IMPACT REPORT
2020-2021

Full Plates Full Potential
ENDING CHILD HUNGER IN MAINE
OUR VISION

We envision a stronger, healthier, and more equitable future for all Maine kids.

OUR MISSION

Full Plates Full Potential is on a mission to end child hunger in Maine by strengthening and expanding existing child nutrition programs.
Dear friends,

In January I had the privilege of becoming Full Plates Full Potential’s first executive director. From day one it was evident to me what makes Full Plates so special: everyone – our wonderful supporters, our hardworking staff, our Board leadership, and our countless partners – is aligned in a steadfast belief that child hunger is a solvable issue here in Maine, and an understanding that we all have a role to play in realizing a hunger-free future.

Systems change work can be slow and frustrating under the best of circumstances, and the ongoing COVID-19 pandemic continues to add new layers of complexity to our work. But, as I reflect on the past year, I am inspired by the passion and positivity that all of our stakeholders brought to these efforts:

**Our school nutrition teams** and community organizations continue to engage in the, frankly, heroic work of ensuring our kids have consistent access to meals regardless of what challenges the pandemic sends their way.

**Our legislative leaders** set aside their partisan differences to pass landmark School Meals for All legislation with overwhelming bipartisan support.

Our supporters, through their financial contributions and making their voices heard, continue to send a clear message that this is a time for action and progress.

**Our partner organizations**, together with Full Plates, have forged new collaborations, recognizing correctly that it is impossible to separate child hunger from other systems-level efforts that impact all of us, like environmental justice, racial justice, indigenous rights, and healthcare.

As our country has grown increasingly divided, I find hope in what we’re accomplishing here in Maine, and the ways in which I see an entire state coming together to say, with one voice, that child hunger has no place here. There is much work left to be done but I have faith that our community is up for the challenge.

In partnership,

Justin Strasburger
Executive Director
THE PROBLEM
Child hunger is a significant, but solvable problem in Maine.

THE SOLUTION
Maximizing existing child nutrition programs like school meals, summer meals, and afterschool meals is the most effective and efficient path to ending child hunger.
OUR APPROACH

We advocate for necessary systemic changes, while providing technical and financial assistance to schools and community organizations, to ensure that all Maine’s kids have consistent access to nutritious meals.

**Partnering to understand**
We work with school nutrition teams and food service providers, governmental leaders, community organizations, and national food security leaders to better understand the gaps, inefficiencies, and barriers in our existing systems.

**Advocating for change**
We leverage our relationships to lift up best practices and advocate for policy changes at community, state, and federal levels, with the goal of permanently breaking down barriers to consistent food access.

**Supporting implementation & innovation**
Through our grantmaking, we provide school nutrition teams with direct financial and technical assistance to incentivize and support food service models that connect more kids with more meals.

**Striving for sustainability**
We look forward to the day when Full Plates no longer needs to exist by ensuring that our contributions support the building of better and more equitable systems rather than perpetuating ineffective systems and short-term solutions.
On July 1, 2021, Governor Janet Mills signed the new, two-year state budget into law, ensuring Maine students will be among the first in the nation to have equal access to school meals! This historic moment is decades in the making and affirms that providing our students with full plates of food is the surest way to ensure they reach their full potential.

Full Plates is proud to have played a leading role in making School Meals for All a reality, but a win this big simply couldn’t happen without the efforts and support of a broad coalition of folks who believe, as we do, that ending child hunger in Maine is an attainable goal. We’re grateful to those who signed our petition, contacted their legislators, leveraged their networks, and donated money to our cause, and to the state’s elected officials who came together to do the right thing for Maine kids. This victory belongs to all of us.
OUR WORK CONTINUES

While the enactment of this historic legislation is a huge step in the right direction, there remains much work to be done to end child hunger in Maine. We look forward to supporting the successful implementation of School Meals for All and advocating to secure its long-term funding.

We also recognize that cost is just one of many barriers that prevents students from consistently accessing school meals. Additional factors such as stigma, meal quality and composition, or when and where meals are served can all play a role in how kids access school meals. Identifying and removing obstacles between our kids and the meals they need to thrive is fundamental to what we do and we will not rest until no Maine child grows up hungry.
As schools and families across the state adapt to ever-changing pandemic protocols, Full Plates is committed to making sure kids still get the meals they need. In the last year, we granted more than $1 million to support the implementation and expansion of child nutrition programs as COVID-19 continued placing stressors on already strained food systems.

**Pandemic Response**

$515,000 to assist grantees in operating meal services during the pandemic

**Summer Meals**

$418,000 to fully fund all applicants in operating summer meal programs

**Hannaford Van Grant**

$100,000, split among 3 districts to purchase School Meal Mobiles to assist in pandemic meal response

**Oakhurst Afterschool**

$50,000 to support afterschool meal programs
As a statewide organization, it’s our priority to make sure children in every part of Maine have the nutrition they need to learn, grow. Fostering local relationships and partnerships helps us bring best practices to the farthest reaches of the state and ensures that the needs of Maine’s unique communities are honored.

FULL PLATES’ PANDEMIC FUNDING

Percentage of emergency funding by county

- Penobscot: 12%
- Cumberland: 11%
- York: 10%
- Kennebec: 9%
- Aroostook: 9%
- Washington: 8%
- Androscoggin: 7%
- Somerset: 6%
- Waldo: 5%
- Oxford: 5%
- Knox: 4%
- Sagadahoc: 4%
- Hancock: 4%
- Franklin: 4%
- Lincoln: 2%
- Piscataquis: 2%

“We are so thrilled and grateful to have been awarded such a crucial asset for our continued efforts of healthy local grown, nutritional services necessary for our community.” — RSU 12
PARTNERSHIP SPOTLIGHT
Companies, big and small, have rallied to the cause of ending child hunger in Maine.

Hannaford Supermarkets
With a $100,000 grant from Hannaford, Full Plates Full Potential purchased new vans for three school districts in 2021 to help deliver summer meals (Lewiston Public Schools, RSU 12, and MSAD 58) to children where they live. The pandemic brought new light to childhood hunger after schools closed last year, leaving many children to wonder where their next meal would come from. School and summer meal programs are difficult for some students to reach even in the best of times.

As our partners at Hannaford became aware of this urgent need, they made a bold and innovative investment to solve this transportation barrier in three Maine communities. Lewiston’s School Meal Mobile delivered more than 50,000 meals to students this summer in its first year on the road.

And the good keeps rolling. Each of the three school districts who benefited from Hannaford’s generosity continue to utilize the van during the school year, delivering meals beyond the school walls in some of Maine’s highest need communities for years to come.
FEED KIDS SPOTLIGHT
Our FEED KIDS initiative represents a network of purpose-driven local businesses taking everyday steps toward ending child hunger in Maine.

Pai Men Miyake
Pai Men Miyake opened in September 2010 as Chef Masa Miyake’s second restaurant in Portland. Meaning “100 noodles” in Japanese, the focus is on ramen with broths rich in pork, chicken, & vegetables.

How do they FEED KIDS? For every order of Brussels Sprouts or Wolfe’s Neck Pork Gyoza, Pai Men Miyake donates $1 to the FEED KIDS campaign.

Impact: Since becoming a FEED KIDS partner in July of 2019, Pai Men has contributed more than $20,000 to the FEED KIDS campaign, supporting Full Plates’ efforts to end child hunger across the state.
On March 6, 2021, we lost our dear friend, leader, and co-founder, John Woods. Ending child hunger in Maine became John’s life’s work nearly two decades ago and will be his enduring legacy. Called to this mission by the simple idea that no child should grow up hungry and inspired by the belief that solutions are within reach, John’s work to end child hunger in Maine has touched countless lives and will have ripple effects for generations.

We are honored to launch the John T. Woods Innovation Fund in memory of John’s bold and urgent approach to ending child hunger. With grants ranging from $15,000 - $30,000, the fund will support school districts and community organizations in piloting innovative strategies to increase access to more meals for more kids.
2020-2021 FINANCIAL OVERVIEW

**INCOME**
- Individuals $659,573
- Corporations $497,096
- Foundations $458,419
- FEED KIDS $169,433
- Events $35,054
- PPP Loan $15,700

**EXPENSES**
- Direct Grant-Making $1,087,192
- Administration & Fundraising $266,619
- Programming $180,746

“**This is not about charity, it’s about investing in our human capital.** If we can imagine a Maine where every single student has full access to their education and has the opportunity to reach their full potential, the outcomes for Maine are just astounding. This is one of the best investments we can make.” — Kristen Miale, Good Shepherd
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Louise Bowker
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Jennifer Bravo

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Gail Sprague
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St. David’s Episcopal Church
“Assistance in the purchase of a walk-in refrigerator has been a game-changer for the Y, allowing us to grow our program capacity and the number of meals distributed. The number of families requesting food from the Veggie Van has doubled.”
— Bath Area YMCA
STAFF
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#SchoolMealsMatterToMe
because...
they are for everyone!