
2024 Impact Report



The Marketplace-Families Served

	2024	2023	% Chg
Total Families Served at The Marketplace	4296	2793	35%
Total Individuals Served	12735	7588	40%
New Families Served	1957	1151	70%
Families Served > 2 years	1486	1089	36%
Total Mobile Deliveries	649	547	19%

In 2021 we served 1122 Families and 2928 Individuals

The Marketplace-Pounds of Food

	2024	2023	% Chg
Total Pounds Distributed	2,374,048	1,700,000	35%
Total Pounds of Donated Food Collected	945,244	585,000	62%
Distributed Cost Per Pound	.18 cents	.22 cents	-18%
% of Pounds Distributed vs Disposed of	98%	98%	0%

Increasing pounds of donated food by 65% saved us over \$90K!

The Marketplace-Shopper Data

	2024	2023	% Chg
Total # of Family Shopping Visits	56545	39265	44%
Avg # of Shopping Visits Per Week at YE	1197	852	41%
Avg % of Weekly Visits vs Possible	33%	35%	
% of Families Who Visit Every Week	2%	3%	
% of Families Who Visit 90% of Possible Weeks	6%	7%	

Key Fact - A fraction of those we serve visit us every week!

The Marketplace- Demographics

	2024		2023	
Three Key Demographics	Total	% of Total	Total	% of Total
Individuals under age of 18	4816	37%	2802	37%
Individuals over 65+	787	6%	510	7%
Individuals in BIPOC Community	7102	56%	3803	50%

43% of our Families identify as Hispanic/Latino-it was 33% in 2022

Unique Finds- Families Served

	2024	2023	% Chg
Total Families Served at UF	3798	2307	39%
Total Individuals Served	11436	6726	43%
% of Marketplace Shoppers Who Also Utilized UF	88%	83%	6%
Avg # of Annual Visits to UF Per Family	12	12	0%

Roughly 30% of all UF visits happen the 1st week of the month.

Unique Finds- Sales

	2024	2023	% Chg
Total Stipend Sales (Value of Free Items)	\$ 504,640	\$ 282,323	79%
Total Cash Sales	\$ 68,808	\$ 57,092	21%
Total Stipend Available	\$ 1,413,015	\$ 879,345	61%
% of Stipend Used	36%	32%	13%

2021 Stipend Sales=\$91K. We have seen a **455%** increase in 3 years

Unique Finds- Donations

	2024	2023	% Chg
Total Donations	9335	4927	89%
Avg # of Donations Per Week-Annual	173	95	45%
Avg # of Donations Per Week-June-December	212	110	48%

Avg Donation is 3 bags = The team sorted over 28,000 bags in 2024

Volunteer Impact

Volunteer Data	2024	2023	2022
Total Volunteers (At least 1 hour of time)	1005	790	425
Total Volunteer Hours	29035	19539	11151
FTE Equivalents	15.1	10.1	5.8

Included in this data-29 different organizations/groups joined us in 2024 to volunteer with us compared to 21 in 2023

Program vs Admin Expense

% of Dollars Dedicated to Programs vs Admin (Per Audited Financials)	Program Expense	Total Expense	Program %
2023	\$ 1,780,222	\$ 2,168,050	82%
2022	\$ 1,332,362	\$ 1,681,404	79%
2021	\$ 1,017,423	\$ 1,319,465	77%
2020	\$ 941,944	\$ 1,177,947	80%

Charities Review Council Standard Program % Target is 70-90%.

In 2023 .82 cents of each dollar donated directly impacted our shoppers!!

Questions?

