

10th A Simple Gesture Birthday

Check out our **IMPACT IN 2025**

*Plus, we're recapping our
10th birthday celebration!*



www.asimplegesture.org

Mission

To engage the community to provide a sustainable supply of food to local food pantries in Guilford County, to collect excess perishable food for use by local nonprofits and for community meals, and to support the SHARE program in the Guilford County Schools.

Vision

To end hunger in Guilford County as a community

Approach

To make giving to local food pantries and nonprofits as easy and convenient as possible through door-to-door pickups, corporate pickups, and timely food recovery pickups.



A Note from Our President

Dear ASG Friend,

While this impact report might have A Simple Gesture's logo on it, what's inside is **all about you—your generosity, your commitment, your kindness**. And in 2025, we needed that to keep our partner pantries stocked and to keep people fed. **Thank you, thank you, thank you!**

Here's a look at just a few of the year's highlights:

- In 2025, A Simple Gesture collected **369,637 pounds of nonperishable food**. That's **462,046 child-sized meals** valued at over **\$728,185**.
- Our **ASG food recovery program** collected **1,710,927 pounds of perishable food**—food that might otherwise have ended up in the landfill. That's equal to **2,138,658 child-sized meals** valued at **\$3,370,526. Wow!**
- We blew through another huge milestone: **8 million meals donated for our community since 2015**, and it's all because of your generosity. That food is valued at **over \$13 million!**
- We added **501 new green bag food donors** and dozens of **new food recovery partners**.
- **We launched the Refugee Feeding Network**. As of November, many lawful refugees and asylum seekers (including children) are no longer eligible for SNAP benefits, even as they're applying for a green card to be able to work. We partnered with several other groups to launch this new program.



- **We added some new faces!** Jean Rochelle and Rebecca Conway joined us to oversee the SHARE program and corporate partnerships.
- When the **government shut down and SNAP benefits stopped**, you came through with extra food, extra financial support, and extra volunteer hours to support local food pantries.
- We **celebrated our 10th birthday all year long!** From cupcakes and music in High Point to beers and cheers in Greensboro, we thoroughly enjoyed our birthday.
- We received generous grant funding from organizations committed to improving the lives of children and families, including **Honda, Lincoln Financial Foundation, Kontoor Brands Foundation, Ecolab, Community Foundation of Greater Greensboro, Women to Women, Cone Health Foundation, High Point Community Foundation, Foundation for a Healthy High Point, United Way, Guilford County, the City of High Point, Procter & Gamble, Publix Super Markets Charities**, and others. We are also extremely grateful to our **individual donors** for their **generous and thoughtful gifts**.

2025 was an amazing year. We know 2026 will bring many challenges, but with your help it will be our best year yet!



Leslie Loyd
President & COO
A Simple Gesture





2025 at a Glance

369,637



Pounds of nonperishable food collected

1,710,927



Pounds of perishable food collected

3,868



Food donors across Guilford County

75+



Partners across Guilford County

2,080,564

Pounds of food collected in 2025, with an impact for food pantries and nonprofits of

\$4,098,711



Where Do Your Food Donations Go?

Nonperishable

- Backpack Beginnings
- Out of the Garden Project
- Jewish Family Services
- The Family Room
- Open Door Ministries
- West End Ministries
- Ward Street Mission
- Burns Hill Community Food Pantry
- First Christian Five Loaves, Two Fish Food Pantry
- First UMC A Shared Blessing Food Pantry
- Drawers of Hope
- Community Outreach of Archdale and Trinity (COAT)
- Grace Point
- Greater First United Baptist
- One Step Further High Point
- Northwood Community Pantry
- High Point Community Clinic
- Guilford Backpack
- Mustard Seed Community Health
- FaithAction International
- Cone Health MedCenter for Women
- School food pantries
- Head Start food pantries

Perishable Food Recovery - Food Donors

- 1618 on Location
- Al Iman Market
- Aldi
- Boys and Girls Club of HP
- Bruegger's Bagels
- Carolina Fine Snacks
- City BBQ
- Cooper's Hawk
- Flowers Bakery Distribution Center
- Food Lion
- Fresh Market
- GOFAR
- GoPuff
- Harris Teeter
- Lowe's
- Maxie B's
- McDonald's
- Miriam P. Brenner Children's Museum
- NC Folk Festival
- Out of the Garden Project
- Panera Bread
- Pepper Moon
- Publix
- River Landing
- Save A Lot
- Savor High Point
- Sedgefield Country Club



Perishable Food Recovery – Food

Donors, continued

- Sheetz
- Special Olympics NC
- Sprouts Farmers Market
- Starbucks
- Syngenta
- Toyota NC 801
- Victory Junction
- Volvo Trucks
- Walmart
- Well Spring Retirement Community
- Whole Foods
- Wright Brothers



Perishable Food Recovery – Food Recipients

- 16 Cents Ministry/Church Under the Bridge
- A Shared Blessing Food Pantry
- Abundant Life Church of the Holy Spirit
- BackPack Beginnings
- Beloved Community UMC
- Bread of Life/New Jerusalem Cathedral
- Caring Services
- Center for New North Carolinians
- Cone Women's Med Center
- FaithAction International House
- Five Loaves Two Fish
- Free Indeed Outreach
- GCSTOP
- Halimah's Food Pantry/W.D. Mohammed Islamic Center
- Helping Hands
- Hot Dish and Hope/First Presbyterian
- Interactive Resource Center
- Jewish Family Services
- Lebanon Baptist Church
- Living Testimony Christian Center
- Man Up Mission
- Mt. Pleasant UMC Kimesville
- Mustard Seed Community
- Naaman's
- Northside Baptist
- One Step Further – GSO
- Open Door Ministries
- Operation Xcel
- Out of the Garden Project
- Pallet Community for the Unhoused
- Ramah Restoration Outreach
- Sanctuary House
- Shiloh Holiness Church of God in Christ
- Spartan Open Pantry
- Sunday Serve
- Tiny House/Hope Center
- Vandalia Presbyterian Church
- Wells Memorial Church of God in Christ
- West End Ministry/Leslie's House



8 Great Ways to Help End Hunger in Guilford County

1. Encourage your **friends or family** to become green bag food donors.
2. Involved in a club? Invite members to **bring a canned food donation to every meeting!**
3. Do you work in a food-related business? Learn more about A Simple Gesture **Food Recovery**, which picks up excess perishable food and quickly gets it to nonprofits serving meals to clients or to the community.
4. Distribute our door hangers to your **neighbors**. Contact asimplegesturegso@gmail.com to request them.
5. **Display your ASG car magnet** on your vehicle. Don't have a magnet? Let us know at asimplegesturegso@gmail.com.
6. Get nonperishable **food donations started at your office**. Employees take home green bags and then bring them back to work for pickup.
7. Make a **monthly contribution of \$10, \$20, \$50**, or any amount you choose to help us keep pace with the needs of the community.
8. Not a shopper? Purchase your green bag items on [Walmart.com](https://www.walmart.com) or [Amazon](https://www.amazon.com) and have food shipped to our office.



For all of the many ways you help, thank you!

HERE'S WHAT OUR PARTNERS SAY



The ASG food recovery program has helped our organization immensely by providing a dependable food source to our unhoused program participants in Guilford County. Through this partnership, we are now able to address hunger alongside our harm reduction services...thank you ASG!

—Jennifer Petrisor, LCAS-A, LCSW-A,
MSW, GCSTOP

Working with ASG has been a great experience. They have expanded the reach of 16 Cents Ministry by providing food to help serve the more than 500 people we see each week. Thanks for the help.

—Mike Murray, 16 Cents Ministry



The food that Burns Hill Food Pantry receives every other month from A Simple Gesture is an amazing blessing. Not only to the pantry, but to people in the community who receives.

—Terrell Williams, President, Burns Hill
Food Pantry



ASG In the News

Greensboro Swarm to Celebrate 10th Anniversary Season

Official Release / August 28, 2025



August 27, 2025 – The Greensboro Swarm, the NBA G League affiliate of the Charlotte Hornets, today announced that the organization will celebrate the 10th Anniversary of the inaugural 2016-17 Swarm season during the 2025-26 NBA G League campaign. The season-long commemoration will recognize partners and season ticket holders who have been with the Swarm since inception.

August 2025

As part of the 10th Anniversary season, the Charlotte Hornets Foundation will provide a \$30,000 grant to support *A Simple Gesture*, a local nonprofit addressing food insecurity in Guilford County schools. The Swarm will serve as a founding partner in the organization's efforts to expand school-based food recovery, helping to raise awareness and drive community engagement around this critical issue. The initiative aims to reduce food waste and improve access to nutritious meals for local families, advancing shared values around youth, health and education across the Triad.

This initiative builds upon a landmark season in which the Swarm raised more than \$20,000 for local nonprofit organizations through activations from six themed jersey nights and in-game, statistic-based partner promotions, bringing the organization's total giving to nearly \$100,000. The Swarm have also engaged and hosted more than 20,000 Guilford County Schools students through education days centered around health, wellness and STEM. In addition, players and staff have contributed through programs such as the Rookie Vet initiative at Washington Elementary, the team's annual Holiday Shopping Spree in partnership with the YMCA and Boys & Girls Club, annual support of GenerationEd and countless service hours and player appearances.

A Simple Gesture uses \$50,000 grant to grow three programs



The money will support three of its programs: Green Bag Recovery, Food Recovery and the SHARE program.

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July 18, 2025
Spectrum News

COMMUNITY INTEREST

Triad residents walk 2 miles to fight food insecurity

BY SASHA STRONG | HIGH POINT
PUBLISHED 7:10 PM ET JUL. 18, 2025

HIGH POINT, N.C. — On Friday, Greater High Point Food Alliance hosted a two-mile walk to bring awareness to food deserts.

What You Need To Know

- On Friday, the Greater High Point Food Alliance hosted a two-mile walk in the Triad to draw attention to food insecurity
- Information from the Center for Health Law and Policy Innovation reports that nearly 1.5 million people around the state live in food deserts
- High Point Mayor Cyril Jefferson said easing food insecurity is a significant part of the city's 2045 comprehensive plan

The group carried groceries from a community garden on English Road to a Food Lion on Westchester Drive in High Point.

More than 50 people attended the event.

Leslie Loyd, president of A Simple Gesture, a group that has transported more than 8 million meals to 55 food pantries in Guilford County, said the day was a reminder of a common situation too many people find themselves in every day.

"It makes me realize even more that as someone who's always relied on cars and easy transportation to the grocery store, how many families have to go through such a difficult time," she said at the end of the two-mile journey.



June 2025
WFMY News 2

July 2025
High Point
Enterprise



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A Simple Gesture receives \$50,000 grant from Honda

By ENTERPRISE STAFF | Jul 28, 2025 Updated Sep 4, 2025

GUILFORD COUNTY — A Simple Gesture, a nonprofit hunger relief organization based in Greensboro, received a \$50,000 contribution from Honda to address food waste in Guilford County.

A Simple Gesture's Food Recovery Initiative rescues perishable food from grocery stores, caterers, schools, and businesses and quickly gets that food to nonprofits serving meals to their clients or to the community. The program also educates businesses and consumers about the impact of food waste, providing actionable ideas for preventing nutritious food from ending up in landfills.