

golden state foods
FOUNDATION



Heartline

Welcome to the Winter 2018 *Heartline!*

In this issue: a year-end recap of fundraising efforts, a heartwarming story from a GSF associate, a letter from the Executive Director, and more!

The GSF Foundation Raises Record Funds in 2017



As Golden State Foods continues to grow, so does our Foundation, and our impact!

In 2017, the Foundation raised nearly **\$1.6 million** from the annual Associate Campaign, To the Moon and Back competition, Feeding Hunger: A "No Lunch" Lunch, the annual Vendor Campaign, and through various fundraisers across the country.

Through these activities and programs **80%** of GSF's associates participated in the Foundation by giving their time and money!

So thank YOU, Foundation supporter, GSF associate, customer, vendor, beneficiary, and friends for choosing to be a part of the GSF Foundation.

Check out some other impressive stats in our [infographic!](#)

We rise by lifting others.
-Robert Ingersoll

Share Your Story ***A Reflection on What's Gained Through Giving***



By Nick Franek, Transportation Supervisor, GSF Chicago, and Local Committee Chair

For the second year in a row, the Chicago Foundation Committee partnered with McDonald's Owner/Operators, John and Carmen De Carrier for the Best Foot Forward program.

Together, we presented hundreds of pairs of shoes to at-risk children at four different locations throughout Chicago. From start to finish, the energy in the room was remarkable. We were able to see the anticipation build on their little faces as they walked in and saw the stacks of shoe boxes, and felt

the excitement as they jumped in their seats! One of our favorite parts was helping the kids put on their shoes and listening to all of the things they were going to do with them.

Our team gave away more than a pair of shoes that day. Those new shoes gave them the confidence to go to school and do their best in gym class, to participate in sports and maybe even run a little faster.

At the end of the day and 751 pairs of shoes later, we were truly the lucky ones.

Committees Raise \$136,000 for Local Food Banks
On Track to Give Away 640,000+ Meals

In 2017, the GSF Foundation continued for the second year to host Feeding Hunger: A “No Lunch” Lunch, a one-hour soup-kitchen style event to raise awareness and funds for childhood hunger.

GSF Foundation Committees in Charlotte, North Carolina; Arkansas City, Kansas; Garner, North Carolina and Lexington, South Carolina held respective “No Lunch” Lunch events which collectively reached approximately 275 attendees and raised almost \$136,000, one hundred percent of which will go to local foods banks.



Through the food bank partners, the funds raised will be able to provide more than 640,000 meals for over 15,000 hungry kids in 2018.

The GSF Foundation is on track to provide over 750,000 meals to children in need since the program's launch in 2016. [READ MORE.](#)

Welcome QCD Phoenix to the Foundation Family!



QCD Phoenix is now officially the **30th GSF Foundation Committee!**

Just last week the Foundation's Executive Director, Anna Lisa Lukes, visited the one-year-old, 90,000-square-foot facility to welcome the new associates and team to the GSF Foundation.

Welcome, QCD Phoenix!

Get Involved: Upcoming Foundation Events

March April May

- Best Foot Forward (CID)
- RMHC Dinners (QCD Spokane, KanPak KS, Conyers)
- Flower Basket Fundraiser (Sumner)
- March Madness Challenge (Whitewater)
- RMHC Walk for Kids (CID)
- RMHC Dinners (KanPak KS, Conyers)
- Bike Building Event (QCD Charlotte)
- Best Foot Forward (Sumner)
- Bike Building Event (Garner, QCD Spokane, Sumner, KanPak KS)
- RMHC Dinners (Sumner, KanPak KS, Conyers)
- Bake Sale (Conyers)

**Ask your local contact or Foundation chair for more information on how to get involved.
Or, email: gsff@goldenstatefoods.com*

Message from the Executive Director



Author Simon Sinek says that every person or organization knows what they do. Some know *how* they do it. But very few know *why* they do what they do. Very few know their purpose. Because of that, he says, most think from the outside in of the **Golden Circle** – they start with the clearest thing – the what. But those who know their purpose, he says, think and talk from the inside out – they Start With Why. We know our purpose at the GSF Foundation: why we have our programs and why we engage our associates.

One in Six Children in the U.S. is Hungry

When a kid is hungry, he or she can't learn in school. That's why we at Golden State Foods feel so passionate about helping hungry kids across the country. As you read in the article above, our committees are helping provide over 643,000 meals for hungry kids in 2018 with funds raised from the Feeding Hunger: A “No Lunch” Lunch events.

Kids Need to Get Excited About School

Struggling parents can't afford to buy their kids backpacks and school supplies or give their kids brand new pairs of shoes. Our Back(Pack) to School and Best Foot Forward programs give kids a head start in school and that's important because education is one path out of poverty. That's why in 2017, you gave away 13,750 kids backpacks with school supplies and over 1,780 kids new shoes.

Local Freedom

While we're united as a Foundation, our local committees have the freedom to get creative on how they give. Last year, we had over 70 local events that gave back to kids in need. This freedom is part of why our Foundation continues to engage 80% of our associates through time, talent and treasure.

Inside Out, From Why to What

At GSF, we believe in God and the dignity of all people. So as an extension, we believe in the dignity of all children, and that all kids should have a chance to reach their full potential and succeed in life. We do this by engaging our associates in giving, enabling them to lead locally and give away shoes, backpacks, prepare food for families of children who are sick and raise awareness for childhood hunger. The GSF Foundation just happens to be the charitable division of our company. So thanks to each of you for the part you play in the GSF Foundation. Your support is why we're able to improve our

communities together.

Sincerely,
Anna Lisa Lukes

[Make a Donation!](#)

Check out the GSF Foundation on Facebook!

