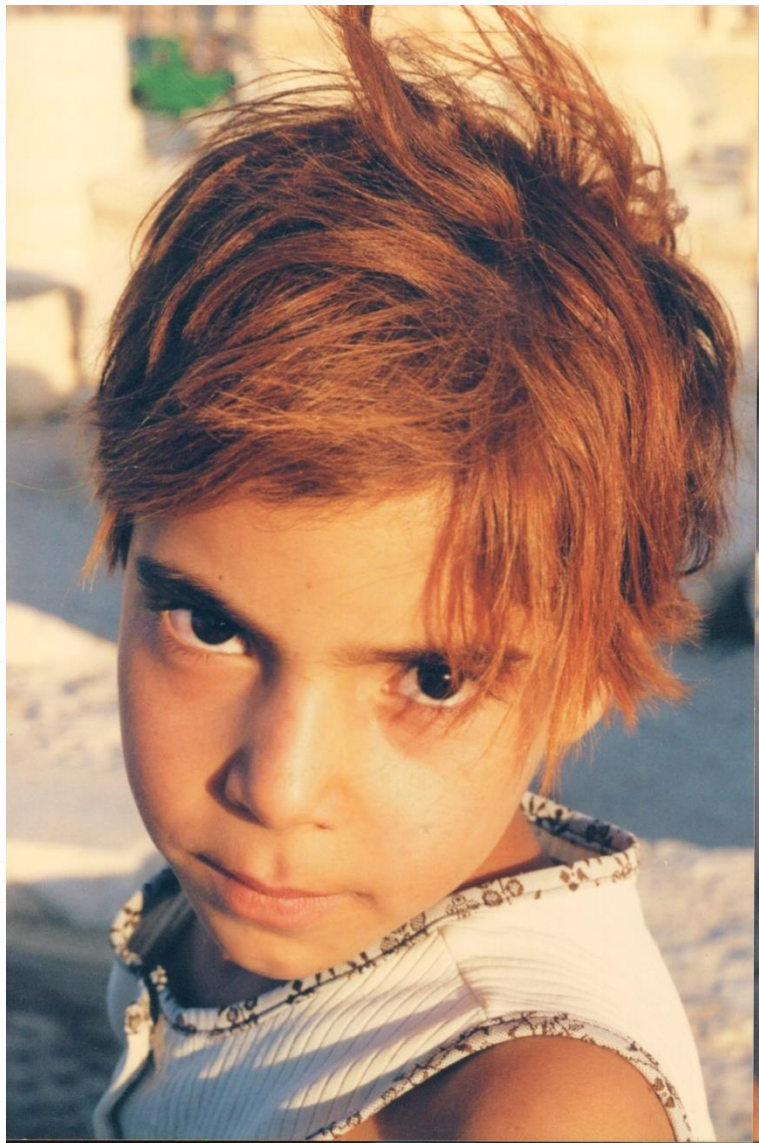
EXPANDED GROWING HEALTHY FUTURES TO 3RD SITE AND HELD 14 WORKSHOPS

4 STUDENT NUTRITION AND COOKING COURSES

ADDED COOKING MATTERS™ COURSES AT THE STORE WITH 15 TOURS

Why do we tell stories?







Because you care, you ask ...

- Show simple courtesy - be fair but firm
- Tell them how you'll use the information
- Establish that you will use their name
- Do not make a deal for them to “authorize” anything
- Ask direct, but brief questions

Bargaining for attribution

- Laura Ingalls, 44, the wife of an Army veteran from Phoenix with two school-age children
- Laura Ingalls, 44, a mother and the wife of a military veteran from Phoenix
- Laura, 44, a mother and the wife of a local military veteran
- Laura, 44, a mother from Phoenix
- Laura, a local woman

1. Overcoming the Monster



2. The Quest



3. Rags to Riches



4. Voyage & Return



5. Comedies



6. Tragedies



7. Rebirth



Finally, a story about photography

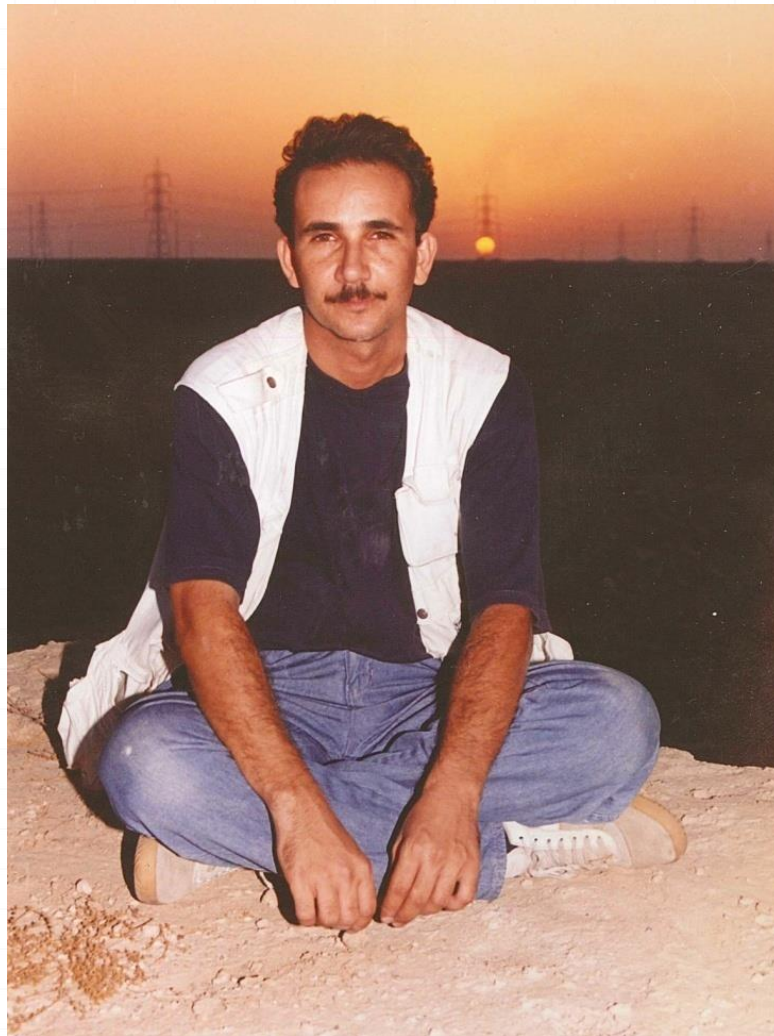


Photo basics

◊ Exposure

◊ Point of Interest

◊ Framing



What in the world is wrong with these photos?



Which has the better point of interest?



Framing by rule of thirds





Tell me your stories!
laura@abejasolutions.com