



Heartline

Welcome to the Winter 2019 *Heartline*!

Last year, the GSF Foundation set out to develop a three-year roadmap to ensure a path to make the biggest impact in the lives of associates and communities. This strategy was developed with input from all the of GSF Foundation committees across the country, and focuses on four key areas:

- **Impact Lives**
- **Engage Associates**
- **Influence Others**
- **Measure Impact**

In this issue of the *Heartline*, examples of each of those initiatives in action are featured, including how the organization is helping feed the hungry, inspire associates, motivate companies to give back, and finally, measuring impact to ensure that Foundation volunteers are consistently supporting those in need year after year.

Impact Lives: Feeding the Most Vulnerable in Our Communities



In a recent blog post published by [Feeding America](#), the organization outlines the devastating effects of hunger on a child's body. The information is staggering:

1. Hunger Affects Your Mental Health

The American Academy of Pediatrics revealed that mothers with school-aged children who face severe hunger are 56.2% more likely to have PTSD and 53.1% more likely to have severe depression.

2. Hunger Affects Your School Performance

Fifty percent of children facing hunger will need to repeat a grade. And the signs that a child is struggling with hunger can often be hard to spot.

3. Hunger Increases Your Risk of Chronic Diseases

According to the USDA, there is a strong connection between hunger and chronic diseases like high blood pressure, heart disease and diabetes.

In America, 1 in 6 children don't know where they will get their next meal.

That's why over the last few years, the GSF Foundation was able to help provide **750,000+ meals** to hungry children and families in our communities. This year through the Foundation's food program and work of volunteer associates, the Foundation is on track to provide more than **1 million meals** to those who need it most. Want to get involved? We'd love to hear from you! Email gsff@goldenstatefoods.com.

Engage Associates: Reaching Out for the Biggest Impact



With more than 5,000 associates worldwide, the GSF Foundation has the goal to reach more of the hard-working employees in hourly positions.

One of those new volunteers is **Shelton Boyd**, a Warehouse Picker from QCD in Charlotte, North Carolina. Here's what he had to say about his experience volunteering:

"There is a light within yourself that shines when working with other great people who are serving the community. When you walk away from the task, you take a tremendous feeling

of gratitude along with you. As I helped supply the families in need with goods at a recent donation, the smiles on their faces were unexplainable.

They can think of the Foundation in the future and say, 'I remember when they helped my family.'

"I'm always excited to volunteer for the GSF Foundation, and hope for many opportunities to serve again."

Influencing Others: Paying it Forward with Business Partners

The GSF Foundation has always been motivated by other organizations that focus on doing well by doing good. As a part of the strategic plan, the Foundation also wants to pay it forward and inspire business partners and other companies to continue the Foundation's mission through participating in GSF Foundation programs.

Last year Craftsman, Gateway Industrial Power, Morning Star Packing and Taylor Farms all continued the mission of the Foundation through their involvement in programs such as Back(pack) to School and the Bike Building Program.

"I'VE LEARNED THAT YOU
SHOULDN'T GO THROUGH
LIFE WITH A CATCHER'S MITT
ON BOTH HANDS; YOU NEED
TO BE ABLE TO THROW
SOMETHING BACK."

Maya Angelou

"This was our ninth year of partnership with the GSF Foundation, a partnership that we hold in the highest regard, and we are proud to help carry the GSF Foundation torch."

—Louis M. Helmsing, President, Craftsman Utility Trailer

Does your company do business with GSF, KanPak or QCD? Want to partner on a program to benefit our communities? Click [here](#) to get in touch!



Measure Impact: Moving the Needle to Meet the Needs of Children

When the Foundation is able to accurately measure the amount of people impacted every year, it allows the organization to strategically increase their goals, and place big bets on the committees to do more.

Through the implementation of new processes, the Foundation was able to determine that in 2018, more than **100,000 children in need were impacted** through grant making and the Foundation's core programs.

That's the equivalent of impacting **4,000 children** for every GSF Foundation location!



Meet the GSF Foundation's New Executive Director: Tess McAnena



"I'm so honored to serve and represent the GSF Foundation, the associates, and our communities. I'm motivated going into 2019 continuing the mission and strategic plan for the Foundation, with a special focus on engagement at all levels of the organization. Engaged associates are happy associates, and happy associates want to give back. We have the potential to provide even more to our communities in need this year, and I can't wait to get started!"

Read more about Tess, [here](#).

[Make a Donation!](#)

Check out the GSF Foundation on Facebook!

