



2024 ANNUAL REPORT

A photograph of a young girl with dark hair in two buns, wearing a blue shirt, smiling warmly at the camera. She is sitting at a wooden table with her hands clasped. In the background, an older woman with white hair, also smiling, is partially visible. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

WORKING TO END HUNGER AND
HOUSING INSTABILITY

CEO LETTER



Dear supporters,

2024 was a milestone year for VEAP as we celebrated 50 years of service to our community. This incredible achievement is a testament to the dedication of our staff, volunteers, and supporters like you, who have helped us meet the growing needs of our neighbors year after year. Your generosity and commitment continue to fuel our mission, ensuring that families facing food insecurity and housing instability receive critical help.

Last year, we saw firsthand how economic pressures, including the rising cost of living, continued to impact individuals and families in our community. More people than ever turned to VEAP for support, and thanks to your contributions—whether through donations, volunteer hours, or advocacy—we were able to meet them with compassion and resources. From expanding our pantry services to strengthening our housing assistance programs, your support allowed us to provide not only immediate relief but also long-term stability for those in need.

As we look toward the future, VEAP remains committed to innovation and collaboration, ensuring that no one in our community faces hunger or homelessness alone. Our Social Services team continues to provide wraparound support tailored to each household's unique needs, helping families move toward financial and housing security. We are also working to strengthen partnerships with local organizations, schools, and businesses to expand our reach and create sustainable solutions to poverty.

Together, we are building a stronger, healthier community!

MISSION

Together we create pathways to stronger, more hopeful communities through access to healthy food, housing stability, and supportive services.

VISION

A thriving community where all are free to pursue their dreams!

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2024 IMPACT HIGHLIGHTS

4,663,936

pounds of food distributed

\$630,000

in financial assistance granted

256,175

individuals supported by
our food programming

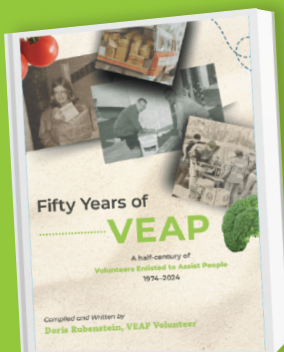
485

households received
financial assistance



VEAP celebrates 50 years of service

On June 11, 2024 we held a community-wide block party to commemorate our five decades of impact. Over 700 people RSVP'd to celebrate with us.



Fifty Years of VEAP is Published!

Author and volunteer Doris Rubenstein brings to life the inspiring journey of our organization. Through rich storytelling, she offers an intimate look at the people, churches, and community supporters who made VEAP the vital resource it is today.

2024 PROGRAM UPDATES

Food and Basic Needs VEAP expanded into Food Rescue initiatives, hiring a full-time Retail Rescue Driver and leasing a commercial truck to collect food from local grocery stores, ensuring another access point for our visitors.

4.6 million pounds of food distributed **41%** produce

256,175 people accessed food programming

25% increase in demand year-over-year

118% rise in households requesting express food packs



"I can only lift VEAP up in praise from being not only financial and food support but mostly emotionally supportive during some very dark occurrences throughout the years... true angels." -Debbie

Social Services VEAP's team launches two responsive pilot programs, Rapid ReHousing and Senior Bridge Subsidy, to support people at imminent risk of homelessness and seniors in unaffordable housing situations.

\$635K in housing grants to **485** households

710 households received financial support with transportation

251 gift cards distributed to families in need

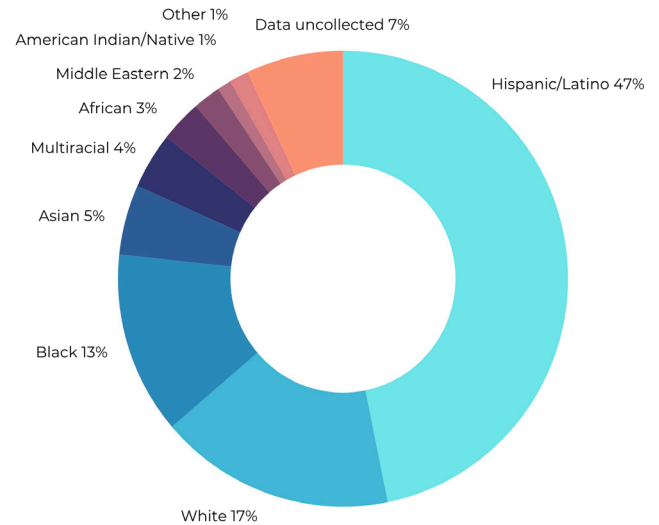
"Because of you guys I was able to complete school, get my esthetician certificate, and find a job to provide for me and my family. If it wasn't for VEAP I don't know where I would be. I'm forever grateful." -Jamie



WHO USES VEAP?



66% families (2-9 people in the home)
34% single people
25% single parents
8% seniors (age 65+)



Standing with our community in uncertain times...

In 2024, Minnesotans continued to turn to food pantries in record numbers, making over 8 million visits statewide—a heartbreaking new high and a clear sign that the need remains urgent and widespread. At VEAP, we experienced our busiest year ever, surpassing the record-breaking demand of 2023 as more individuals and families faced rising costs and economic uncertainty.

We are deeply humbled to walk alongside anyone in our community experiencing a difficult chapter. Whether it's a cart full of nutritious food or a connection to housing support, our staff and volunteers work one-on-one with neighbors to help build stability and restore hope.

VEAP asks basic demographic questions so we can better understand who is coming through our doors and adjust our services accordingly. Here's a snapshot of the people VEAP served...

Average household made 6.22 pantry visits throughout the year

79% of households earned less than \$2,500/month

"My family has been receiving food from VEAP. We are 4. I am immigrant in this country. My husband got diagnosed with diabetes and became unemployed. We struggled a lot... Since the beginning we received a lot of help and love from the people at VEAP... Nowadays I am getting my food delivered to my house since one of my kids is autistic and my husband is using the car to work. VEAP staff & volunteers are angels and very caring for the customers." -Magdalena

CELEBRATING OUR VOLUNTEERS

In 2024, VEAP volunteers supported nearly every corner of our organization – working behind the scenes and on the front lines to serve our visitors with care and compassion. They contributed over 44,000 hours in the food pantry alone, along with 11,600 hours supporting participant intake and 4,200 hours delivering food through our Mobile Pantry program. Behind the scenes, volunteers gave over 3,000 hours to support volunteer coordination, orientations, and education, and another 1,800 hours through group volunteering events. Their efforts also extended to governance, with over 300 hours donated by board and committee members.

Whether stocking shelves, answering calls, training new volunteers, or delivering groceries to a neighbor's door, their impact was immeasurable – and absolutely essential to VEAP's ability to meet the rising needs in our community.

1,119

volunteers in 2024

69,778

total hours volunteered

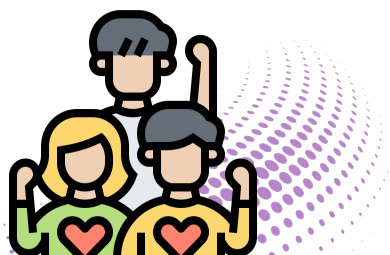
\$2,089,847

cost-savings to VEAP because of volunteers*

*as determined by the 2024 Independent Sector Value of \$29.95 per volunteer hour

33.5

full-time equivalent staff positions filled
by volunteers



THANK YOU 2024 DONORS

\$100,000+

Calvary Lutheran Church of Edina
City of Richfield
Hunger Solutions Minnesota
Kopp Family Foundation
Second Harvest Heartland

\$99,999 - \$50,000

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\$9,999 - \$5,000

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Sustainer's Circle members give monthly, providing the dependable support that helps VEAP show up for our neighbors—every single day.

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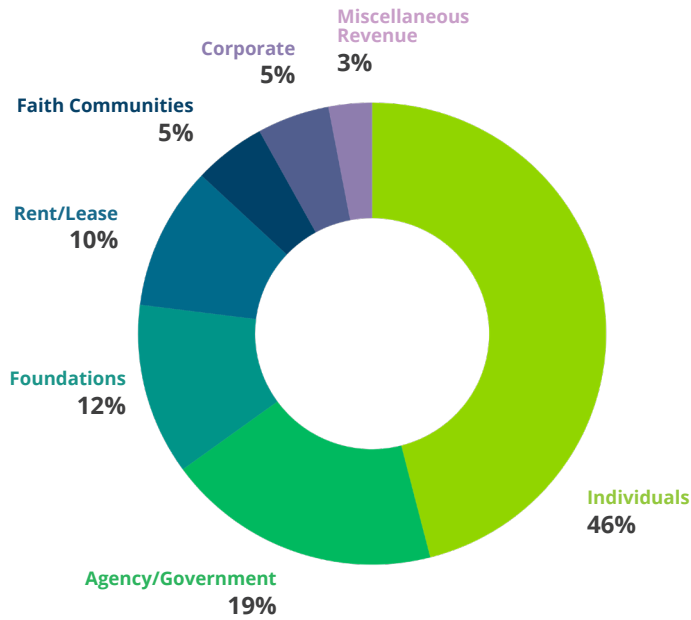
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and lasting impact in
our community.*

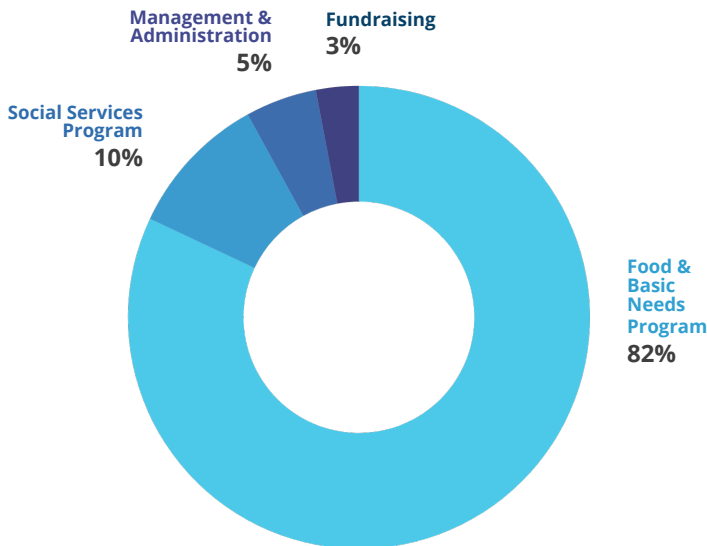


FINANCIAL STATEMENT 2024 FISCAL YEAR

REVENUE



EXPENSES



To view VEAP's 2024 audited financials visit:
veap.org/about/financials

ASSETS

Cash and Cash Equivalents	\$3,169,166
Inventories	\$133,338
Accounts Receivable	\$3,978
Grants Receivable	\$109,316
Prepaid Expenses	\$53,085
Property & Equipment (net)	\$4,198,396
TOTAL ASSETS	\$7,667,279

LIABILITIES & NET ASSETS

Total Liabilities	\$3,543,922
Total Temporarily Restricted Net Assets	\$0
Total Unrestricted Net Assets	\$4,123,357
TOTAL LIABILITIES & NET ASSETS	\$7,667,279



VEAP held our 50th Golden Gala in November, raising over \$360,000! Hundreds of people attended in their best gold attire to celebrate our five decades of impact.



YOU MAKE IT HAPPEN
- THANK YOU 2024 DONORS & SUPPORTERS -



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