



CONSCIOUS
ALLIANCE

CELEBRATING

20 YEARS



2022 ANNUAL
REPORT

LETTER FROM THE EXECUTIVE DIRECTOR

Friend,

Before sharing the incredible work our organization accomplished over the last year, I want to thank our dedicated and passionate staff. As the backbone and heart of the ALLIANCE, they pave the way for collaborations and persist with innovation to end hunger in underserved communities. They bring kindness and positive energy while facing very real human struggles, and they empower you to make a difference with us.

With our amazing community of bands, food brands, artists, and fans, we provided over 2.2 MILLION meals to kiddos and families across the country in 2022. In total, we distributed \$10,795,493 worth of food and other in kind donations. We spent \$12,728,009.13 on programming while keeping our combined administrative and fundraising expenses below 7%.

We have the honor and unique ability to connect people across the full spectrum of humanity bringing people from different industries and generations together. In 2022, we shared our vision with food brands at Expo West, we displayed our passion at the The Rock Poster Society in San Francisco, engaged countless volunteers at our headquarters and on the road for our 'Art That Feeds' Food Drives, and over 10,000 of you donated to make our programs succeed. There are no words to adequately describe how appreciative and in awe we are for everyone who brought their greatness this year to work with us.

From the Marshall fires in Colorado, floods in Florida, to 2,300 family meal distributions in the southside of Chicago, to working with The Store in Nashville, and serving the community where we are now based in Colorado, to where we started, the Pine Ridge Reservation in South Dakota, what we've built together is truly connecting and making a huge positive impact.

As we approach our 21st birthday in March, I see no limit to what this Alliance can accomplish together. And that's important because our work is needed. As you've noticed groceries cost more today and disasters continue to strike. People need us and we need you.

This year I have one special request: please share Conscious Alliance with your friends, tell them what you know, and invite them to get to know us. As we carefully address persistent issues, we need to continue to grow. Please be our advocate.

With you by our side, we will continue to make a difference every day.



2022 FINANCIALS

In 2022, Conscious Alliance provided \$12,728,009.13 in services supporting children and families across the U.S. We did this while keeping our combined administrative and fundraising expenses below 7%.



In-Kind Food (52.72%)	\$7,467,469.18
In-Kind Goods (23.50%)	\$3,328,024.14
Corporate Donations (9.2%)	\$1,304,372.00
Private Contributions (8.7%)	\$1,232,621.65
Grants (3.72%)	\$527,212.86
Produced Events (1.69%)	\$239,904.35
Membership (0.46%)	\$64,470.00

Total Revenue \$14,164,074.18



Programs: (93.88%)	\$12,728,009.13
Administrative (3.12%)	\$423,180.06
Fundraising: (3.00%)	\$406,205.32

Total Expenses: \$13,557,394.51

Conscious Alliance is committed to sound fiscal management and financial stewardship of every dollar raised. When you donate to Conscious Alliance, you can be sure your contribution will be used responsibly to fulfill our mission.





MAKING MEALS ACCESSIBLE WITH HUNGER HEROES ACROSS THE COUNTRY

Conscious Alliance moves and distributes food every single day. Our main approach begins with helping food brands identify and reduce their food waste. We partner with over 60 food brands to quickly pick up their products that are too close to the “best by” dates to be sold in grocery stores.

When food donations from brands flow in, we get truckin’. Our support went to communities that face chronic low access to nutritious food. In addition, we also responded quickly to assist those recovering from natural disasters: fires, floods, and hurricanes. In 2022, we served over 2.2 million meals in over 70 communities from 25 states by connecting with local Hunger Heroes.

We gain momentum when food brands work within their industry to advocate and rally others to join the movement of ending hunger by reducing food waste.

Over the years, our network of Hunger Heroes grew to also include school teachers, social workers, volunteers, and city librarians. It includes organizations literally working on the streets such as Culture Aid New Orleans, Montbello Walks, Taste for the Homeless, and Street Fraternity. It includes schools and our own Food Sovereignty and Youth Empowerment Center on the Pine Ridge Reservation in SD as well as many other established food pantries and food banks. These are our Hunger Heroes, and together we are working in the hearts of communities across the country to make food accessible for all.



HUNGER HERO HIGHLIGHT: ALICIA STOLLEY

Alicia Stolley was the Principal at Loneman School on the Pine Ridge Reservation in SD when we first met in 2014. In a serendipitous moment, we happened to call right after she witnessed an incredibly sad situation; she noticed a young student stuffing her pockets with tater tots from the school cafeteria in an attempt to have food for her siblings over the weekend. The partnership was forged within moments of that first phone call and Conscious Alliance began to provide nutritional support to all Loneman students on a weekly basis. When Alicia took a new position at another school, she helped Conscious Alliance expand our program to also support families at Wolf Creek School on the reservation.

Alicia was incredibly fun to be around, her smile lit up a room, she was eager to say yes to our adventures, and her sense of humor was amazing. Her passion for the wellbeing of others was unmatched. Alicia Stolley lost her battle to cancer this year. She will forever be remembered as a Hunger Hero and an inspiration to our entire organization.

FEEDING IN THE FACE OF DISASTER



On December 30th, 2021, the usual sunny sky outside our National Distribution Center looked apocalyptic from smoke and ash. The quickly-moving and incredibly dangerous Marshall Fire set off waves of evacuation orders that included our National Distribution Center—along with homes of our staff and thousands of families. That evening, as the fires continued to rage, our team was already communicating to lay out possible logistics for disaster response. By morning, entire neighborhoods, offices, and shopping centers were completely destroyed, putting families across our community in shock and severe need.

Before knowing if our building was still standing, we received two phone calls. One call was from the food and beverage company Danone who, in addition to a generous product donation, provided \$50,000 towards our Marshall Fire relief and recovery work. The second call was from Hormel Foods asking “Are you okay?” and “How can we help?” That day and throughout the following weeks, more calls came in—and with the kindness and support of our community, businesses, foundations, and supporters near and far, we were able to serve families immediately, without hesitation, and sustain support through the months that followed.

One of our first steps was coming together with our friends, Dana and Dave Query of Big Red F Restaurant Group and World Central Kitchen to create Restaurants Revive, a program where folks impacted by the fire could visit any of the 60+ participating restaurants to receive a free meal. Meanwhile, with World Central Kitchen we delivered restaurant-prepared meals to first responders and people displaced by the fires. Through snow and tears, staff and an incredible team of volunteers, we delivered 12,560 warm freshly prepared restaurant meals to people staying in hotel rooms, shelters, friends’ homes and other designated areas.

By late January, we had regular meal distributions at four elementary schools surrounded by the destruction. In partnership with Fortnight, we launched the We Got This initiative that provided gift cards and in-kind goods. We hosted morning coffee gatherings for displaced neighbors and contributed to large-scale donation events across the Front Range as well as our own event with small kitchen appliances and pantry staples.

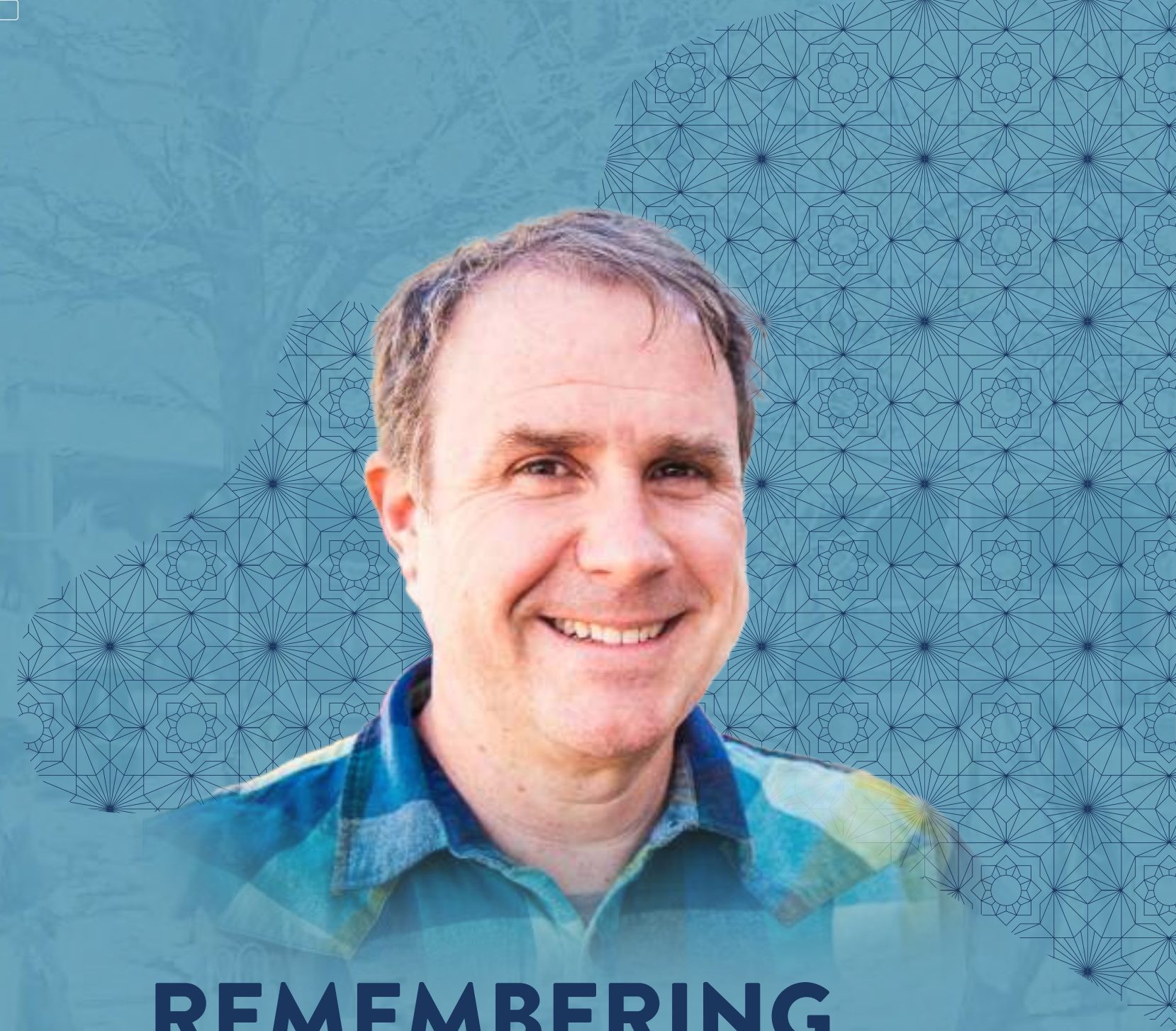


WE DISTRIBUTED OVER \$1.5 MILLION WORTH OF FOOD AND OTHER IN-KIND DONATIONS TO FIRE VICTIMS.

Operating in an emergency-response mode within our own community was intense. We were overwhelmed by the loss and terrifying evacuation stories. But we were also overwhelmed by the love, support, and the numerous ways the community worked together. To that end, there were so many thoughtful contributions that we can not possibly name them all but please know we are tremendously grateful!

In November, we invited the families back to our National Distribution Center to pick up a turkey with delicious premade sides from our friends at Savory Catering.

“I am so grateful for and hope that the Thanksgiving meal that you are giving would brighten many Marshall-fire affected residents’ holidays,” said a local benefitting family. “It’s been almost a year since the fire, but it’s been overwhelming and stressful, and we still need to take care of many fire-related things. Anything and everything helps.”



REMEMBERING ANDY CLARK

When the Marshall Fire struck his community, Andy stepped up by offering free food—serving 1,800 meals in one week. Clark was well known for his philanthropic actions and passion for his craft—his bread and pastries made his bakery a staple of the Louisville, Colorado area. But it was Andy’s compassion and heart that made him a friend and confidant to so many. He lived by the mottos “Help your brother or sister,” “Help lift up the underdog,” and “lift up the light.” We will keep Andy in our thoughts now and forever as a beacon of generosity and hope in our community.

TURKEY TOUR 2022

In 2022, we distributed Thanksgiving meals to five communities across the country to ensure families could enjoy the holidays with full bellies.



☀️ PINE RIDGE RESERVATION - NOV 15TH

By teaming up with 10 Hunger Heroes on the Reservation that included schools and community volunteers, we distributed 700 turkeys along with sides for families.

☀️ NASHVILLE, TN - NOV 16TH

We are so inspired by the action of the staff and volunteers at The Store in Nashville. They are truly meeting the needs of their community with open hearts. We were honored to support their efforts by providing 350 turkeys and logistical support for Thanksgiving.

☀️ CHICAGO, IL - NOV 20TH

With Discover, we hosted a block party event, in which 2,400 cars rolled through. Every attendee received a turkey to take home, while Michael Airheart from Taste For the Homeless cooked 3,000 hot meals for folks to enjoy on site.

☀️ BROOMFIELD, CO - NOV 22ND

We hosted a drive through event at our National Distribution Center where we distributed 350 turkeys and sides prepared from our friends at Savory Catering for families still reeling from the Marshall Fire, as well as community members seeking assistance in the Broomfield area.

The Marshall Fire portion of this event was supported by the We Got This initiative, a coalition of brands, led by Conscious Alliance and Fortnight Collective, that banded together in the first days of 2022.

☀️ DENVER, CO - NOV 22ND

We supplied frozen turkeys for our friends at Wyatt Academy and Street Fraternity to support their students, families and community members.



CELEBRATING 20 YEARS OF 'ART THAT FEEDS' FOOD DRIVES

53,131 Pounds of food collected in 2022 through 'Art That Feeds' Food Drives



 **106** Food drives hosted

 **27** Musicians, bands and festivals

 **34** Poster artists donated their craft

 **2,535** Volunteer hours at 'Art that Feeds' Food Drives



"KEEP THE DREAM ALIVE" - JESSE ARATOW

ORCHARD VALLEY HARVEST HELPS US CELEBRATE OUR 20TH ANNIVERSARY WITH THE STRING CHEESE INCIDENT

At the 2021 Expo West, our Executive Director, Justin Levy, spoke about how no kid should go hungry and the role food brands can play in tackling hunger. Luisa Rosa, the Senior Brand Manager at Orchard Valley, was in attendance and was so inspired by what she heard, she immediately began working behind the scenes to introduce Conscious Alliance to her leadership team in hopes of bringing us on as an official partner.

That dream came alive in 2022 when Orchard Valley Harvest donated \$70,000 to support our work in addition to 4,159 lbs of yummy healthy snacks for kids. Furthermore, they committed to a multiyear partnership of monetary and product donations to come. This allows us to plan and do so much more.

To commemorate this exciting new partnership, the Orchard Valley Harvest team came to Colorado and joined us for our 20th anniversary 'Art That Feeds' Food Drive with The String Cheese Incident at Red Rocks Amphitheatre. Then it was our turn and we traveled to their headquarters in IL. We had the amazing opportunity to lunch with the leadership of John B. Sanfilippo and Son Inc, tour the trailmix assembly line, and prepare meal boxes with their national sales team. We love this new partnership with Orchard Valley Harvest and we are grateful to have more healthy snacks for kids in need!

“At Orchard Valley Harvest we believe that everyone deserves access to good food regardless of zip code or income. Thanks for all you do making sure no one goes hungry.” – Luisa Rosa



JACK JOHNSON “MEET THE MOONLIGHT” TOUR

After the release of his 8th studio album, Jack Johnson toured across North America, bringing his “All At Once” social action message to over 350,000 fans. We were honored to team up with his team and Wooden Wave to deliver 253,324 pounds of food to families in need across the country.

GOOSE GETS IT GOIN'!

After collaborating with us to host a few 'Art That Feeds' Food Drives in 2021 with the Connecticut-based band, Goose jumped into the fold and made a big splash, taking their commitment to hunger relief to the next level. They brought us on tour with them when they joined Trey Anastasio Band this fall and winter, exposing our mission to thousands of new fans and collecting food for families in need at every stop of the tour. They worked with our team to create a series of ticket giveaways, held an exclusive benefit concert at the Fox Theater in Boulder, and supported our work with special online auctions. Their innovative collaboration shows how Conscious Alliance x band partnerships can expand to make a greater impact.

We thank Goose for all their support and can't wait to see what we can accomplish together in 2023 and beyond!



THE 8TH ANNUAL CONSCIOUS ALLIANCE ALL-STARS BENEFIT



Long-time Conscious Alliance supporters, the MacMillan Family, played host to one of our favorite events of the year for the 8th time in 2022. The evening was another incredible way to showcase how we bring together the community with great food, art, and music. This year's event featured live performances by Holly Bowling (Ghost Light), Judith Hill, Megan Letts (Mama Magnolia), Michael Travis (The String Cheese Incident), Natalie Cressman (Trey Anastasio Band), Ross James (Phil Lesh & the Terrapin Band). Guests were treated to a curated dinner—from this year's Hero of the year Hosea Rosenberg—an open bar, and access to an exclusive live auction, with proceeds going to our hunger-relief programs.

HUNGER ACTION MONTH WITH JUSTIN'S



Throughout the entire month of September, any monetary donation to Conscious Alliance was matched by Justin's, and anyone who donated was entered to win a year's supply of Justin's. We also had members of the Justin's team join us at our National Distribution Center to help sort 250 pounds of non-perishable food donations from our 'Art That Feeds' Food Drive brought by fans of Wilco. This illustrates how brands can become innovative with Conscious Alliance to generate greater impact, and simple actions by fans can create meaningful change.



"In a healthy and resilient food system, everyone should have access to nutritious food every single day, yet one in six children in the U.S. does not have reliable access to food. At Justin's, we want to do our part to help those struggling with food insecurity, and we're proud of the long-standing relationship we have with Conscious Alliance—who works to fight hunger and feed those in need daily. The \$15,000 match donation allows us all, collectively, to help make a difference."

— Penny Andino, Vice President of Marketing at Justin's.

HORMEL BENEFIT CONCERT

To celebrate the Hormel team and their commitment to ending hunger, we held a community benefit concert featuring musical performances by Maddie Poppe, Chayce Beckham, and Phillip Phillips. Through the good times, we were able to raise enough money to provide 40,000 meals to families.



HERO OF THE YEAR

TOP CHEF, ENTREPRENEUR, OUR HERO OF THE YEAR: HOSEA ROSENBERG

The 2022 Conscious Alliance Hero of the Year is no stranger to the spotlight. From winning Top Chef Season 5 in 2009 to being a nationally-recognized culinary artist and business owner, Hosea Rosenberg has been celebrated for his skills in the kitchen. But our love for Hosea goes well beyond his delicious dishes.

This year, we recognize Hosea for his dedication to our organization and communities throughout Colorado. Over the past eight years, Hosea has lifted us up: from hosting our Harvest Festivals (2014-2017), to catering our Annual All-Stars Benefit hosted by the MacMillan family. He provided restaurant-prepared dinners for students and their families at Wyatt Academy in Denver, a public elementary school where the majority of students come from low-income homes. In addition, he supports all of our auctions by donating his talents to create unique chef-led experiences.

As we all experienced the shock of the pandemic in March of 2020, Hosea continued working like the luminary that he is. He and his team prepared 1,900 restaurant-prepared meals per week to assist those in need! And, at the start of 2022, he did it again after the Marshall Fire. He turned his restaurant's outdoor dining area into a free store, providing clothes, winter gear, and food to all those impacted.

While Hosea has played an instrumental role in our growth, he contributes his time and resources in moments of crisis, and leads two successful restaurants, his dedication to his family never waivers. Hosea and his wife, Lauren, founded Sophie's Neighborhood, a nonprofit dedicated to finding effective treatments for Multicentric Carpotarsal Osteolysis, an ultra rare disease that their young daughter faces.

Above all, we are inspired by his passion to care for others, and his dedication to empower his community to do the same. Everyone give it up for Hosea Rosenberg!



2022 CONSCIOUS ALLIANCE TEAM

STAFF



Justin Levy
Executive Director



Cathryn Folkestad
Operations Director



BJ Cochran
Director of Touring and Logistics



Kathryn Burleson
Program Director



Ali Stone
Director of Marketing and Digital Partnerships



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Pine Ridge Field Director



Kelly Shea
Opportunity Creator



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Martina Hoffmann
Visionary Artist

Matt Johns
Technology & Fundraising Consultant

Michael Benjamin
Branding Consultant

Michael Travis
Musician, The String Cheese Incident

Nat Keefe
Musician, Hot Buttered Rum

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Tobin Voggesser
Co-Founder, NOCOAST

Tyler Andrews
Philanthropic Consultant

Veronica Johnston
Educational Consultant

Walt Pourier
Owner/Creative Director, Nakota Designs

ENGAGE YOUR GREATNESS AND EXPRESS YOUR COMMITMENT

Nearly 10,000 people contributed financially in 2022 to Conscious Alliance. It made all the difference.



DONATE TODAY!



TAX DEDUCTIBLE DONATIONS CAN BE MADE QUICKLY AND EASILY

DONATE MONEY

- Grab a poster with a suggested donation at ConsciousAlliance.org/Posters
- Donate online: ConsciousAlliance.org/Donate or scan the QR code
- Send a check: 3801 Industrial Lane Broomfield, CO 80020
- Become a monthly member: ConsciousAlliance.org/Membership
- Reach out to Donations@ConsciousAlliance.org or call 720-406-7871 to learn more about planned giving, donating through wire, estate plans, retirement, stocks, securities, or crypto.

DONATE FOOD

- Through 'Art That Feeds' Food Drives. Our schedule: ConsciousAlliance.org/Events
- Brands with food can fill out this form: ConsciousAlliance.org/ProductIntake

DONATE TIME

- Volunteers play a critical role: Email Volunteer@ConsciousAlliance.org

 @consciousalliance

 @consciousalliance

 @artthatfeeds

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