

# *A Look Back*





**THE SIMPLE  
ACT OF BEING  
RESOURCEFUL  
CAN CHANGE  
THE WORLD.**



So far we

have helped

**DISTRIBUTE**

more than

**\$550 MILLION**

worth of RESTORATIVE AID

**AROUND THE WORLD.**





# HEALTH FOOD

97%

Of every dollar  
donated goes  
straight to  
programs.



\$1



\$25

\$1 donated unlocks \$25 in restorative aid.



## A Letter From Our President

At Matter, we believe that simple acts of being resourceful can change the world. You'll find stories that reinforce this belief as you read our annual report. Fifteen years ago Dennis and Megan Doyle began simply using what they had in their two hands to serve our community. In 2014, we didn't just maintain the vision they had, we grew it.

Our team is focused on expanding access to health and food all over the world. In Minneapolis we come alongside those who are challenged by underemployment and homelessness to provide the healthy food they need to thrive. When places such as Liberia are stricken with crisis, we send relief meals to help those who are suffering through Ebola and lack the nutrition they need to survive.

In Kenya, Africa, 50,000 people live off of the city dump with almost no access to health care in a place called, Dandora. Women have been giving birth in a pile of garbage. In partnership with the University of Notre Dame, we are equipping a hospital so mothers can be provided the comfort and dignity to have their babies on a bed, in a room. And, the chance of survival for the babies born is greatly increased.

Never before have we seen the food and health sectors work so closely together to solve some of the greatest challenges in our world. The

Doyle's vision has become increasingly relevant over the last 15 years. The call to matter more is being accomplished and impacting multiple thousands of people across the globe.

None of this work is possible without your generous support. Thousands of volunteers, donors, board members and staff collaborate to grow the vision of Matter. And I'm thrilled to share with you that the work is not in vain. Matter was named the fastest growing non profit in Minnesota in 2014. Thank you for running alongside us in this journey.

On a personal note, I'm incredibly grateful for the competent, compassionate, and committed team I serve with each day. I have never been more energized to accomplish a mission. While I pause to celebrate the significance of a great year, our work is not finished. I am grateful for your friendship and partnership as we press on to serve those who live in scarcity.

With joy and deep thanks,

Quenton Marty  
President

### Committed to Excellence

Matter's commitment to  
excellence has been  
recognized in 2014 by the  
following organizations:



#3 Most Efficient  
Nonprofit

MINNEAPOLIS ST. PAUL  
BUSINESS JOURNAL



#1 Fastest Growing  
Nonprofit

★ StarTribune







**40**  
**million**  
meals missing  
annually in Twin  
Cities metro area

**33%**  
of food insecure  
families have  
a member with  
diabetes



**145%**  
higher obesity  
rates in the U.S.  
for those living  
in poverty

**#1**  
diagnosis  
at HCMC is  
diabetes



**42**  
Corporate, School,  
and Church Groups  
packing MatterBoxes

**4,803**  
MatterBoxes  
Packed



**3,908**  
Total Volunteers

**11,230**  
Total Volunteer  
Hours



PROGRAM: FOOD - MatterBox

LOCATION: Minneapolis, Minnesota

PARTNERSHIP: Hennepin  
County Medical Center

#### HEALTHY FOOD ACCESS

## IMPROVING ACCESS TO HEALTHY FOOD TO FIGHT OBESITY AND DIABETES

Matter's Food Program provides healthy food, as well as personal care items, coats and other much-needed resources to collaborating entities throughout the nine-county Twin Cities metro area in Minnesota. By leveraging a network of relationships with corporate partners, Matter receives shipments of nutritious foods as well as household goods, personal care items and office supplies. Redistribution to our partners ensures that these goods reach the children and families who need them most.

MatterBox is Matter's project focused on improving access to healthy food to fight obesity and diabetes. Crafted by Hennepin County Medical Center dietitians, each

MatterBox contains 20 healthy meals, along with healthy eating tips and recipes. Because of its shelf-stable nature and easy distribution method, it allows Matter to work with non-traditional partners like health care providers, law enforcement, mentoring sites, transitional housing programs, among many others. Local volunteers, through our Community Impact Program, assemble boxes of nutritious foods for distribution within the community. Consisting of fruit, vegetables, whole wheat pasta, rice, beans, and tuna, each MatterBox fills the missing meal gap for families experiencing food insecurity and is used as a tool to educate families on healthy eating.



PROGRAM: Community Impact

LOCATION: Minneapolis, Minnesota

PARTNERSHIP: Corporate  
and Independent Volunteers

#### BUILDING A SERVICE-ORIENTED COMMUNITY

## CREATING CHANGE TO MATTER MORE

Our Community Impact Program is a way for individuals and groups to get involved via a hands-on approach. It is a simple action that will help change people's lives for the better. All of our community impact experiences allow participants to pair our Pathways of Hope educational exhibit with a volunteer project. Our exhibit takes participants into the lives of six different people living in scarcity around the world. Popular service projects include participating in the MatterBox program and sorting medical supplies for international shipment. All of volunteer projects are designed to fit the needs of the people we serve both locally and around the world.

In 2014 Matter hosted a total of 3,908 volunteers across all programs and projects for a total of 11,230 volunteer hours. Through our Community Impact Program, we bring volunteer opportunities

to churches and corporations within our local community.

Corporate service projects with our partnering agencies inspire corporate employees to make an impact by donating their time to specific service projects. Volunteers package rice and bean meals for distribution through our local and international programs and box nutritious meals for distribution through our local program. In March 2014, volunteers at Cargill participated in a friendly Food Madness Challenge where they packed over 7500 meals. sixteen teams of 12 people participated in the 2.5 hour event organized by Matter and hosted on Cargill's corporate campus. The event strengthened the relationship with two partnering organizations as we joined together to fight hunger, obesity and diabetes by expanding access to healthy food in our community.





MISSION: Health

LOCATION: Dandora, Kenya

PARTNERSHIPS: Notre Dame and  
Dandora Area Wellness Network

## GLOBAL IMPACT

# IMPROVING ACCESS TO HEALTHCARE TO IMPROVE MORTALITY RATES

Matter's Health Program provides medical equipment and supplies, as well as school and farm equipment to collaborating entities in 32 countries. Partnering with trusted, carefully vetted charities abroad allows us to further leverage overstock items in the U.S. Medical technology such as ultrasound machines and infant incubators, hospital beds, lab equipment and surgical supplies are frequently replaced for newer models by local hospitals and clinics, yet these items can help equip drastically under-stocked medical facilities in other nations. Education and basic needs supplies benefit schools and orphanages, often in war-torn areas.

**“No matter what people tell you, words and ideas can change the world.”**

– Robin Williams

In 2014 Matter partnered with the University of Notre Dame to equip a birthing center in a hospital built by Notre Dame in Dandora, located in the eastern suburbs of Nairobi, Kenya. The objective was to expand access to healthcare to the 150,000 women and children living in the area.

Home to over 300,000 people living well below the poverty line, many residents of Dandora make their living searching piles of garbage in one of the world's largest dumping grounds. Approximately 50,000 Dandora residents live in the landfill. In these extreme conditions, access to any health care is very limited. According to the World Bank, Kenya's maternal mortality ratio is 488 deaths for every 100,000 live births, and Dandora's is estimated to be much higher with just one clinic in the area capable of treating only minor outpatient issues.

In response to Dandora's lack of access to health care, the Dandora Area Wellness Network, in partnership with the University of Notre Dame, began work to construct a new maternity hospital. Crews broke ground on the state-of-the-art maternal-child hospital. The new facility will provide thousands of mothers with access to exceptional medical care. Matter is proud to equip the new facility, beginning with a shipment of four 40-foot containers of medical supplies and equipment valued at over \$1 million.

Together with DAWN, Matter believes the collaboration of all involved parties will begin to reduce the infant and maternal mortality rate in the area, and bring restoration to Dandora residents.



# COMPANIES THAT MATTER

Together with our partner agencies, Matter is able to reach a broader global community.



Among hundreds more...  
Thank you for your partnership.

**We're on a mission to expand  
access to health and food,  
next door and around the world.**

**JOIN US!**



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



[fb.com/MatterMoreMN](https://fb.com/MatterMoreMN)



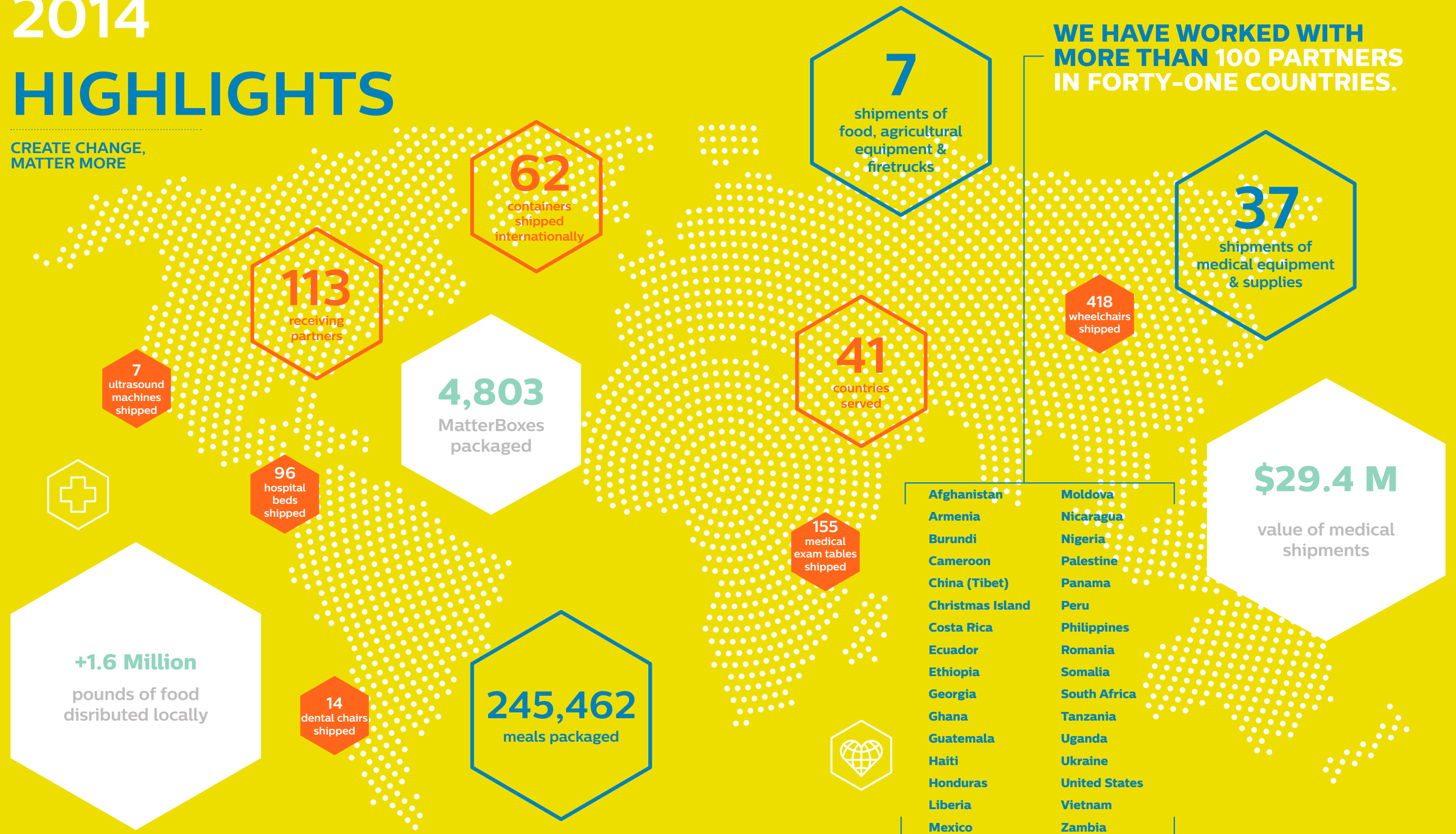
[@MatterMoreMN](https://twitter.com/MatterMoreMN)





# 2014 HIGHLIGHTS

CREATE CHANGE,  
MATTER MORE





# FINANCIAL RESPONSIBILITY

Matter is committed to modeling and maintaining the highest standards in our work, including our commitment to financial responsibility, transparency and accountability. You may view our full audited financial statements at [mattermore.org](http://mattermore.org). Matter complies fully with federal and state charitable solicitation requirements, is a recognized four-star charity from Charity Navigator.

2014 proved to be a year of growth for Matter and we’re committed to continuing on this growth trajectory into 2015. Financial highlights represent unaudited figures.

# STATEMENT OF FINANCIAL POSITION

ASSETS	
Current Assets	\$85,177
Accounts Receivable	78,938
Total Other	3,055
Total Current Assets	167,171
Total Fixed Assets	65,684
Donated Inventory	21,683,191
Goodwill	50,000
Total Assets	21,966,047
LIABILITIES & EQUITY	
Total Current Liabilities	\$217,035
Total Long Term Liabilities	408,587
Total Liabilities	625,622
Temporary Restricted Assets	20,589
Unrestricted Net Assets	21,432,993
Net Income	(113,160)
Total Equity	21,340,424
Total Equity and Liabilities	21,966,047

## PROGRAM SUSTAINABILITY

\$1.95M

Total cash revenue

## OPERATING REVENUE SOURCES

52%

Donations

48%

Program Service Fees

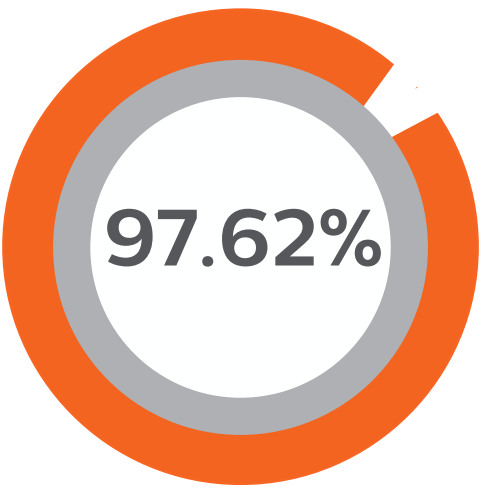


Matter’s model of sustainability creates shared ownership that promotes long-term success.

# STATEMENT OF ACTIVITIES

REVENUE AND SUPPORT	2014	2013	% CHANGE
Corporation	\$444,200	\$367,048	21%
Churches & Organizations	47,177	85,263	-45%
Individual	523,199	382,121	37%
Foundations & Grants	156,750	183,413	-15%
Federated Campaigns	42,144	48,185	-13%
Total Contributions	1,213,470	1,017,845	15%
Partner Agency Fees	239,625	201,359	19%
Shipping & Handling	243,034	223,558	10%
Partner Equipment/Materials	226,328	102,216	121%
Investment and Other Income	36,682	10,675	244%
Total Cash Revenue	1,959,139	1,603,838	22%
Non-Cash Donations, gift-in-kind	50,191,976	39,621,559	27%
Total Support & Revenue	52,151,115	42,079,256	24%

EXPENSES	2014	2013	% CHANGE
Program Services	\$1,220,667	\$1,136,187	7%
Resource Distribution	35,845,219	21,539,129	66%
Management & General	258,453	248,048	4%
Fundraising	586,779	525,596	12%
Total Expenses	37,911,118	23,448,960	61%



Donor Dollar Efficiency

24%

Support & Revenue growth over prior year

2.3%

Administration & Fundraising percentage of expenses



# WHO IS MATTER?

We are fortunate to have the following group of professionals provide the fundamental responsibility for self management: for creating a structure, policies, and procedures that support good governance.

## BOARD OF DIRECTORS

**Stuart Ackerberg**

President, The Ackerberg Group

**Deborah Callahan Stratton**

Retired Leader in the Travel Industry

**Dennis Doyle**

Executive Chairman, Welsh Companies, LLC  
Co-Founder, Matter

**Devin Doyle**

Project Manager, Welsh Companies, LLC

**Megan Doyle**

Co-Founder, Matter

**Patrick Doyle**

Consultant, Insurance Advisors, Inc.

**Karen Edge Brown**

President, Edge Brown Consulting

**Amanda Escen**

Global Account Manager, Cargill Trade & Structured Finance

**Julie Flaherty**

Attorney at Law

**Simon Foster**

Consultant, Spencer Stuart

**Patti Grundhofer**

Executive Director, John F. Grundhofer Charitable Foundation

**Ted Jokerst**

President, Wildamere Capital Management, LLC

**Jason Korstange**

Senior Vice President, Director of Corporate Communications, TCF Financial Corporation

**Brian Numainville**

Principal, Retail Feedback Group

**Lori Olson**

Vice President of Philanthropy, Opportunity International

**Kathy Pinson**

Bridges Out of Poverty Trainer

**Mark Pletts**

Managing Director, Business Development  
Meristem Family Wealth

**Mike Potter**

Vice President of Operations, Simek's Inc.

**Bernard Quebral, M.D**

Medical Director, Health Partners

**Steve Ryan**

Partner, Briggs & Morgan, PA

**Earl Stratton**

Former Executive Vice President and Chief Operating Officer, TCF Financial Corporation

**Stacy Voves**

Principal, AVL Growth Partners

**Ellie Zuehlke**

Community Benefit & Engagement Director, Allina Health

**Auditor**

**Thomas Johnson**  
Partner, Boulay P.L.L.P.





*It's our calling to create  
a world where we all  
matter more.*



MatterMore.org | 7005 Oxford Street, Saint Louis Park, MN 55426 | 952.500.8652

© 2015 Matter. All rights reserved. Matter is a 501c3 fulfilling the vision of Hope for the City