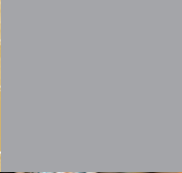
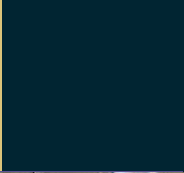
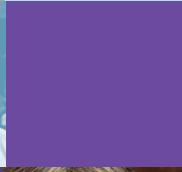
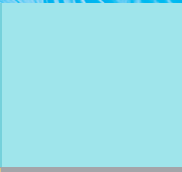
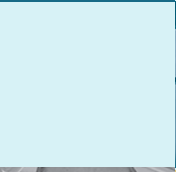
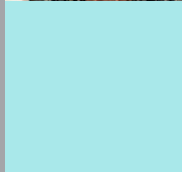
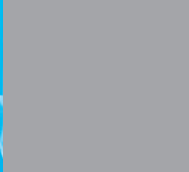
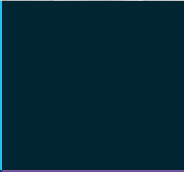
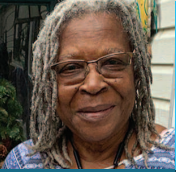
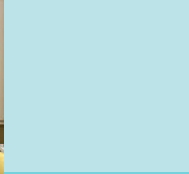
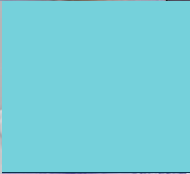
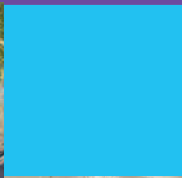




2022 - 2023  
ANNUAL REPORT



# Delivering Hope

Peace Begins  
when the  
Hungry are Fed

## OUR MISSION

Our mission is to combat senior hunger by providing fresh produce to those in need. We believe that every senior should have access to nutritious and healthy food, regardless of their circumstances. Through our efforts, we aim to alleviate hunger among seniors and improve their overall well-being.

## WHO WE SERVE

We serve the 89-year-old woman who lives in a travel trailer at the end of a dirt road on the outskirts of downtown St. Augustine. We serve the 75-year-old man who lives in a dilapidated mobile home park, where rents are high and living standards are low.

We serve the 66-year-old cancer patient who is too weak to go to the store but needs fresh produce to sustain her life.

We serve the 95-year-old woman who says what most of all the seniors we serve say, I never imagined that I would end up like this.

We serve more than 600 hungry, socially isolated, low-income seniors throughout all of St. Johns County. These are the homes we deliver to. These are the people we serve.



## ::: PIE IN THE SKY IS :::

A grassroots, volunteer-based, boots-on-the-ground organization committed to delivering fresh healthy produce to low-income seniors

Staffed by an Executive Director, Senior Program Manager, Assistant Program Manager and Compliance Director who have exceptional organizational skills

Dedicated to serving others and meeting people where they are

Committed to treating all with compassion, dignity and respect

Open to learning and growing

## ::: PIE IN THE SKY HAS :::

- A Board of Directors and staff who have great passion for Pie
- A broad, diverse, large, well-trained, loyal base of skilled volunteers
- Good listeners who are attentive to the needs of those we serve
- Continuity of leadership
- A strong working Board who work as partners towards achievement of our common goals
- Excellent social media presence to engage supporters and to spread awareness for our cause
- A strong working alliance with other community agencies and organizations

## ::: PIE IN THE SKY'S GOALS :::

- To raise funds to serve more seniors and to grow our program
- To expand our warehouse space to accommodate growth
- To increase community awareness of the needs and reality of our food-insecure, socially isolated senior neighbors

*Peace begins when the hungry are fed.*

**As we look back on the past year, I wanted to take a moment to reflect on our collective achievements and express my gratitude for the exceptional work each of you has contributed to the mission of Pie in the Sky.**

This year has undoubtedly presented us with unique challenges, and yet, in the face of adversity, we have proven our resilience and adaptability. We have not only weathered the storms but emerged stronger, more united, and more determined than ever before.

Together, we have achieved remarkable milestones. Our innovative ideas have translated into groundbreaking projects and initiatives that have made a positive impact in our fight against senior hunger. Your unwavering commitment to excellence has elevated our organization to new heights, and I am immensely proud to be part of this incredible journey with each and every one of you.

I am inspired by the passion and dedication that emanates from our team. Your enduring spirit and relentless pursuit in getting food to hungry seniors has become the driving force behind our continued growth and success. It is your collective effort, collaboration, and belief in our shared vision that have propelled us forward.

As we look ahead to the coming year, let us carry forward the lessons we have learned and the achievements we have celebrated. Let us embrace new challenges with open minds and hearts, knowing that we have the talent and determination to overcome any obstacles that come our way.

I would also like to extend my sincere appreciation to our partners, donors, and volunteers for their steadfast support and trust in our organization. Your collaboration has been invaluable, and we are grateful for the opportunity to work alongside you.

Finally, I would like to express my deepest gratitude to each member of our team. Your hard work, passion, and dedication have been the foundation of all we do. Together, let us continue to move forward in our march to deliver fresh food and compassion to our senior neighbors in need.

With gratitude,

*Malea*

Malea Guiriba  
Executive Director





Last year began as much of the previous two years ended; wearing masks, taking precautions to keep our seniors and our volunteers safe and continuing to deliver to the ever-increasing number of seniors who were hungry.

As inflation hit a record high of 18 percent, struggling seniors were struggling more than ever. Additionally, the U.S. Federal Poverty Guidelines increased by 14 percent, which pushed many more seniors further into poverty.



Luckily, we had lots of help. The Flagler College Women's Softball Team pitched in as did a team from Otis Mason Elementary School and The Marsh Creek Women's Association, Alpha Kappa Alpha, KeHE Distributors, The Golden Pearl Foundation, Sysco, Two Men and a Truck and so many other folks from the community.

“Many hands make light the work.”



Still, it's the voices of the seniors and the stories they tell that show the depth and breadth of the work we do.

In April of 2022, 73-year-old Mrs. D. called for help. She receives just under \$1000 per month in Social Security. She pays more than 70 percent of her income towards housing expenses, which puts her in the severely-rent-burdened category. She has no transportation and no family nearby. When she phoned Pie in the Sky, she said, “I am down to no food in my house. I honestly don't know where my next meal is coming from.”

Her voice was quivering as she continued, saying she had been in the hospital and when she came home, everything was spoiled. “I can't even remember the last time I had anything fresh,” she said.

A special drop bag was bagged up, loaded with staple items and delivered that day to her home, along with a bag of fresh fruit and vegetables.

Hugging her delivery driver, she tearfully said, “You are angels walking here on this earth and I am so grateful for all you do.”



### BY THE NUMBERS: 2022

- » 18% inflation
- » 14%- increase in the US Poverty Guidelines
- » 70% increase in the price of a dozen eggs
- » 40% increase in the number of seniors we serve
- » 99- number of volunteers
- » 7,041- volunteer hours donated
- » 32,250- miles driven
- » 78,905- (that's 39 TONS) produce purchased
- » 65,099- number of pounds of donated food



# Saying Goodbye

For nearly 15 years, our signature fundraising event was For the Birds, which had local artists decorating birdhouses, which were auctioned and sold at

a spring event that featured music from the official Pie Band, Lonesome Bert and the Skinny Lizards, great food and of course Pie.

The birdhouse event was an offshoot of the very first Pie fundraiser, Perlou, Pies and Pews, where local artists decorated rescued church pews, which were auctioned off. The event was a huge hit and raised \$2000, which was the seed money for the beginning of Pie in 2009.



Since the pews were kind of big and were not readily available, we came up with the birdhouse event, which grew year by year.

In 2022, we made the difficult decision to retire this wonderful community event. Sometimes you just must know when to say goodbye. So many artists participated in the finale and a record amount of money was raised to help fund the senior program.

We would like to send a special shout-out to everyone in the community who made this event not only successful, but a fun tradition whose memories will stay with us always.



**SIMPLE GESTURES PRESENTS:**  
**FOR THE BIRDS**  
 FUNDRAISER  
 for **PIE IN THE SKY**

4 White St E  
 St Augustine, FL 32080  
 904-829-9997

**Lonesome Bert & the Skinny Lizards**  
 with Special Guests  
**The Skinny**

**THIS Saturday**  
**April 16th 11-3pm**



# The year of The Tomato

In the latter part of 2021, the price for a box of tomatoes doubled, going from \$23 to \$46 a box.

Tomatoes are a staple of our produce bags. Our seniors refer to them as the “Golden Fruit”.

Every bag that leaves our warehouse has, since our beginning, always contained at least one tomato. Besides being rich in nutrients, tomatoes have so many uses for our seniors, especially a good ‘ole tomato sandwich.

To help solve our dilemma we wrote to Delores Barr Weaver and asked for help in keeping tomatoes in our senior deliveries, and wow, did she ever come through. Her donation gave us enough funding to get through the remainder of our fiscal year, ensuring that our seniors did not miss a single tomato.



We dubbed the orange fruit, The Delores Barr Weaver Tomato and celebrated her gift every month as the tomatoes went in the bags.

Thank you, Mrs. Weaver, for your generosity.



# Beans for Health

And then there were the beans.

Thousands of pounds of them thanks to a grant from the Hagen Family Foundation. Beans are a wonderful source of protein and were a great addition to our produce bags. One senior said, when asked if she liked getting the legumes, "Beans are my life! I could eat them every day."

So out went the beans- black beans, navy beans, pinto beans, lima beans and so many more.

The beans were a huge hit with the seniors and with all their health benefits, the perfect addition to a bag full of fresh, healthy produce.

Thank you, Hagen Family Foundation, for helping our seniors.



## Lights, Camera, Action HOLLYWOOD, HERE WE COME

We may not be Oscar ready but there is movie about Pie. Thanks to our partners at Baptist Health Social Responsibility, we were featured in a wonderful video about our Senior Produce Program.

The video, which can be found on YouTube  
<https://www.youtube.com/watch?v=h-JoYbNlviU>

## A Volunteer Legacy

Stephen was known for his great love of the work Pie does and for making his deliveries with his daughter and three grandchildren. Our seniors loved getting to know three generations of Mannings and the delight showed when the tiny grands handed bags of produce as big as themselves to smiling seniors.

Long-time volunteer and artist Sherrie Venturi was commissioned to create a peace pole in Stephen's honor after nurses in the hospital unit where his wife worked donated funds in his memory.

**In the spring, we celebrated the life of a beloved father, husband, grandfather and dedicated volunteer, Stephen Manning.**





# The Delores Barr Weaver Legacy Fund

Jacksonville philanthropist Delores Barr Weaver has long been a supporter of Pie in the Sky. But in 2022, she issued a challenge, in a big way: figure out what we needed in order to build capacity for the future of Pie in the Sky.

WOW! And, so we did, and Mrs. Weaver awarded us a two-year grant to grow Pie so we could serve more seniors in our community, and it could not have come at a better time.



**Delores Barr Weaver** *Legacy Fund*  
established 2012



Our warehouse was bursting at the seams as more and more seniors needed our help. Just in the nick of time, the warehouse next door became available and thanks to the funding from Mrs. Weaver, we were able to move right on in and in no time, we were easily serving nearly 550 seniors.



As we continue to grow, the Weaver donation and a matching challenge grant will move us forward into the next year.

We are honored, humbled and so very grateful to Mrs. Weaver and The Community Foundation of Northeast Florida for their confidence and support of our program.





## New Friends

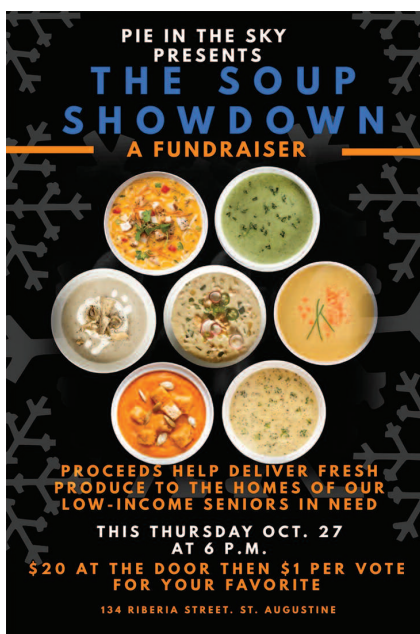
Around the same time as the Weaver grant came in, our new friends at The Golden Pearl Foundation issued a challenge. Raise \$25,000 and we will match it. Thanks to the generosity of our community, we easily met the challenge, which came at a great time as summer produce prices kicked into high gear.

Our new friends, Heidi Jones, director of TGPF and administrator Edna Brandt visited us at the warehouse and helped bag produce and even went out on a delivery route. We love when our donors have the opportunity to participate in our program and get a first-hand look at where their donation dollars are going.

Thank you,  
Heidi and Edna,  
for your  
commitment  
to our seniors  
and your  
generous  
support.



## End of the Year



Our fundraiser, The Soup Showdown, was a huge success and helped us raise money, meet new friends, and enjoy some fabulous soup. The wonderful smells wafted from the warehouse as party-goers enjoyed music from local musicians, Bad Dog Mama and more than 100 folks enjoyed a wonderful night out while raising money for senior produce.



The St. Augustine Farmers Market hosted the return of The Piece Out Pie Contest, where more than one dozen bakers squared off against each other to vie for the title of Best Pie.



# Let's Talk About Eggs

We put the word out and our community responded, making the Campaign for Eggs for Seniors the most successful campaign in the history of Pie. The humble egg resonated with so many. After a story in the Florida Times-Union by Beth Reese Cravey, many people called and wanted to help.



One of the first to call was an old friend, Johnny Barnes. He was appalled that seniors couldn't have eggs and immediately offered to donate. More than just that, the article mentioned a senior, Miss Margaret, who was quoted as saying she would love nothing more than an egg sandwich. Johnny responded by saying he would make her 100 egg sandwiches. We met at Miss Margaret's home and sure enough, Johnny made her an egg sandwich, and she promptly ate the whole thing and declared, "That's an egg sandwich."

But that is not the end of the egg story, not by a long shot. Donations poured in, \$10, \$500, \$1000 and then came Cora Johnston and Generation Homes, one of our regular donors and volunteers. And just like that, Generation Homes made a donation that would purchase one dozen eggs for 600 seniors for one whole year.



But that's still not the end. Winn-Dixie Gives stepped up and donated 100 dozen eggs per month for the remainder of 2023, and they delivered the first batch!

The story of the egg hit home because no one can imagine not being able to have a simple egg. It's a basic necessity and thanks to a giving

community, all 600 of the seniors we serve will be getting two dozen eggs per month. It's a beautiful thing.



A special shout out to Juicy St. Augustine for donating a box of bananas, another favorite staple our seniors adore, every week for 2023. Another example of how when everyone pitches in, we can accomplish so much. Thank you, Juicy St. Augustine.



Then there is All American Air Charitable Foundation. Each year they hold a ping-pong event, raising funds, which are then donated to various charities throughout our community. We are so grateful

for all the work they do and especially for their support for Pie in the Sky through the years. This year, they doubled the amount they usually donate, and it couldn't have come at a better time. AAACF's generosity helped Pie to not ever have to say no to a senior in need. Thank you, AAACF.

# Wrapping up a Wonderful Year

In December we hosted Poinsettias, Pies and Peace Doves. Local artists created beautiful works of art on wooden peace doves, which were auctioned off at the holiday event. Thanks to our wonderful event sponsors at Southern Horticulture, pie purchasers also received a beautiful poinsettia to decorate their home or office.

**We would like to send out a special thank you to our longtime supporter and friend of Pie, Irene Arriola, who always purchases pies and poinsettias or posies and gives the flowers to some of our seniors.**

The donations brighten the holidays for some seniors who could really use a lift. Irene, you are a gift to Pie and we are so grateful for all you do.



# Singing in the Rain

Neither rain, nor more rain, nor even a little thunder could drown out the enthusiasm of the Marsh Creek Women's Association Choral Group as they serenaded the lucky residents of Southern Villas with beautiful voices raised above the rain and delighting all with holiday tunes.



The ladies from MCWA also delivered special bags filled with extra goodies, just in time for Christmas. It was a special day for everyone and an event that was enjoyed by all. Thank you MCWA for making the holiday bright for our seniors.



# Long-Time Supporters

For nearly a decade, Christ Episcopal Church Among the Oaks has been a Pie supporter, not only with funding but with the gift of their time as well.

Their parent church, Christ Episcopal in Ponte Vedra has been a consistent partner in all things Pie and we are honored and grateful to count such true giving hearts as part of our Pie Family. Thank you, CEC and CECATO.



The St. Vincent de Paul Society at San Juan del Rio Catholic Church has been with us since the beginning.

They were among the first to financially support the senior program and for the last seven years they have been delivering to seniors in the northwest part of the county. Strangers to none, their commitment to their community is above reproach and we are grateful to have them as a part of our Pie Family.

**Welcome** We are thrilled to welcome two new board members, David Wolf, a well-known local attorney and Jessica Clark, First Coast News anchor and reporter.

I am on the board to follow the lead and example set by Malea and the other board members. These are truly good people helping out other good people in the form of seniors in need of fresh produce and food.



I volunteer for Pie in the Sky because I know it's meeting real needs in the community... the need for nourishment of the body and the spirit. It's hand-delivered care to those who are often hungry for nutrition and company.

*David Wolf*



*Jessica Clark*

# New Partnerships

In 2023 Pie resolved to be better neighbors and to forge new partnerships in the communities where our home is located in historic downtown Lincolnvile. Thanks to some local outreach, we are on our way to that goal as we were honored to have participated in the West Augustine Senior Day and St. Paul A.M.E.'s 150th Anniversary Celebration. Both events allowed us to meet more of our neighbors and spread the word about our program. As a result of these wonderful opportunities, we signed up 25 new seniors, folks who needed our help but who would have otherwise not known about our program.



**Thank you, St. Paul's and the West Augustine CRA, for inviting us into your community. We are looking forward to working with you to help fight senior hunger.**



## Volunteer Appreciation Fiesta

In March we held our Volunteer Appreciation Fiesta and celebrated all of the men and women who make the Pie world go round by donating the precious gift of their time. It was a great night that culminated in celebrating our longest volunteer, Roosevelt McCray aka Superman. There was music and food and loads of friendship.

**Thank you volunteers. We couldn't do it without you.**

## A Special Shout-Out

A special shout-out to our friends at Ancient City Privateers who have been supporting our senior program for several years.

Thanks to their generous donation, we were able to purchase thousands of pounds of fresh produce, which was delivered to the homes of our senior neighbors in need.



## Every One Matters

When Pie was founded out in Hastings in 2009, we were selling slices of pie for \$2. You'd think we would have to sell a lot of pie slices to do any good, but you'd be wrong.

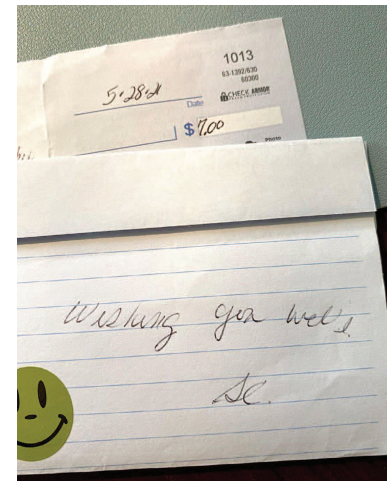
We learned from the jump that every dollar helps and it's all about how you can stretch it and bend it and barter and trade it to make it go ten times further. Today, we operate on a much bigger scale, but those dollars, no matter how big or how small, matter just as much now as they did back then.

Sometimes the mail brings dollars from our partners at...

- Dog Rose Brewery
- KeHE Cares
- Tegna
- Grace United Methodist Church
- Amy Lohman
- Island Doctors
- Cedar Ridge Homeowners Association
- Edna Sproull Williams Foundation
- United Way
- St. Johns County Building Department



...And sometimes, the mail brings dollars from our neighbors, like the envelope that arrives every month with the now familiar handwriting. Inside is a card, always with a handwritten note and a check for \$7.00. Every dollar of that donation helps a senior. It mattered 14 years ago when Pie was struggling to raise \$100.00, and it matters today when we are trying to raise \$100,000.



**Pie in the Sky will never lose sight of the value of one. Whether it is one person, one dollar, one volunteer or one senior. Every One Matters.**



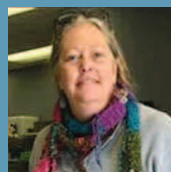
Our board is comprised entirely of long-time volunteers who pride themselves on being a working board that contributes daily to the operation.



**Malea Guiriba**  
FOUNDER &  
EXECUTIVE DIRECTOR



**Phyllis Wood**  
PROGRAM MANAGER



**Melissa Strohminger**  
COMPLIANCE OFFICER



**Rosalie Cocci**  
ASSISTANT  
PROGRAM MANAGER



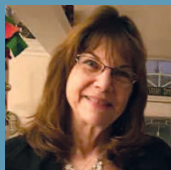
**Teri Bachus**  
PRESIDENT



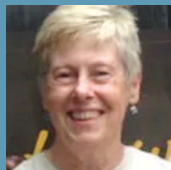
**Sharon Arnold**  
CORRESPONDENCE  
SECRETARY



**David Wolf**  
TREASURER



**Teresa Fischer**  
RECORDING  
SECRETARY



**Loretta McMaster**  
BOARD MEMBER



**Jessica Clark**  
BOARD MEMBER



*Pie in the Sky...  
fighting senior hunger  
in our community.*

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**DELIVERING HOPE  
AND FRESH PRODUCE**

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It's who we are. It's what we do.



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Year Established: 2009

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