



# ANNUAL REPORT FISCAL YEAR 2024

Metropolitan Area Neighborhood Nutrition Alliance  
July 1, 2023 - June 30, 2024









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**A LETTER FROM CEO  
SUE DAUGHERTY, RDN LDN**





# Dear Friends,

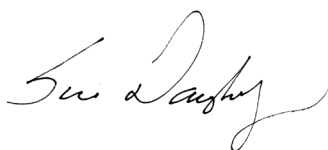
When I reflect on MANNA's impact in our fiscal year 2024, I am amazed by the enduring power and reach of our Food is Medicine mission. In fiscal year 2024, MANNA served more than 5,600 critically ill clients and family members impacted by serious illnesses with more than 1.3 million home-delivered, medically tailored meals and professional nutrition services. We continued to lead the Food is Medicine field through pioneering research, innovative program improvements and partnerships with top health and nutrition stakeholders in Greater Philadelphia and across Pennsylvania.

In addition, MANNA delivered our 23 millionth meal in June 2024, a major milestone testifying to the hard work of our staff and volunteers, as well as the unrelenting need for our services in Greater Philadelphia since our founding in 1990. An estimated three million adults in Greater Philadelphia live with at least one serious medical condition, and many face acute nutritional needs as a result. We at MANNA recognize that we are uniquely positioned to help address an epidemic of diet-related disease, in Greater Philadelphia and beyond. As a result, in fiscal year 2024 we undertook several strategic initiatives to improve and fortify MANNA's services, further increase client satisfaction, optimize health outcomes and ultimately serve much greater numbers of clients. We embarked on a multi-year Technology Acceleration Project to streamline MANNA's services and respond to our clients' requests to have more choice in the medically tailored meals they receive each week. We have introduced new technology in our kitchen and in our delivery process, such as automatic sensor monitors for our walk-in refrigeration and freezer units and a mass texting tool to share information with our clients. We undertook an accreditation process with the Food is Medicine Coalition (FIMC) to achieve, thus far, the highest standard for medically tailored meal programs in the country, developed by and for the nonprofits that were the original pioneers and innovators of the modern Food is Medicine movement. I am so proud to share these and many more achievements with you in this report.

All of this would not have been possible without MANNA's amazing community: the resilience of our clients, the compassion of our staff, the generosity of donors and funding partners who invested in MANNA's future by supporting essential programs and projects. Perhaps most of all, I am amazed by the commitment of our volunteers who continued to show up – sometimes on a moment's notice – to prepare, package and deliver wholesome and nutritious meals for our sick neighbors and their families. MANNA would not be able to serve our clients and improve health outcomes for some of our most medically vulnerable neighbors without all of the people who power our Food is Medicine mission.

MANNA's Fiscal Year 2024 Annual Report highlights the resilience, ingenuity and joy of our community. We thank you for being a part of it.

Sincerely,



Sue Daugherty, RDN, LDN  
Chief Executive Officer





## OUR MISSION & VISION

MANNA's **mission** is to use nutrition to improve health for people with serious illnesses who need nourishment to heal. By providing medically tailored meals and nutrition education, we empower people to improve their health and quality of life.

MANNA **envisions** a world where people with prescribed diets can access the medical nutrition they need in the same way they access prescription drugs at a pharmacy. Until we reach that goal, we will continue to raise funds through philanthropic sources to support clients throughout Greater Philadelphia with our medical nutrition services.

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THE STEVEN H KORMAN FAMILY FOUNDATION &  
LYNNE AND HAROLD HONICKMAN  
KITCHEN FOR CULINARY MEDICINE

23,000,000

In FY24, MANNA officially surpassed  
**23,000,000** meals delivered!

FY24 BY THE NUMBERS

**1,302,336**

meals prepared and home-delivered

**5,659**

individual clients served

**625**

dependents served, 285 of whom were children

**8,128**

volunteers

**56,135**

volunteer hours

OUR REGISTERED DIETITIAN NUTRITIONISTS (RDNS) COMPLETED

**1,144**

nutrition counseling sessions

**31**

group education sessions  
serving 550 clients

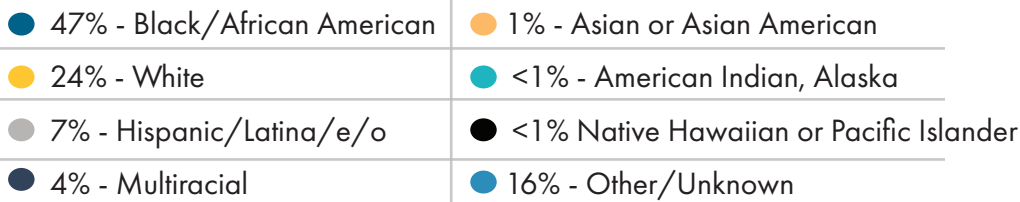


## WHO WE SERVE

# WHO WE SERVE

In fiscal year 2024, MANNA served more than 5,600 critically ill clients and family members impacted by serious illnesses. MANNA's eligibility requirements are purely based in medical and nutritional indicators. There are no age or income requirements to receive our services.

### Race/ Ethnicity



### Primary Diagnosis



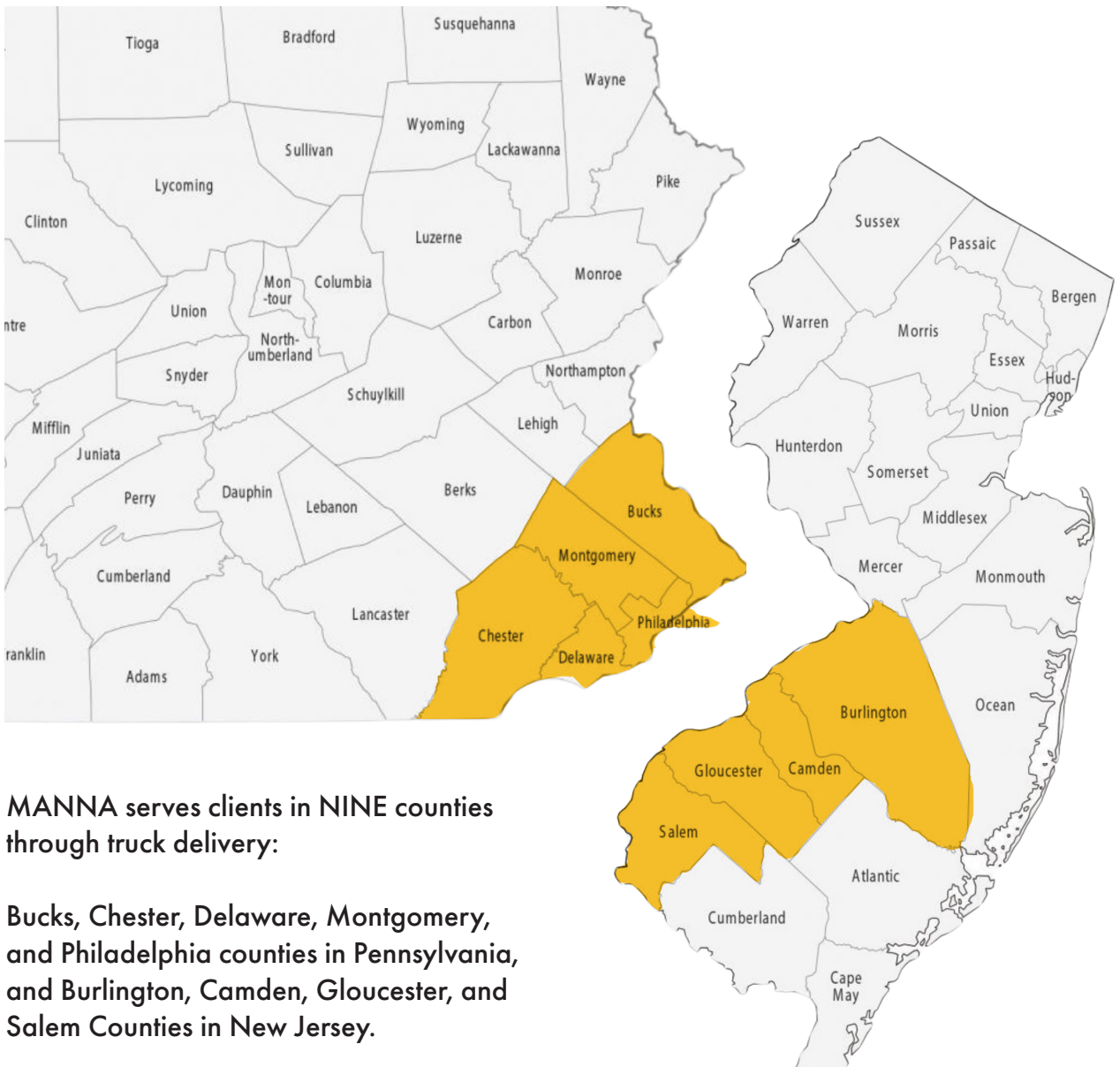
### Age





# WHERE WE SERVE

MANNA’s distribution team works tirelessly to ensure our clients never miss a meal. In FY24, MANNA’s delivery drivers drove our eight delivery trucks approximately **75,000 miles** – equivalent to driving around the earth more than two times – and made more than **70,000 deliveries** to clients in Greater Philadelphia and Southern New Jersey.



MANNA serves clients in **NINE** counties through truck delivery:

**Bucks, Chester, Delaware, Montgomery, and Philadelphia** counties in Pennsylvania, and **Burlington, Camden, Gloucester, and Salem** Counties in New Jersey.

We serve additional clients throughout the state of Pennsylvania and New Jersey through insurance partnerships.



# NUTRITION & CLIENT SERVICES

MANNA's team of registered dietitians offers both individual and group nutrition counseling designed to educate and empower our clients and others to make the best food choices. All MANNA registered dietitians are licensed in the state of Pennsylvania and are members of the Academy of Nutrition & Dietetics.



In FY24, MANNA launched a pilot program in collaboration with the Cystic Fibrosis Foundation, offering our medically tailored meals to 50 high-risk Cystic Fibrosis patients. Following the successful completion of the pilot, we expanded our philanthropic program to continue serving these patients.



Thanks to a Maternal Care Innovation Grant from the Pennsylvania Department of Human Services administered by the Jewish Healthcare Foundation, MANNA conducted a pilot program providing our medically tailored meals to 60 pregnant women with Gestational Diabetes and their dependent children expanding our reach in maternal health.



We worked with Virtua Health to successfully embed our referral form in their Community Connection System powered by FindHelp. Providers can refer patients directly to our program, and MANNA staff can provide updates on the status of a referral, creating a closed-looped system.



MANNA dietitians continued to foster relationships in the community to provide nutrition education. In March, as part of National Nutrition Month, MANNA dietitians partnered with the non-profit Unite for HER.

The organization hosted MANNA as part of their virtual hangout in which a MANNA dietitian and chef provided a food demonstration and nutrition education to their audience. In addition, we provided group nutrition education and cooking demonstrations for Temple's HIV Women's Support Group, Career Link, and for caregivers and members of PA Health and Wellness.



MANNA Intake Specialists provided information about our services in the community at several health fairs including a Jefferson Health Plans member event, UPMC Black Men's Wellness event, and Casa Farnese independent living event.







Our medically tailored meal program consists of delicious meals that meet national nutrition standards and disease-specific recommendations. MANNA offers **11 different dietary modifications** to accommodate different diseases. All of MANNA's meals are prepared in-house by our incredible chefs and volunteers.

## MENU CHANGES

The MANNA RDNs worked closely with the MANNA chefs over the last year taking into account client feedback while keeping in mind the nutritional content of our current menu to make the following updates:

### NEW DESSERTS

In fiscal year 2024, MANNA rolled out three new desserts: Lemon Blueberry cake, Applesauce Bar Cake and Pear Cake. In addition to the new desserts, Splenda was removed as an ingredient in these baked goods.

### NEW SUPPLEMENTAL MENU

MANNA's updated supplemental menu offers a week's worth of breakfasts, dinner entrees and snacks for a total of 14 meals. This option accommodates clients who have limited freezer space or have a decreased appetite.

### MENU REPLACEMENTS

MANNA protein shakes were replaced with sun butter and hummus cups and fresh celery and carrots for dipping. Our breakfast burrito was replaced with a vegetable egg frittata.



## OPERATIONS



## DISTRIBUTION UPDATES

In addition to our daily delivery text message reminders to clients, MANNA introduced a new mass text messaging service. This tool allows our Distribution department to alert clients to MANNA closures, weather-related delivery changes or delays, and any other global updates that we need to provide to our clients in real-time. Clients do have the option to opt out of this service.

### Thanksgiving at MANNA

Thanksgiving Day at MANNA is a beautiful demonstration of community, generosity, and nourishment. Every year since our founding in 1990, MANNA's entire staff and an army of volunteers show up bright and early Thanksgiving morning to prepare and deliver a delicious, nutritious Thanksgiving meal for four to every MANNA client who wants one.

On Thanksgiving Day 2023, we had nearly **200 volunteers** deliver to **835 households** which translates to:



**3,000+**  
holiday meal deliveries on  
Thanksgiving morning





# KITCHEN UPDATES



## Meals Made with Love

All MANNA meals are heart healthy, high in protein and moderate in carbohydrates, sodium, and fat. Meals may be modified to address specific medical needs. This specific nutrition helps nourish our clients through the debilitating effects of their illness.

Based on nutrition guidelines from the American Heart Association, the American Cancer Society and other nutrition experts, MANNA meals are lovingly cooked in our kitchen by chefs and volunteers. They are made from the highest quality ingredients. Meals are delivered frozen to ensure the safest and best quality product.

NEW TECHNOLOGY	NEW STAFF MEMBERS	FOOD IS MEDICINE COALITION (FIMC) ACCREDITATION
<p>MANNA introduced a new technology tool, Risk Limiter, to allow for remote monitoring of our refrigeration and freezer walk-in units.</p> <p>The sensor monitors will notify the operations team, via email and text, when temperatures within the units go above the safe limits, in real time, to allow for quick responses to issues and equipment malfunctions and initiate our corrective action plans immediately.</p> <p>In addition, MANNA is using foodsafetytechnology, including Bluetooth thermometers, to keep track of food temperatures during the production process and ensure safety in the kitchen.</p>	<p>MANNA created a new position, Food Production Associate, to better support the Production Chefs and kitchen volunteers.</p> <p>The Food Production Associate is responsible for assisting with production of MANNA’s medically tailored meals, overseeing production to ensure all food safety practices are being adhered to, and welcoming and assisting our volunteers.</p> <p>This is currently a part-time position that we hope to grow and expand in the future.</p>	<p>This year MANNA began the process of becoming a fully-accredited medically tailored meal provider through the new FIMC Accreditation Program. As part of this process, we have grown and expanded our meal taste test process.</p> <p>Each month, representatives from across the organization randomly select, prepare, and consume MANNA meals and then provide feedback and recommendations on several components.</p> <p>This feedback is reviewed monthly to address issues and make menu and production updates to ensure the highest and best quality meals for our clients.</p>

# CLIENT VOICES



## JEANNETTE

Jeanette became a MANNA client in 2021 when she met a MANNA dietitian at a cooking class at Philadelphia FIGHT. At the time, she was struggling with a combination of conditions, including HIV and diabetes.

**“I love the meals,” Jeanette says. “They’re nutritional, they help you learn how you should eat. The best thing for other people with HIV to do is to see if your doctor would approve of you getting the meals – and eat them!”**

Even though 67-year-old Jeanette is no longer receiving MANNA meals, she says that MANNA continues to impact her life. **“I did classes where you prepare meals, and I loved doing that, I loved going to MANNA,”** Jeanette says. The tools she learned about food preparation, portioning and seasoning help her continue to eat well.

**“[MANNA] helped me eat right. I cut out all the junk food I was eating that I wasn’t supposed to be eating,”** Jeanette says. **“Now I’m controlling my diet. And my diabetes is under control.”**

“MANNA relieved the stress I felt over not being able to drive, shop, and prepare good meals for my husband, who is a WWII Vet, and myself. What a wonderful organization.

P.S. I’m still smiling from the surprise birthday cake!”

**- RENAE, 70s,  
MANNA CLIENT**







# OUR VOLUNTEERS

Each week, hundreds of volunteers come together to contribute their time, skills, and care to serving MANNA's clients. Most join us in the kitchen to chop, stir, cook, portion, and package meals, while others use their own cars to deliver medically tailored meals directly to clients' homes. The incredible commitment of our volunteers makes our work possible. **MANNA's 2024 Volunteer Program was presented by Independence Blue Cross.**



## VOLUNTEER SPOTLIGHT: LaVale Anderson-Reeves

Every volunteer comes to MANNA with their own story. Growing up, LaVale Anderson-Reeves' mother taught her the virtues of giving back to others because, as her mom told her, "It could be you who needs the help one day."

In that spirit, LaVale started volunteering at MANNA **more than 20 years** ago to aid her fellow Philadelphians.

Since then, LaVale has spent hundreds of hours in our kitchen, brought her co-workers and close friends to MANNA to volunteer, donated to MANNA, and volunteered at our Pie in the Sky pickup days.

When asked what keeps her returning year after year, she said "it's because **MANNA makes people feel like family.**"

## VOLUNTEER HALL OF FAME

This list reflects total volunteer hours from July 1, 2023 - June 30, 2024

### 400+ hours

Patricia Baker  
Jeannie Boehner  
Rachel Mausner  
Morgan Hale-Williams

Marc Fliegelman  
Thomas Holland  
Altermease Huggins  
Mark Mendenhall  
Drew Phillipe  
Terry Roberts

Patricia Burke  
Karen Bushnell  
John Byrne  
Brona Cohen  
Elizabeth Collings  
Bob Courey  
Sarah Darrow

Thomas Keebler  
Jamie Kuptsow  
Brian Lin  
Nina Liou  
Ellen Lipschutz  
Kimberlee LoBiondo  
David Loudon

Anne Rosenberg  
Daaiyah Roundtree  
Abdulrahman Saeedy  
Brooke Salon  
James Shrode  
David Shuster  
Phyllis Sledge

### 300+ hours

Carlota Boker  
Kendra Dunn  
Martha Dunn  
Chris Felker  
Michael Felker  
Beth Hamlin  
Basil Kapchonick  
Carlos Palomino

Seth Ruttenberg  
Karen Schoenewaldt  
Jeffrey Schuchert  
Ann Seelaus  
Paulette Singleton  
Ricardo Soler  
Susan Starr  
Michael Thompson  
Thomas Trager  
Joan Wells

Anne Davenport  
Deborah Davies  
Ray Enriquez  
Elaine Erenhouse  
Alice Fennell  
Howard Fields  
Tom Flood

Ryan Macool  
Rose Mangano  
Patricia Maron  
Amanda McDermott  
Leslie McLaughlin  
Patrick Minor  
Richard Neibel

David Shuster  
Phyllis Sledge  
Laura Stagner  
Karen Tulis  
Vickie Waitsman  
Tess Waldman  
Samuel Wallace  
Colleen Walsh

### 200+ hours

Beth Anastasi  
Joseph Dragon  
Cynthia Evans  
Gillian Facher

### 100+ hours

Emmett Abdo  
Jen Adams  
Joan Bortnicker

Marilyn Freeman  
Patricia Fries  
Frank Hoban  
Gayle Hodgins  
Ruth Holt  
Michele L Houlday  
Kathleen Infante

Ericka Orr  
Hillary Oser  
Barbara Paul  
Steven Picco  
Elke Plaxton  
ML Pretz  
Alison Price

Jeffrey West  
William Wilson  
Robert Wlodarczyk  
Gary Zatkis  
Anne Zheng



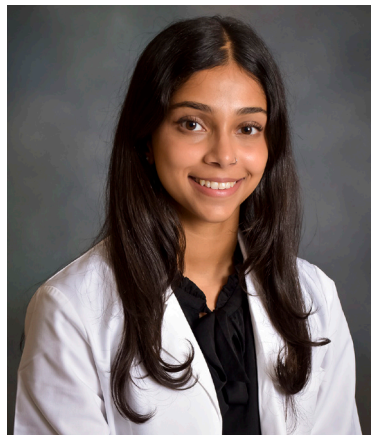
# THE SCIENCE OF FOOD AS MEDICINE

The MANNA Institute explores the impact of nutrition on health for people with serious illnesses. We lead research and evaluation initiatives, educate healthcare practitioners and consumers, and share findings and best practices for improved service delivery and healthcare transformation.

## REID B. REAMES FELLOWSHIP

The MANNA Institute is proud to host Reid B. Reames Research Fellows who conduct self-directed research projects during a one-year period. Reames Fellows are promising and hardworking medical students from the region’s top medical schools.

This year’s Fellowship was awarded to Deeksha Ajeya (pictured right) from Drexel University’s College of Medicine. Deeksha presented posters at multiple regional health conferences, the latest of which was titled “The Effect of Medically Tailored Meals on the Physical Health of Patients with a Cancer Diagnosis” presented at Tower Health’s Research Day.



### ABOUT THE REID B. REAMES FELLOWSHIP

To help future physicians understand the impact of MTM programs, MANNA’s research arm, the MANNA Institute, awards fellowships to medical students to conduct an applied research project.

The Reid B. Reames Fellowship, named in memory of one of MANNA’s founders and funded by his husband and longtime MANNA supporter Allan Schimmel, enables medical students to work on research projects that develop the body of evidence for “food as medicine.”

## Academic Seminar Series

**Fall 2023:** In honor of ASPEN’s Malnutrition Awareness Week, The MANNA Institute seminar titled, “Malnutrition and Care Transitions in Older Adults: Implications for Practice, Research, and Policy” was presented by Dr. Rose Ann DiMaria-Ghalili, Professor of Nursing and Senior Associate Dean for Research at Drexel University.

**Spring 2024:** In honor of National Nutrition Month™, The MANNA Institute seminar titled, “Cancer and Medically Tailored Meals: What We Know,” was presented by Kara Stromberg, MS, RD, CDE, LDN, Clinical Nutrition Manager at Temple University – Jeanes Campus and Fox Chase Cancer Center.



## RESEARCH

### MANNA Clients' Health Outcomes

The MANNA Institute completed a research project on health outcomes of our medical nutrition program between 2020-2022, titled "Health outcomes reported by healthcare providers and clients of a community-based medically tailored meal program." Results indicate that clients experience reduced malnutrition risk and lower blood pressure when utilizing MANNA's services. Findings will be published in a scientific journal in late 2024.

### Partnership with Dr. Kristin Rising and Jefferson Center for Connected Care

In early 2024, the MANNA Institute awarded funds to Dr. Kristin Rising, MD, MSHP, Executive Director of the Jefferson Center for Connected Care, for the research project "Nutrition Support Assessment Tool (NSAT) Refinement and Pilot Implementation Trial." This research will help develop and test a novel screening tool that hospitals can use to refer patients to MANNA and other nutrition support services in the community upon hospital discharge.

### Fox Chase Cancer Center Partnership

Our partners at Fox Chase Cancer Center, led by Kara Stromberg, MS, RD, CDE, LDN, completed a pilot study funded by the MANNA Institute on a medically tailored meal program for colorectal cancer patients. The study assessed the feasibility of providing MTMs to patients and measured change in nutritional status, muscle mass, and dietary quality while receiving meals. Results are expected to be published this year.

### Partnership with the Hospital of the University of Pennsylvania (HUP)

The MANNA Institute and HUP, led by Dr. Charlene Compher PhD, RD, LDN, FASPEN, completed a study on the effectiveness of 7 versus 21 home-delivered medically tailored meals to reduce malnutrition risk in heart failure patients. Funded by a private foundation, the study also examined impacts on unplanned 30-day readmissions, emergency department visits, body weight, and diet quality. Results will be published later this year.

## CLIENT EXIT SURVEY

The MANNA Institute administers client surveys as part of ongoing program evaluation efforts to understand the outcomes of our program and ways to improve. The exit survey conducted during FY24 showed:



**78%** of clients were satisfied with the taste and variety of the meals.

Over **three-quarters** said the program helped to improve their health.

Nearly **8 in 10** clients said the program helped them eat healthier.

Over **70%** said the program improved their ability to manage their health conditions.

Over **80%** said they felt confident they'd be able to eat a healthy diet after completing the program.

Most common suggestions were for **increased choice** over menu items.

# HEALTHCARE PARTNERSHIPS

In FY24, MANNA served more than 1.3 million meals to 5,659 clients. Of these clients, **3,976** received MANNA's services through philanthropic support, and **1,678** through a partnership with their insurance provider. We are so thankful to our philanthropic funders and health plan partners who have allowed us to continue to carry out our mission since 1990!

## OUR HEALTH INSURANCE PARTNERS

- Aetna Better Health
- AmeriHealth Caritas of PA
- Independence Blue Cross
- Jefferson Health Plans (formerly Health Partners Plans)
- Keystone First
- Pennsylvania Health and Wellness
- United Healthcare



## UPDATES IN FY24

1

Through targeted outreach efforts, MANNA successfully secured agreements from three health plans to accept external provider referrals. This initiative resulted in a **15% overall increase in external referrals**. Notably, one of the health plans, HPP Medicaid, saw a significant **69% increase in referrals**, marking the highest growth among the plans involved.

2

We successfully launched MANNA's first contract in New Jersey with AmeriHealth New Jersey and our first CHC (Community HealthChoices) contract in Pennsylvania with Pennsylvania Health & Wellness. These milestones expanded our portfolio of active health plan contracts, **increasing the total from seven to nine**. This growth significantly enhances our ability to serve a broader population and strengthens our presence in both New Jersey and Pennsylvania.

3

MANNA's Healthcare Partnerships Manager launched a monthly healthcare partnerships newsletter to maintain a continuous connection with referring providers from both health plans and healthcare organizations. This initiative was designed to keep providers informed about MANNA's services, updates, and the impact of Medically Tailored Meals on patient health outcomes.

4

MANNA presented at several key conferences to increase awareness of its services among payers and providers. These presentations included the HFMA Philly Metro Summit in September 2023, the PAND Annual Meeting & Expo in March 2024, and the Latino Connection event in April 2024, where MANNA collaborated with Aetna Medicare's Regional Chief Medical Officer.

5

To enhance the efficiency of the referral process, MANNA introduced a new referral review system to assess philanthropic referrals for eligibility under insurance contracts. This initiative resulted in the identification of **61 eligible referrals**, leading to **40 successful enrollments**. As a result, MANNA was able to significantly increase its potential revenue from insurance referrals, with an estimated **\$110,880** generated through these enrollments.



# POLICY & ADVOCACY



## PA HR667 Medically Tailored Meals (MTM) Pilot Program

In March 2024, MANNA’s CEO, Sue Daugherty, and Healthcare Partnerships Manager, Rebecca Boova-Turner, traveled to Harrisburg to advocate for the PA HR667 Medically Tailored Home-Delivered Meals Demonstration Pilot Act. The MTM (medically tailored meal) program would establish a pilot within PA Medicaid to assess feasibility of providing MTMs to patients discharged from select hospitals with eligible diet-related disease states and limitations in activities of daily living. They met with several bipartisan members of the House to discuss the importance of the bill.

## Hunger Caucus in Harrisburg:

In May 2024, MANNA’s Healthcare Partnerships Manager, presented on the topic of “Food is Medicine” to the Hunger Caucus in Harrisburg, alongside Philabundance (pictured top right). This opportunity arose as a result of the March advocacy day, where discussions on food insecurity and health intersected. The presentation provided a comprehensive overview of Food is Medicine, highlighting the various services that fall under its umbrella. These services range from the critical need for food banks and pantries to innovative programs like produce prescriptions and medically tailored meals, all aimed at improving health outcomes through nutrition.

## Food is Medicine Coalition Policy Committee

MANNA staff actively participated in the Food Is Medicine Coalition (FIMC) Policy Committee to stay informed about key policy and advocacy efforts related to Medically Tailored Meals and Food is Medicine across the country. This involvement included attending monthly meetings with policy representatives from other organizations within the Food Is Medicine Coalition, where they focused on advocating for the federal Medically Tailored Meals bill. In addition to this primary effort, they worked together to send letters of support for other important nutrition-related policies, such as the Farm Bill and the Medical Nutrition Therapy (MNT) Act, aiming to advance broader nutrition and healthcare initiatives at the federal level.



# EVENTS TIMELINE

## SHK DAY OF CARING

**July 19, 2023**

The 7th Annual Steven H. Korman Day of Caring honored Steven H. Korman, longtime Co-Chairman of MANNA's Advisory Board. Close friends, family, and coworkers volunteered in the MANNA kitchen to celebrate his philanthropy and partnership.

## LEGACY SOCIETY LAUNCH

**August 2023**

We launched The MANNA Legacy Society to recognize, celebrate, and educate donors who wish to make MANNA part of their legacy by including us in their long-term financial plans.



## MANNA F.A.M. LAUNCH

**Aug 24, 2023**

We launched the MANNA F.A.M. to energize our monthly giving program, celebrate our donors, and rally around the acronym for "Food As Medicine."



## SOUPER BOWL

**January 22 - February 9, 2023**

We revived our SOUPER Bowl sale this February, to resounding delight! We sold over 200 soups in four signature MANNA flavors: mushroom barley, tempeh minestrone, chicken noodle, and lemon chicken orzo.

## THANKSGIVING

**November 23, 2023**

In 2023, with the help of more than 200 volunteers, both in the kitchen and as delivery drivers, MANNA provided 3,740 nourishing and delicious Thanksgiving meals to more than 840 households.

## MAIN COURSE

**September 21, 2023**

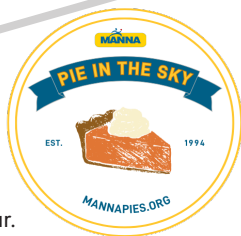
Main Course 2023 raised nearly \$375,000 for MANNA's mission! Special thanks to the incredible chefs, Chef Chairs Cybille St.-Aude-Tate & Omar Tate, the event committee, and supporters. Presented by Steve Korman & Linda Richardson Korman and The Frazier Family Foundation.



## PIE IN THE SKY

**Oct 1 - Nov 21, 2023**

Our annual Pie in the Sky fundraiser helps to provide Thanksgiving meals to MANNA clients and their families, as well as nourishing meals throughout the year. For the 29th year of Pie in the Sky, presented by Pareto Health, we offered 7 flavors and sold 8,000 pies!



## YOUNG FRIENDS LAUNCH

**January 2024**

Starting with 10 intrepid Young Friends Advisory Board members, we re-launched the Young Friends of MANNA to elevate MANNA events and advance MANNA's mission with younger supporters.





## DONOR APPRECIATION PARTY

**Feb 22, 2024**

We celebrated our leadership donors who contributed \$1,000 or more in 2023 with drinks and delicious appetizers made by our chefs.



## VOLUNTEER APPRECIATION PARTY

**April 25, 2024**

Every volunteer from 2023 was invited to a party at MANNA! The party had a red-carpet theme and was full of smiles, dancing, and awards for our outstanding volunteers. MANNA's 2024 Volunteer Program was presented by Independence Blue Cross.

## HIV LONG-TERM SURVIVORS AWARENESS DAY

**June 5, 2024**

MANNA rallied around HIV Long-Term Survivors Awareness Day (HLTSAD) this year to honor and support our clients living with HIV/AIDS. We took the day to celebrate our roots and share stories of former clients who are surviving and thriving despite their diagnosis.

## 23 MILLION MEALS

**June 13, 2024**

We celebrated delivering our 23 millionth medically tailored meal since 1990! MANNA CEO Sue Daugherty, PA State Representative Donna Bullock, Reverend Dr. Lorina Marshall-Blake and Courtney McDade of Independence Blue Cross, and volunteers packed the milestone meal, which was delivered by Sue and Rep. Bullock to a MANNA client within Rep. Bullock's 195th district.

## CHEF RADIO LIVE!



**April 17, 2024**

Our 3rd Chef Radio LIVE! event, hosted by Eli Kulp and presented by Steve Korman & Linda Richardson Korman, took place on April 17 at MANNA. Seventeen top Philly chefs served dishes to 115+ guests, raising over \$55,000 for MANNA!

## GUAC OFF: GUACY!

**May 23, 2024**

The 10th annual Guac Off, presented by Performance Food Group, raised over \$40,000! We were joined by 14 local restaurants, 8 celebrity judges, emcee Brittany Lynn, and 400+ guests. Congratulations to Cafe Ynéz (Judge's Choice) and Paladar (People's Choice, 6th year in a row!).



## BOB PRISCHAK MEMORIAL



**June 17, 2024**

We celebrated the incredible life and legacy of MANNA founder Bob Prischak, who passed away in February with a commemorative tile unveiling in MANNA's kitchen. Bob's family and friends joined us for the ceremony.

# THE FUTURE OF MANNA: SPECIAL PROJECTS



## Tech Acceleration Project

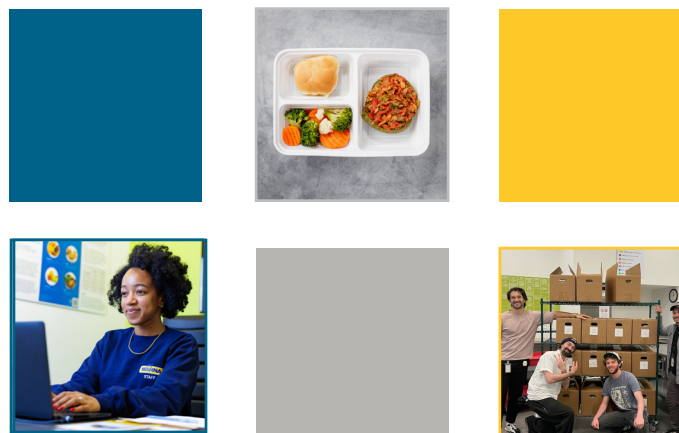
Over the past two years, MANNA has been undergoing what we are calling our Technology Acceleration Project, or TAP. This project is an **overhaul of our internal technology systems** and the creation of a centralized, cloud-based data hub for all our data systems. The chief outcomes of the project will be more **robust data** for our program teams to use, **increased operational efficiencies**, and the ability to **offer our clients more choice** in which meals they receive while on our program. The combined effect of these outcomes will help MANNA become the provider of choice for insurance and other fee-for-service contracts in the region.

Nearly every aspect of MANNA's operations will be improved via the project, including our **client referral processes**, our **billing**, our **delivery routing**, our **data reporting and research** from the MANNA Institute, our **volunteer management**, our **accounting**, our **client services**, and more. Through the effects of the Tech Acceleration Project, MANNA can improve our clients' experience, serve more clients, and expand our geographic reach.

The total cost of the TAP is roughly one million dollars – a significant investment, but one that is essential for us to take the next step in our growth and fulfill our mission.

The Tech Acceleration Project was divided into **three phases**. The first two phases included intensive discovery, analysis, and research. As of November 2024, MANNA is in phase three of the project, which is spent fixing existing tech systems, improving MANNA's technology infrastructure, and building the framework to allow for MANNA to grow and implement future changes. The project is now fully funded, and our **projected completion date is February 2025**. You can learn more about the Technology Acceleration Project at [mannapa.org/TAP](http://mannapa.org/TAP).





## Client Choice

In mid-June 2024, the MANNA “Tiger Team” (pictured above, bottom right) – a cross-functional group of MANNA staff members spanning operations, nutrition, evaluation, and technology – in conjunction with our partners at Process First, came together to run a 3-week “**Client Choice Pilot**” test. This alpha test was done to help the team understand the impacts of what Client Choice might mean across MANNA production, packing, distribution, intake, and most importantly, for our clients. The Tiger Team worked to identify **15 clients** for the pilot that were a representative cross-section of the MANNA client base spanning demographics, disease states, languages spoken, and location. These clients were then contacted about the pilot program, asked a series of initial survey questions, and most importantly, given the **opportunity to choose their dinner entrees for the upcoming week**. From there, our operations team picked, packed, and delivered the meals to our pilot clients.

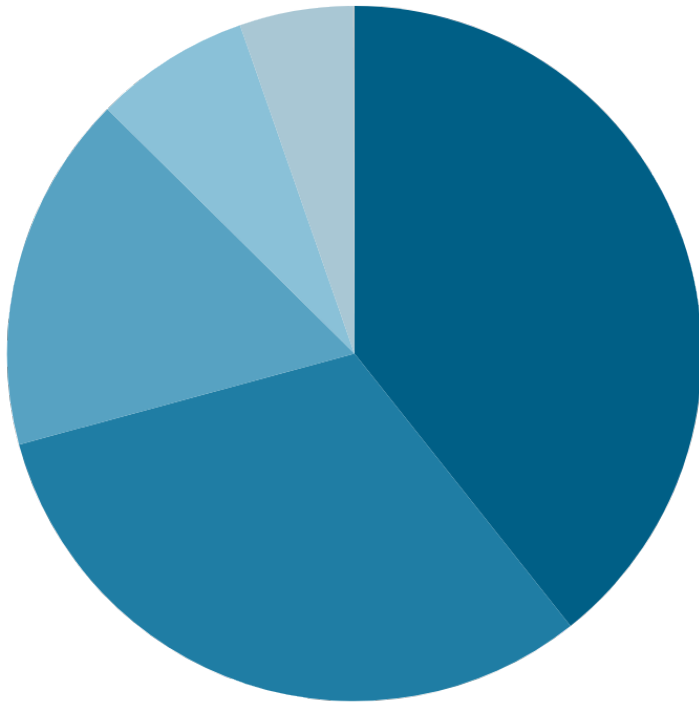
Over the next three weeks, the process repeated - our dedicated team of dietitians followed up with clients weekly to gather their meal choices and check in on the program. Our operations team ensured those meals made it to their doors each week. The outcome of the pilot was extremely positive – clients ate more of their medically tailored meals and reported improved scores on both taste and the variety of meals offered. These outcomes supported our hypothesis that giving clients the chance to choose their meals could improve outcomes and program satisfaction – and strengthened our resolve to implement this program on a larger scale.

The time and effort going into this project is monumental, and success would be impossible without the dedication and grit of each MANNA staff member involved. We are so excited to roll out this program to our clients and look forward to offering culturally competent services that position MANNA as the provider of choice among MTM organizations!



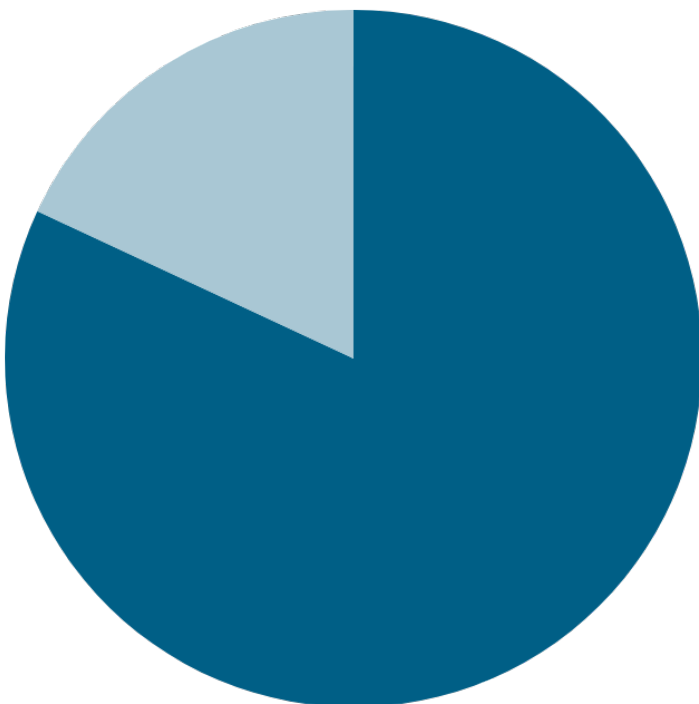


# FINANCIALS



## Revenue

● 39.3% - Healthcare Contracts	\$ 4,027,334
● 31.5% - Corporate & Foundation	\$ 3,222,015
● 16.6% - Individual Donors	\$ 1,703,049
● 7.2% - Government Contracts	\$ 741,915
● 5.3% - Events (net)	\$ 666,126
● 0.1% - Other Income	\$ 5,259
<b>TOTAL</b>	<b>\$ 10,365,698</b>



## Expenses

● 81.9% - Programs	\$ 8,747,307
● 18.1% - Fundraising & Administration	\$ 1,928,118
<b>TOTAL</b>	<b>\$ 10,675,425</b>

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We regret any errors or omissions.

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If you have questions about giving to MANNA, email Amy Mansky, Chief Advancement Officer, at [amansky@mannapa.org](mailto:amansky@mannapa.org).

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