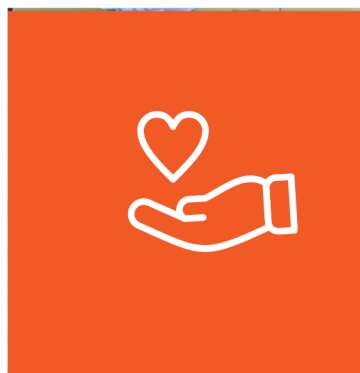
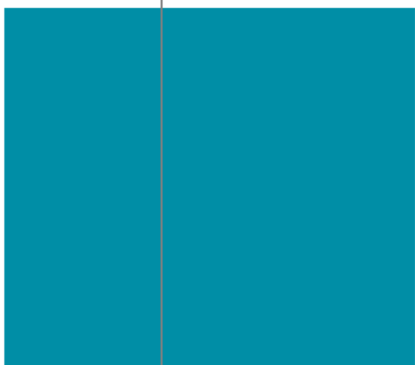
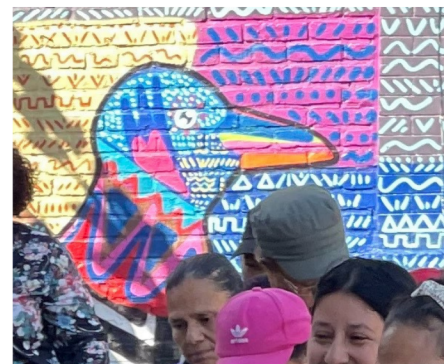


# So What Else, Inc.

# 2023

# ANNUAL REPORT

Serving our children, community  
and planet through hunger relief  
youth development and  
volunteerism



# TABLE OF CONTENTS

Mission	2
Letter From the Founders	3
Milestone Year	4
Impact Statistics	5
Team	6
Programs	7
Operations	13
Board	14
Contributors	16
Partnerships	17
Financials	20
Contact	24

2023

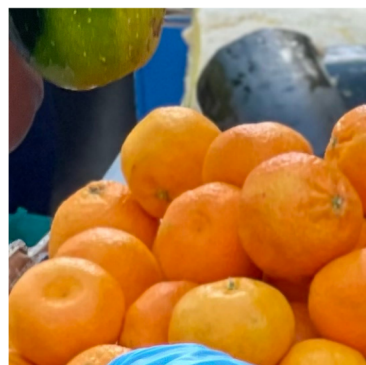


# OUR MISSION

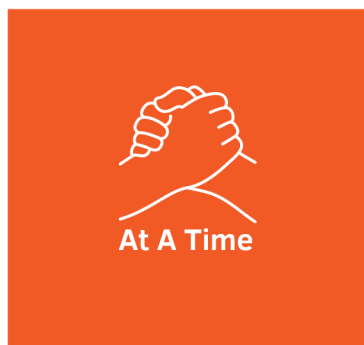
So What Else's mission is to **improve the lives of children & families** living in underserved communities in the Baltimore-Washington Metro Area by providing **food security**, access to **basic necessities** and high quality **out-of-school time programs** in literacy, athletics, and the visual & performing arts while inspiring young people to give back to the community by creating **volunteer opportunities** for citizens of all ages.



Improving Lives



One Family



At A Time



# LETTER FROM THE FOUNDERS

Dear Supporters,

62 million pounds of food rescued in 1,365 days. That's almost 50,000 lbs of food daily. Today, as I write this letter, SWE picked up 150,000 lbs of food to be distributed quickly and efficiently to food insecure families. Though there is immense growth in The Hunger Relief Program, it has not stopped SWE from bolstering Youth Development Programs back to serving 2,900 students this year through out-of-school time programs.

SWE is a movement of positivity, volunteerism, direct service and action. We invite the reader to join the movement and believe in the work that SWE does. Unfortunately, our organization has been grossly unsupported by the government agencies within the districts that SWE serves.

It's been nearly four years since the pandemic and our team has built a fleet of 8 food recovery vehicles that rescue food every day across the Greater Washington- Baltimore Metro Region. During this time, SWE has created over 500 jobs and currently employs 85 talented individuals, giving them meaningful work serving the community. This effort uplifting and rebuilding communities would not be possible without donors and supporters both big and small and foundations that believe in us.

2023 was a year of great challenges, both for the world and for our nonprofit. SWE was forced to move headquarters, while the region grappled with inflation. As gas and grocery prices continued to rise, the demand for food skyrocketed and our pantry lines grew, wrapping around the block, exemplifying the state of need locally.

The resounding quote that summarizes 2023 is Margaret Mead's "Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has."

In 2024 we look forward to continuing our movement towards unifying our human family through our mission and programs. We invite anyone who feels called to come out to serve food, host an in-kind food and necessity drive and bring them to our headquarters at 4924 Wyaconda Rd North Bethesda, Md 20852. Thank you for your continued belief in SWE.



Sincerely,



**Dave Silbert**  
Co-Founder & Executive Director



**Bob Schless**  
Co-Founder & Treasurer

# 2023: A MILESTONE YEAR



## So What Else Can We Do To Help Our Communities?

### Uplifting Communities from the Inside Out

In April, 2023, So What Else celebrated 14 years of operation. Once a small after school basketball program, SWE has now grown to serve nearly 500,000 individuals per year through our threefold offering of services: Hunger Relief, Youth Development and Community Service. Now that is growth.

### Our First \$2.9 Million Dollar Year

Thanks to our community's incredible generosity in 2023, SWE raised over \$2.9 Million for the first time, which helped provide food security, safety and out-of-school enrichment for thousands of families.

### Relocation

This year SWE Food Pantry Headquarters moved to a more strategic location, where we have the capacity to grow and keep up with the growing demand for food access.

### Resource Center Opening

The Resource Center in Baltimore officially opened this year. In partnership with The Food Project, the center provides food, necessities and wrap around services for families in need.



# 2023 IMPACT

2023 was So What Else's most impactful year to date by far. Below is the at-a-glance totals of So What Else's all time records!

**482,446**

Individuals Served

**\$2.9 Mil**

Funds Raised

**\$17 Mil**

Worth of In Kind Donations

**13,255,408**

Meals Distributed

**30,000**

Volunteer Service Hours

**3,150**

Children Kept Safe During OST

**102**

Youth Programs Offered

**125**

Jobs Created

**750,000**

Baby Items Distributed

**16,130,603**

Pounds of Food Kept Out of Landfills



# MEET OUR TEAM

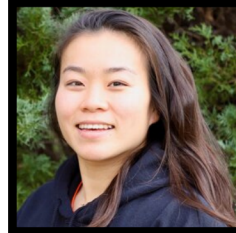
So What Else's community driven value system extends to how we form our diverse and multifaceted team, through which all voices are heard and valued. From advisory board and leadership to interns and volunteers, our team is primarily made up of intersectional and multicultural individuals who are representative of the diverse communities SWE serves.



**May Nash**  
Deputy Director



**Allie Bonney**  
Director of Development



**Megan Joe**  
Executive Director of Hunger Relief



**Tori Nefflen**  
Director of Communications



**Jonathan Paige**  
DC Director of Hunger Relief



**Gazena Erdilo**  
Montgomery County Assistant Director



**Jorge Yanez**  
Montgomery County Assistant Director



**Justin Weeber**  
Baltimore Director of Hunger Relief



**Valeria Fuentes**  
Director of Youth Programs



**Nifemi Olugbemiga**  
Montgomery County Youth Director



**Devin Black**  
Washington, DC Youth Director



**Kimberly Hill**  
Washington, DC Site Leader

Creating Meaningful Jobs

**76%**

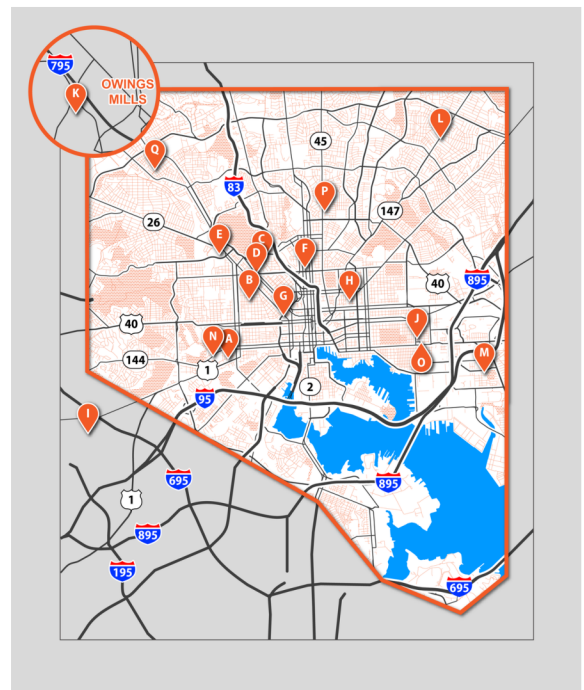
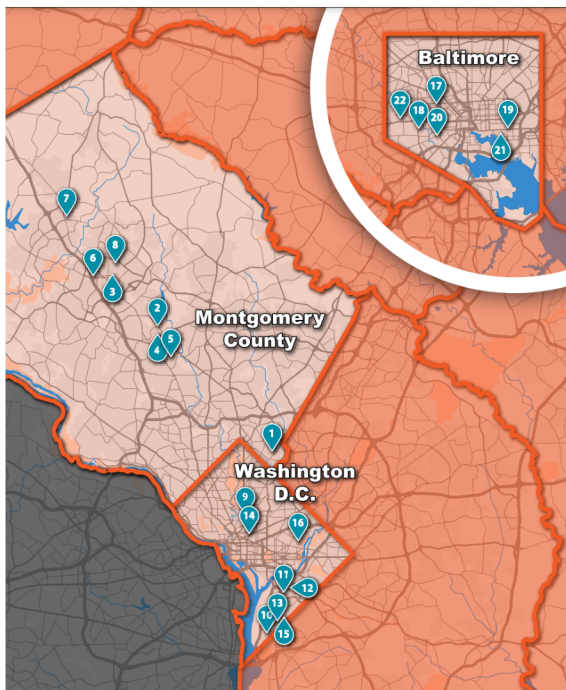
Of staff are hired from the communities that SWE serves





# PROGRAMS

In 2023, SWE expanded the number and reach of program offerings. Now Hunger Relief, Youth Development and Volunteerism are offered at over 100 locations throughout Maryland and Washington, DC.



29

Youth Programs  
Locations

106

Food Access  
Locations

540

Individual Home  
Food Deliveries  
Weekly



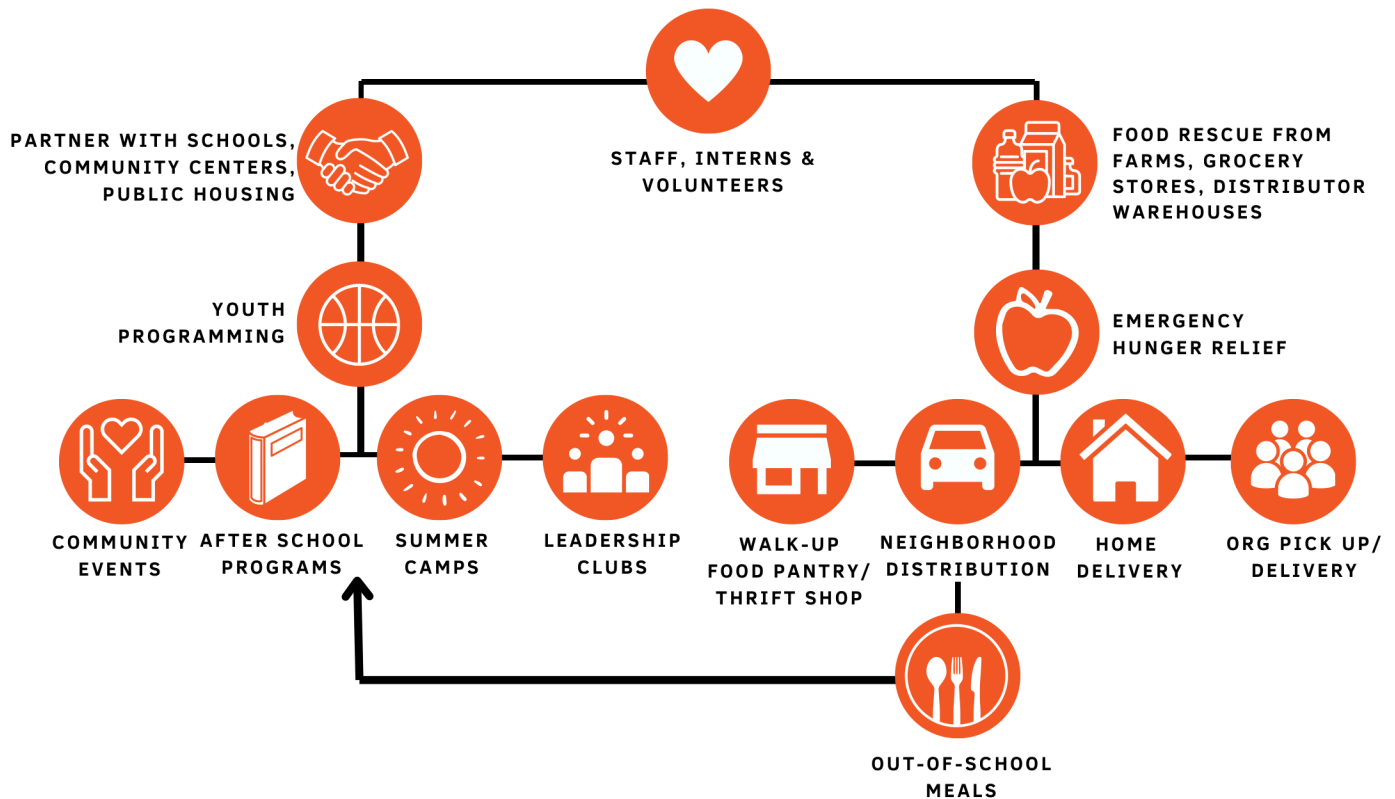


# PROGRAM MODEL

Through engaging the community, SWE breaks down access barriers by creating opportunities for children and families to receive the support and safety they need, empowering young people and building hope and resiliency within communities.

SWE's Hunger Relief Model is based on its unique ability to rescue food anytime, from anywhere within a 125 mile radius and redistribute it same day to the folks who need it the most.

The Youth Development Model gets young people involved in giving back to the community at a young age, and creates opportunities to gain job and life skills through student internship.



# PROGRAM STRATEGY

## Hunger Relief

Launched in response to the growing need for food security caused by the pandemic, this highly accessible program delivers food, supplies and basic necessities to children and families in low-income communities throughout the Baltimore-Washington Metro area. Since March 9, 2020 SWE has distributed 37 million meals, 3 million baby supplies and so much more to 690,000 individuals. The program rescues food from local farms, grocery stores and food distributors that would otherwise be headed for the landfill. This innovative model ensures the food waste cycle that is detrimental to our environment is interrupted by saving food and making it easily accessible to families experiencing food insecurity.

## Youth Development

SWE's unique model travels to underserved neighborhoods to offer enrichment programs that allow students who would otherwise remain unattended during after school hours, a chance to join a safe environment, while gaining food security and positive mentorship. Programs are no-cost to students and families and are offered year round during out-of-school time. Flagship sites offer programming up to 7 days per week, and each child is provided nutritious meals and enriching opportunities.

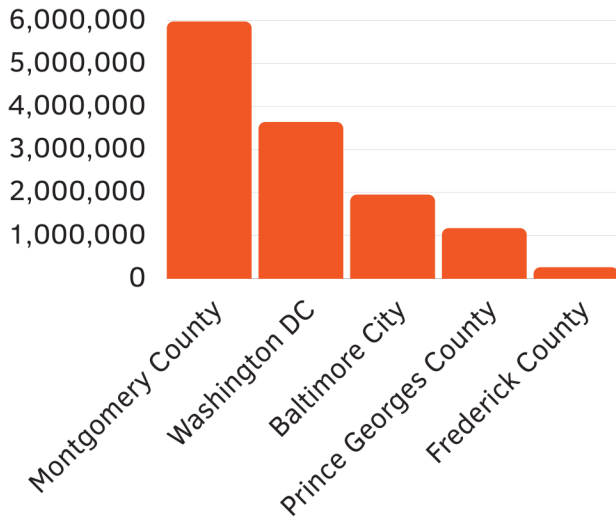
## Volunteerism

Through SWE's volunteer branch, we put our service mission—to “pay it forward”—into action. SWE incorporates both youth and adult service and volunteerism into every aspect of our operations, crafting service-learning components for youth development programs, providing volunteers at partner organizations' events, & welcoming volunteers from corporate partners. Many food distributions are operated solely by volunteers, and both The Food Pantry in Montgomery County and The Resource Center in Baltimore are nearly 50% volunteer operated.

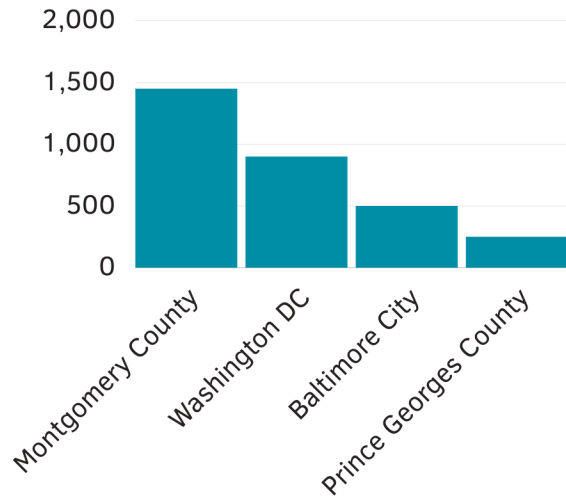


# 2023 STATISTICS BY LOCATION

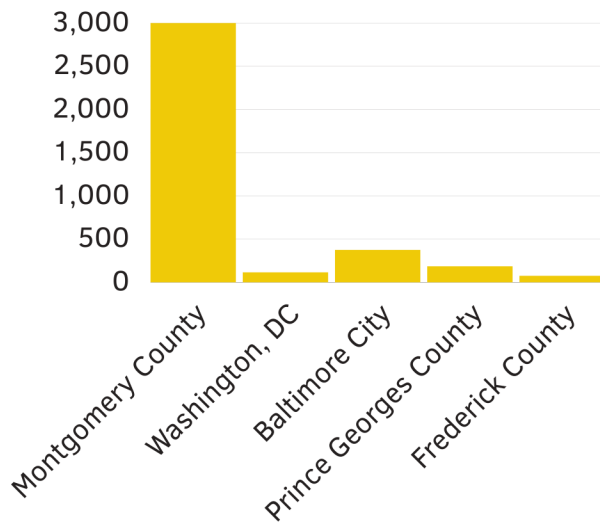
### Meals Distributed



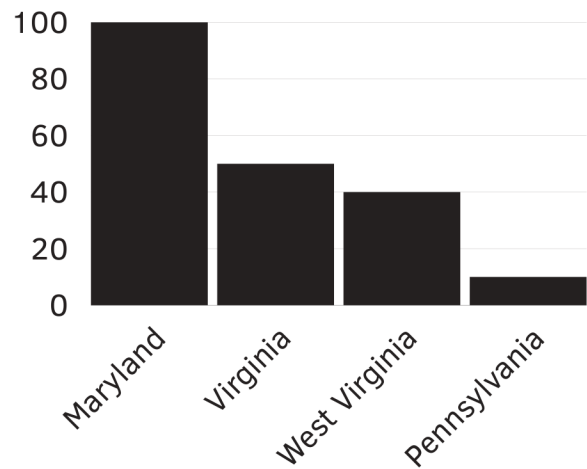
### Students in Programs



### Volunteers Engaged



### Farm Collaborations



# PROGRAM HIGHLIGHT

## Forced to Leave

In January, 2023, the SWE team came back from winter break and were given 90 days to leave the food pantry and warehouse headquarters at Lakeforest Mall in Gaithersburg. The team was shocked. After having to endure 3 moves since 2020, the team was certain that Lakeforest was SWE's home.

As the largest food access organization in Montgomery County, SWE was relying on local government agencies' support to assist our team in finding a new location. The team faced multiple barriers and disappointments while receiving no help from the county. To further our struggles, many buildings would not rent to SWE because they wanted to avoid bringing high amounts of foot and car traffic to their area.

Time was ticking. Thousands of families rely on SWE for food security each week.

The search continued frantically as doors continued to slam. Thankfully, SWE Board Member, Scott Mendleson, found a warehouse in the perfect location. 10,500 square feet, plenty of storage for food, a youth development office and ample space for SWE's no-cost, thrift shop. From this new pantry & warehouse, SWE operates a fleet of 7 food recovery and distribution vehicles and opens its pantry 6 days per week. 2023 brought with it a new home and stable location for SWE's Emergency Hunger Relief Program

New  
Location

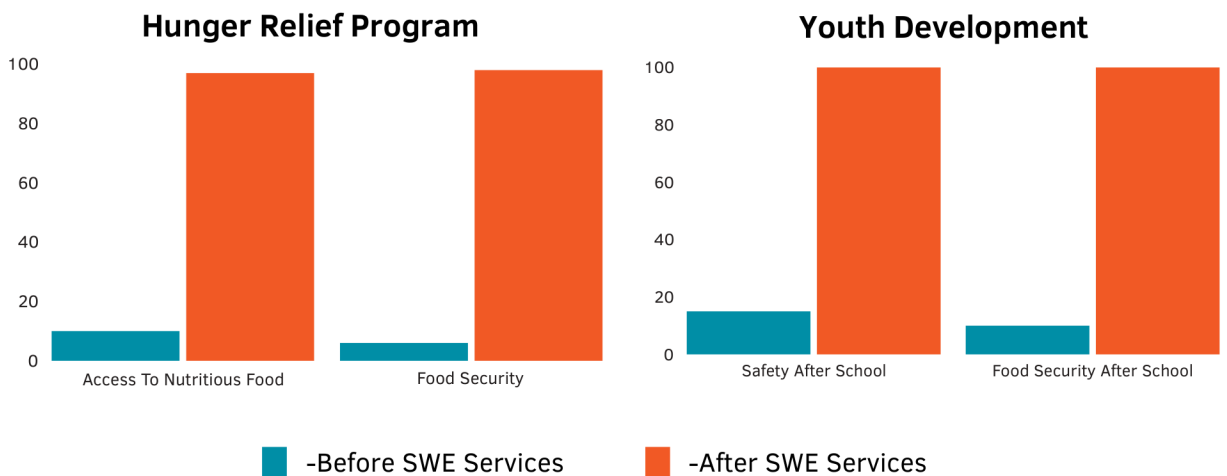


# PROGRAM EVALUATION

Thanks to a multi-year partnership with Cigna, SWE improved its program evaluation system. SWE now captures data on the impact of programs through bi-annual client surveys, quarterly trackers and pre/post semester student surveys.

In 2023, client survey data showed that up to 94% of clients had previously skipped meals because they couldn't afford food, demonstrating the heartbreaking reality of food insecurity. Thankfully, 98% of clients felt their food security increased since accessing SWE's programs and 97% of clients have claimed an increased access to nutritious foods, many of them living in "food deserts" where nutritious food is difficult to access.

In the Youth Development Department 100% of children report feeling both safe and food secure in SWE Programs. 94% of students feel an increase in self worth and 72% of students claim they are more interested in attending college or trade school.



**98%**

Of clients say their food security has increased



**100%**

Of students feel safer while in SWE programs

# OPERATIONS

## Community Centered

This year SWE solidified its role in the community as an **advocate for children and families** facing barriers to food security and accessible enrichment programs. SWE operations continue to **prioritize community voice** as we develop rooted partnerships in the community. Community meetings, intergenerational workshops, family events, student board, community volunteer projects, student interns, community performing arts and creating jobs within the communities we serve portray SWE's **commitment to community led programs**. In addition to SWE's everyday mission of improving the lives of children and families through offering SWE programs, this year SWE has created **34 new meaningful jobs** for members of the communities we serve.



# BOARD OF DIRECTORS

## Board Chair

Brett Bernstein, Principal and COO, XML Financial Group

## Board Treasurer

Bob Schless, Principal, The Robert Joseph Group

## Board Members

Brian Abramson, Partner, Sandy Spring Builders

Michelle Cooper, Partner & Director of Women, Wealth, and Wellness, XML Financial

Nicolle Davis-Niang, Vice President of Property Management WC Smith

Jane Dunigan, S.V.P and Chief Information Officer, Avendra Group

Tosha Dyson, Family Self-Sufficiency (FSS) Program Manager, Rockville Housing Enterprise

Amy Embrey, CEO Embrey Properties of Keller Williams Capital Properties

Bob Gordon, Retired, Medical and Emergency Medical FDA and NFPA

Barbara Guterman, Entrepreneur & Public Speaker

Meredith Heller, Sales Director, GumGum; ADWKDC Co-Chair

Amy Holmwood, Founder, Origen Vodka

Amy Katz, Founder & CEO, Curbside Kitchen

Susan Loring, Retired, Quality Assurance Specialist, Biotechnology Division, US Patent & Trademark Office

Michael Meers, Real Estate Agent

Scott Mendelson, Principal, EDGE Commercial Real Estate

Gregory Minkoff, Vice President, Minkoff Company, Inc.

Josh Ross, Real Estate Consultant, Ross Real Estate & Management

Brad Sherman, CEO, Sherman Wealth Management

Emily Stephenson, Lawyer

Leroy Pingho, Founder & CEO, Great Elm Solutions

Barrett Ware, Real Estate Developer



# ADVISORY BOARD

The advisory board houses our most committed and specialized volunteers who bring knowledge from their various professional fields and life experiences. Advisory Board members donate their time and expertise in order to enhance SWE operations, train our leaders, develop our staff, and promote the SWE mission throughout their various networks.

## Advisory Board Members

- Priya Agarwal
- Ken Brodkowitz
- Kathleen Corey
- Karla Daly
- Anthony DeCicco
- Sondra Frank
- Meloni Harris-Barber
- Jonathan Holmes
- Ricardo LaGrange
- Mark Leisher
- Gregory Miller
- Patti Ross
- Samantha Ross
- Joel Schwarz
- Lillian Teng
- Kim Williams
- Dave Winokur





# CONTRIBUTORS

Aaron and Jenn Snyder Family  
Abell Foundation  
Agarwal Family  
Alice and Eugene Ford Foundation  
American Seniors Housing Association  
Wellpoint  
Ashley Treatment  
Bender Foundation  
Bernstein Management Group  
Bethesda Chimney  
Bethesda Home Design  
Caron Treatment Center  
Carpet & Vacuum Expo  
CIGNA  
CIH Properties  
Curwin Family  
Parthenon Inc.  
Pinehurst Design Build by Tom Gilday  
Pingho Family  
Pop for a Cause  
Potomac Coffee/TAC  
PQ Automotive  
Remax/ Josh and Alex Ross  
Oasis

City of Rockville  
Clark-Winchole Foundation  
Fowler Foundation  
Hattie Strong  
JG Murray Foundation  
Nora Roberts Foundation  
Trawick Foundation  
The Gudelsky Family  
Robben Foundation  
Louis and Helen Fanaroff  
Jane Dunigan  
Caryn Clayman  
Kathy and Bill Kory  
Origens Holistic Spirits  
Heffron Companies  
Kellie Plucinski  
Lifestyle Life  
Mamma Lucia  
Susan and Charles Matthews  
MCP Chimney  
Met Cap Advisors  
Metro Bethesda Rotary  
Minkoff Companies  
West Baltimore Renaissance Fdn

SyDanTech  
Benett Stichman Family Foundation  
Dulles Golf Center  
Eaglebank  
Eastern Concrete Foundation  
KLNB  
Eric Siegel Law  
Eugene B. Casey Foundation  
The Fagen Family  
Five Guys/Pyramid Enterprises  
Fontina Grill  
Fran and Rich Silbert Philanthropic Trust  
Gittleson Zuppas  
Global Guardian  
Chesapeake Bay Trust  
The Hope Foundation-Fred Aryan  
Rockville Housing Enterprises  
Donaldson Management  
Emily and Adam Berman  
The Market at River Falls  
Chris and Terri Meighan  
Grace Methodist Church  
Manna Food  
Truman Charities

Wapokoneta Foundation  
WC Smith  
Well & Wonder  
Wendy Lee/Gold Star  
Woehr Family  
WPS  
XML  
Carolyn Randall  
Indian Paintbrush Foundation  
Bardara and Irv Gutterman  
Enterprise Community Foundation  
The Mann Family  
Dr. Bob Rosenblatt Family  
Derek and Torin Fossi  
Launch Physical Therapy  
Mark and Emily Newlan  
Universalist Unitarian of Rockville  
Howard and Vicki Anderson  
Trish and Anthony Taylor  
Nicolle Davis Family  
Grillmarx  
David Bender

The Invisible Hand Foundation  
Oakdale Emory Church  
Eric and Marci Skigen  
Emily Stephenson  
Jared Adler  
Brett and Jen Bernstein  
Bob and Michelle Gordon  
Pete and Rachel Federowicz  
Nancy and Everett Korman  
David and Liz Kossoff  
Mike and Elaine Clayman  
TM Associates  
Society of St Vincent de Paul  
Dave Silbert  
Target Foundation  
Tower Cares  
City of Gaithersburg  
Wawa Foundation  
Barbara Bender  
Starbucks Foundation  
Servpro  
Caroline Diamond Family

Robert Joseph  
Rogers & Peters  
Ross and Associates Accounting  
Scott Brickman Family Foundation  
Senator, LLP.  
Sherman Wealth Management  
The Loring Family  
Natural Dentist Associates  
The Progress Club  
Tobacco Leaf MD  
Truman Charities  
UHY  
Union Settlements  
City of Takoma Park  
Keller Williams-Amy Embrey Properties  
We Our Us Foundation  
Baskin Robbins/Dunkin Joy Foundation  
The Monitor Group  
JTEK  
Arts & Humanities Council of  
Montgomery County



# STRATEGIC PARTNERSHIPS

SWE 's 164 community partnerships allows the team to expand our reach, increase our abilities and deepen our impact. Below is a list of some of SWE's most valuable collaborators, who assist SWE in achieving our mission everyday.

**A Wider Circle**

**WARD 8 Hub**

**Enterprise Community Foundation**

**I Believe in Me**

**Butlers Orchard**

**Capital Area Food Bank**

**Leveling the Playing Field**

**Sardi's Chicken**

**Seva Truck**

**Montgomery County Collaboration Council**

**Montgomery County Arts & Humanities**

**DC Diaper Bank**

**Hughes Methodist Church**

**Five Medicine**

**OFDC**

**Rockville Highschool Transition for Independence**

**UMBC**

**Seedlings**

**Holly Poultry**

**Rhee Brothers**

**Trader Joe's**

**Costco**

**Whole Foods**

**Mamma Lucia**

**Charity Connect**

**Farmlink**

**Launch Cares**

**Society of St Vincent de Paul**

**The Food Project**

**Manna Food**

**Rockville Courthouse**

**City of Gaithersburg**

**Muslim Community Center**

**Community Support Services**

**Treatment and Learning Center**

**Gaithersburg Middle School**

# SUCCESS IN COLLABORATION

## Baltimore Resource Center: Partnering for Hope

In January 2023, SWE partnered with The Food Project to officially open the Baltimore City Resource Center, where clients have access to so much more than food. Diapers, baby items, clothes, wrap-around mental health services, substance abuse services and services for new moms. The Resource Center is located within the abandoned Samuel FD Morse Elementary school, refurbished and repurposed to provide a community hub, where folks in need go to get basic necessities and services.

The Center is open 5 days a week from 9-2 and operated in part by paid teen interns from the community who would have otherwise had no career readiness opportunities prior to this. Teen Interns gain valuable work experience and life skills while engaging in meaningful work in their communities.

**“We love our jobs, we get to give back to the community, because SWE gave us a chance, we are now able to serve others.”**

**-Joe, Resource Center Manager and Previous Recipient of SWE Services, Baltimore City**



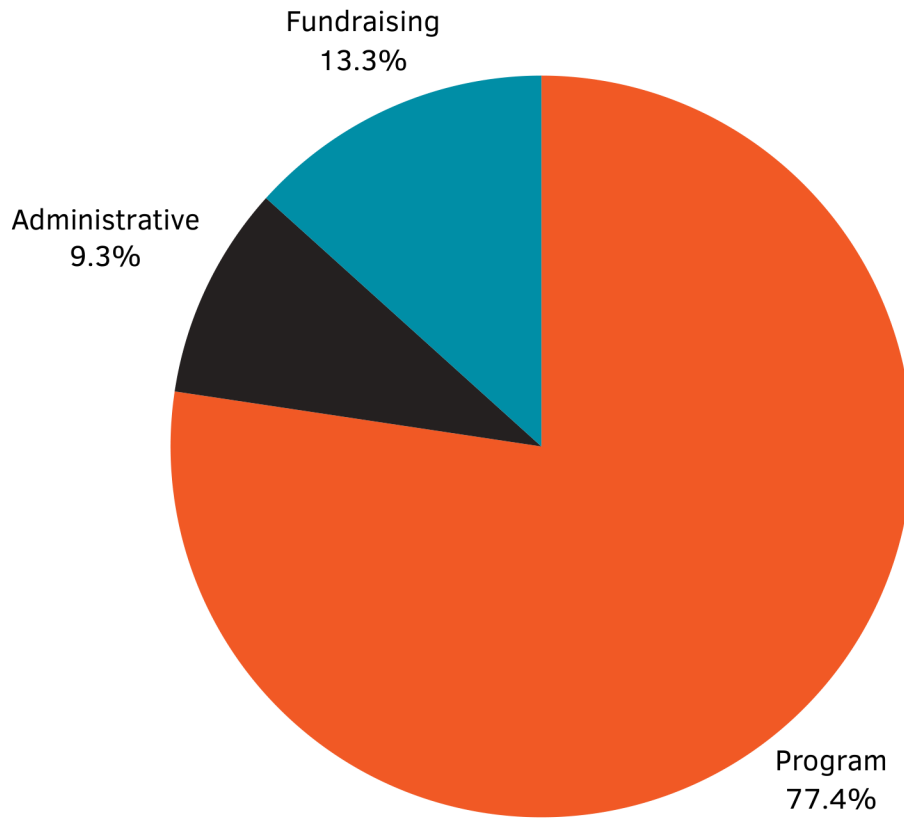
# FINANCIALS

So What Else raised and invested 18% more funding into programs this year, portraying SWE's sustainability despite the ever-increasing need for services post-Covid. 2023 became the first year that SWE experienced a slight deficit, finishing the year with a 4% deficit.

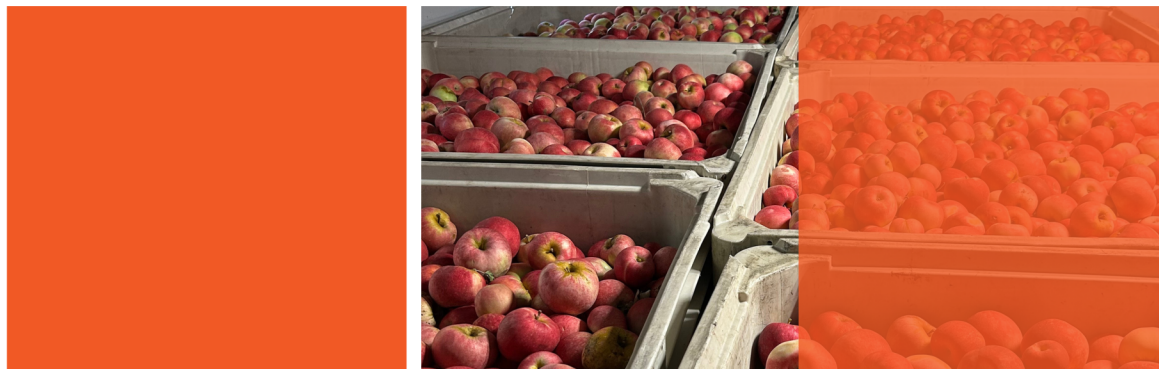
Amount Raised 2023	Amount Invested 2023
\$2.9 Million	\$3 Million



# ALLOCATION OF EXPENSES

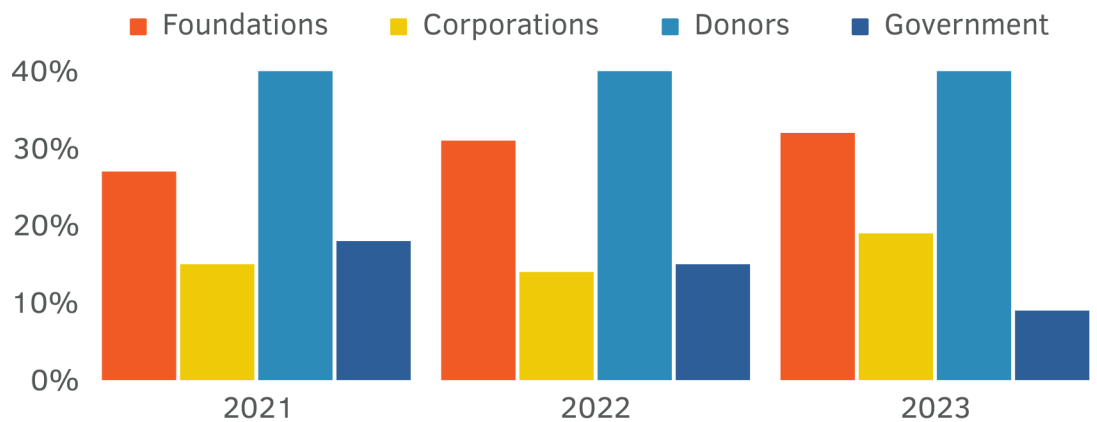


[Link To Complete 2023 Financial Reports](#)



# FINANCIAL REVENUE

Although support from various government agencies declined in 2023, SWE’s financial sustainability continues to shine, through our teams ability to fundraise and meet the need for increased services. Steady support from foundations and corporations also contribute to SWE’s sustainability. A committed and generous network of individual donors stepped up and became a beacon of hope for SWE in 2023.



# IN-KIND REVENUE

In 2023, SWE received \$17 Million in In-Kind Revenue, Including 16 million pounds of food, clothing, household goods, diapers and MTA even donated a bus to SWE to use to rescue food and transport children to programming. SWE receives 2 office spaces (Rockville and DC), office supplies and utilities in-kind.



# FUNDRAISERS

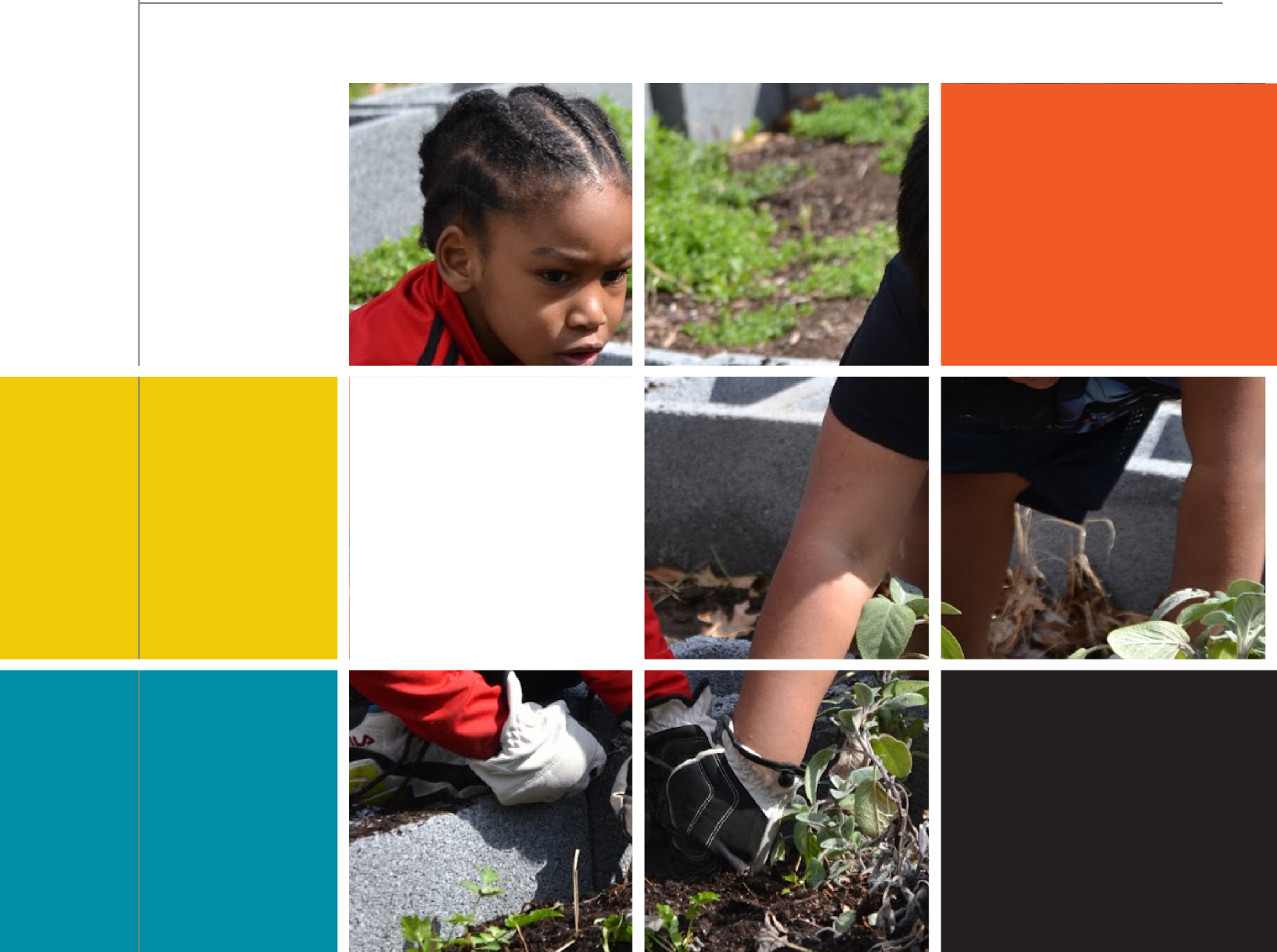
Amount Raised

## Fundraisers

So What Else Annual Gala	\$269,000
Mamma Lucia Golf & Pickleball Tournament	\$125,000
Holiday Sponsorships	\$55,000
Chef Event	\$111,000
Launch 10k Annual Race	\$27,000
Brick In The Wall Fundraiser	\$145,000

**Total Amount Raised** \$732,000





# CONTACT

Since 2009, So What Else has raised \$13 million, which has been invested directly into the community through food access and youth development programs.

As an organization rooted deeply in community, we thank you and look forward to partnering with you in 2024 to continue improving the lives of children and families in our community.



240-602-0486



Office: 6901 Rockledge Drive, Suite 709, Bethesda, MD 20817



Food Pantry: 4924 Wyaconda Rd, Gaithersburg, MD 20852



[www.sowhatelse.org](http://www.sowhatelse.org)