

2020-21 Community Impact Report

Enriching lives through healthy eating.



SOCIALIZATION VS ISOLATION | NOURISHING VETERANS
RELATIONAL VS TRANSACTIONAL | NOURISHING SENIORS
INDEPENDENCE VS DEPENDENCE | NOURISHING GRANDCHILDREN

The mission of Diana Gregory Outreach Services is to enrich lives through healthy eating.

It was the summer of 1964 when Diana Gregory's dedication to seniors began...

She was an eight-year-old girl playing with friends when she noticed that her 85-year-old neighbor, Ms. Fannie, needed help. Ms. Fannie had taken two buses to the grocery store and needed assistance hauling her groceries up the eight flights of stairs back to her apartment. Diana didn't know it at the time, but Ms. Fannie lived in a "food desert" and had limited access to fresh fruits and vegetables. Today, more than 50 years later, this problem still persists. At this defining moment, Diana made a vow to help seniors.

In 2008, Diana retired after a successful career with Anheuser-Busch and was determined to use her knowledge and skills to make the world a better place. She has made it her mission to supply nutritious foods to older adults like Ms. Fannie—a group that has limited access to fresh fruits and vegetables—along with a healthy dose of respect.



What Makes Gregory's Fresh Market Different?

While fresh produce is the main ingredient, volunteers are our secret sauce.

We sincerely care about the seniors we serve—greeting folks with a smile and a hug. These connections—knowing their names, asking about their lives, talking about menu ideas—all help reduce isolation.

When seniors are physically able to visit a food bank, they are merely provided with prepared food boxes, with little or no choice involved. Most of the folks we serve have difficulty getting around—most use walkers or wheelchairs. Sponsorships make it possible for seniors to receive produce vouchers, allowing them to choose and purchase their own food when Gregory's Fresh Market comes to their apartment complex or care facility. Most importantly, they are given an opportunity to genuinely connect with others—which, for many, may be very infrequent.

We fulfill our mission by providing access to fresh produce to low-income seniors, veterans and vulnerable individuals in our community.

Socialization vs Isolation: Nourishing Veterans

Albert came home from Vietnam with a chip on his shoulder, shrapnel in his knee and PTSD. Over the years, he became more isolated and lonelier. Living on and off the streets, Albert found a home at Victory Place, which specializes in temporary housing for homeless veterans. Since moving to his apartment, he has developed a bond with a few of the Gregory's Fresh Market volunteers. He looks forward to each visit, not only to filling his refrigerator, but filling his heart with the warmth of new friends.

**21,663
VETERANS**

in Maricopa County
are seniors over the
age of 65 living in
poverty



While our programs are focused on holistic health, nutrition and healthy food choices, DGOS creates social change.

Relational vs Transactional: Nourishing Seniors

The pastor at Mildred's church brought her to Gregory's Fresh Market in 2016. He was concerned she was not getting enough to eat and was isolated from others due to her hearing loss. The volunteers at Gregory's Fresh Market welcomed Mildred with open arms and assisted her with filling her shopping bag with fresh fruit and vegetables. She was ecstatic to see fresh collard greens, as she always remembered her mother making them each Sunday after church. When we visit her neighborhood, Mildred rarely misses a visit which has become just as much social time as an opportunity to purchase fresh produce.



**104,148
SENIORS 65+**

Live 100-150%
below poverty level
in Maricopa
County

One out of seven seniors in Arizona goes to bed hungry because they have to choose between food and medication and they choose medication.

"Gregory's Outreach Services and Gregory's Fresh Market are wonderful community partners serving those who deserve our utmost respect—our elders. Care1st Health Plan and Wellcare, a Centene Company, and the hundreds of members we serve appreciate the nutritional and social support Diana Gregory and her volunteers bring to our communities."

—ANNA MARIA MALDONADO, CONSULTANT, MARKETING & PUBLIC RELATIONS



Independence vs Dependence: Nourishing Grandchildren

Bordering on Type 2 Diabetes, Louella was overweight, living off soda, junk food and snacks. Her doctor warned her that the next step was amputation of her toes. A social worker connected Louella with Gregory's Fresh Market who helped her discover the joy of eating healthy. Instead of being confined to a wheelchair, Louella now chooses fresh food over processed meals and has lost 40 pounds to boot! She often brings her grandson Teddy, who loves participating in Gregory's Fresh Market Cooking Classes that instill healthy eating in his life, too.

"We support Gregory's Fresh Market because they understand the importance of providing healthy options in food deserts to help underserved families."

—PATRICIA WASHINGTON

**NEARLY 9,000
GRANDPARENTS**

on fixed incomes
are raising their
grandchildren
in Arizona

Thank you to donors and the following partners for helping Gregory's Fresh Market combat food insecurity during the pandemic:

- AARP
- ABC15 Arizona
- African American Women's Giving and Empowerment Circle
- Albertson's Safeway
- American Heart Association
- APS
- Archer-Ragsdale Arizona Chapter of Tuskegee Airmen, Inc.
- Arizona Cardinals
- Arizona Community Foundation
- Arizona Complete Health
- Arizona Corona Virus Relief Fund
- Arizona Department of Veterans' Services
- Arizona Disabled Veterans
- Arizona Informant Newspaper
- Arizona Lottery
- BHHS Legacy Foundation
- Black Philanthropy Initiative
- Blue Cross Blue Shield of Arizona
- Carstens Family Funds
- Desert Botanical Garden
- Dignity Health—St. Joseph's
- Family Tree Health Care
- Harrah's
- Human Services Professionals West
- Ibis Foundation of Arizona
- Jack and Jill of America, Inc., Sun Valley Chapter
- James M. Cox Foundation
- John F. Long
- Kroger Foundation & Fry's Food Stores
- Local First Arizona
- Local Initiatives Support Corporation (LISC)
- Mission of Mercy Arizona
- Palo Verde
- Peddler's Son Produce & Provisions
- Phoenix Rotary 100
- Phoenix VA Health Care System
- Rob & Melani Walton Foundation
- Southwest Airlines
- SRP African American Cultural Committee(AACC)
- Stand Together and Recover Centers, Inc. (S.T.A.R.)
- State Farm
- Sundt Foundation
- Thunderbird Charities
- UnitedHealthcare
- Virginia G. Piper Charitable Trust

BUILDING CAPACITY and on the Road to Growth

Financial support from foundations has funded the first paid positions for Gregory's Fresh Market in its 11-year history. These positions include administrative support, fund development, and Community Outreach/Social Media Coordinator.

"The organization has demonstrated a strong, long-standing passion for enriching lives of those less fortunate in the Greater Phoenix area. We share that passion and are proud to collaborate with DGOS to help them further their mission and expand their services to seniors and veterans who represent a vital part of Maricopa County."

—GERALD WISSINK, CEO, BHHS LEGACY FOUNDATION



2020-21 BY THE NUMBERS

2020-21 COMMUNITY IMPACT

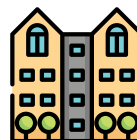
- Celebrated 10-year Anniversary as an Essential Service and Serving the Community
- Aired the *Gregory Arizona Senior Awards* on ABC15 Arizona and CW61 Arizona — Over 10,000 Viewers: <https://vimeo.com/493127128>
- Pivoted to a Delivery Model and Served 25% More Seniors and Veterans During the Pandemic



150,000 pounds of fresh produce

Inspiring seniors and veterans to eat healthier

60 facilities



Visiting independent living and affordable housing in food deserts and under-resourced areas of Maricopa County

\$700 or less



Serving seniors and veterans on fixed incomes, many without enough money at the end of the month to buy food

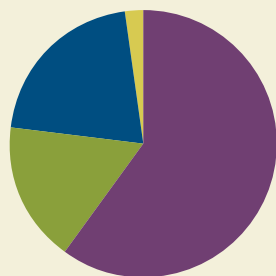
8 COVID-19 nasal testing & vaccine clinics

in eight senior facilities



10,000 seniors & veterans

Enriching the lives of low-income and underserved seniors and veterans



FY 2020-2021 Financial Support

Foundation	60%
Corporate	17%
Individual	21%
Other	2%



dianagregory.com



Volunteers are the backbone of DGOS.

Diana Gregory Outreach Services

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