



SO WHAT ELSE, INC.

A close-up photograph of several ripe red tomatoes is positioned on the right side of the cover. The tomatoes are fresh and have a glossy surface. The image is partially obscured by geometric overlays: a blue triangle with white polka dots on the left, a yellow triangle at the top, and a large orange diagonal band crossing the middle. The background of the entire cover is a dark navy blue.

2022
ANNUAL
REPORT

LETTER FROM THE FOUNDERS

Dear Readers,

So What Else (SWE) has experienced, weathered and sustained fascinating growth since the beginning of the Covid-19 pandemic. Our team has stepped up to the plate to prove what we were made of, as we were called to take action on the front lines. Not only did SWE meet emergency community needs, but the organization flourished as we permanently adapted a second mission (Emergency Hunger Relief) and added this accessible, new program to SWE's 15 year-long Youth Development and Volunteer Programs.

Our team comes together everyday to serve food, feed the minds of youth, and volunteer together all because we still believe in the human spirit and the possibility of life. I like to view our team as a beautiful piece of art in action as we help each other, respond to community needs, take children to their first museum, pony rides, healthy cooking classes, student leadership club, and empowering youth by offering fulfilling service learning opportunities.

SWE is an incredibly inclusive platform engaging special needs volunteers, children, large groups and high schoolers. I'd like to think SWE is just what the country needs: conservation of food and resources, positivity, a "pay it forward" spirit and lots of on-the-ground action.

At the heart of So What Else is the simple spirit of positivity manifested in a variety of programs and dynamic leaders. The finest accomplishment I've had in these 15 years is witnessing someone that So What Else has impacted, impact another. It is like seeing your child achieve and knowing you've helped unlock a potential in an individual that they didn't know existed, helping the next person unlock their potential-and that's SWE-a ripple effect of positive change!

As you read, you will see that the SWE team has our hands in a lot of areas of service which makes us: "So What Else can we do to help?" and engenders that spirit in our followers, staff and supporters.

Sincerely,



Dave Silbert

Co-Founder &
Executive Director



Bob Schless

Co-Founder &
Treasurer

MEETING COMMUNITY NEEDS



Covid-19 has amplified one of the nation's most urgent problems: **childhood hunger**. According to NPR, since Covid began “researchers found [food] insecurity has more than tripled among households with children to 29.5%.” That’s nearly **1 in 4 children in America**.

Tens of thousands of children are left **alone and unsupervised** every day after school in the Baltimore- Washington Metro Area (Afterschool Alliance 2021).

So What Else offers highly accessible programs that **meet the needs** of children and their families by traveling to their communities and listening to their stories.

MISSION

So What Else's mission is to improve the lives of children & families living in underserved communities in the Baltimore-Washington Metro Area by providing food security, access to basic necessities and high quality out-of-school time programs in literacy, athletics, and the visual & performing arts while inspiring young people to give back to the community by creating volunteer opportunities for citizens of all ages.

VISION

SWE's vision for the community is rooted in the belief that once its basic needs are met, communities otherwise challenged by poverty, and lack of accessibility are empowered to shift their focus from survival mode towards career, family, and educational goals. In order to create a more inclusive world and create local, tangible solutions to decrease divides between race, social class and status, SWE offers three branches of programming: Youth Development, Emergency Hunger Relief and Volunteer Opportunities, which offer a highly accessible avenue of support and opportunities to bridge the divide through unity and creating a level playing field.

MEET OUR TEAM



Megan Joe
DIRECTOR OF
OPERATIONS



Allie Bonney
DEPUTY
DIRECTOR



Valeria Fuentes
DIRECTOR YOUTH
PROGRAMS



Goldie Ross
OPERATIONS
DIRECTOR, DC



Isabella Yanez
FOOD PANTRY
ASSISTANT
MANAGER



Devin Black
LEAD PROGRAM
PROVIDER, DC

2022 AT A GLANCE

445,000

Individuals Served

\$2,530,000

Funds Raised

\$14,500,000

Total Value of In-Kind Donations Received

9,500,000

Meals Distributed

1,700,000

Diapers Distributed

10,500

Volunteer Service Hours

2,950

Children Attended SWE Youth Programs

11,000,000

Pounds of Waste Kept Out of Landfills

PROGRAMS

2022 was the year that propelled So What Else programs forward in ways beyond imagination. Maintaining our dedication to asking communities, "So What Else can we do to help?" Our team continued to listen for answers and provide for communities. This year, So What Else served **2,950 children** through youth programs, enlisted **775 volunteers** and distributed **9.5 million meals**, including providing **15,000 Thanksgiving dinners**.

In 2022, So What Else programs expanded to serve families in the following areas:

Montgomery County
Washington, DC
Baltimore City
Prince Georges County
Frederick County
Baltimore County



PROGRAM MODEL

Through engaging the community, SWE **breaks down access barriers** by creating opportunities for children and families to receive the support and safety they need, empowering young people and building hope and resiliency amongst communities.



PROGRAM HIGHLIGHT

This year, So What Else expanded to include wrap around services, neighborhood beautification, and intergenerational community events across Maryland and DC. Our [2022 Video](#) depicts more of the many program highlights that lit up our record breaking 2022!

Of the many spectacular programs and events that SWE offered in 2022, [Team of Stars Summer Camp](#) is in the spotlight. Geared towards offering high-need students an outlet for positive youth development, this summer camp offers 45 middle schoolers 8 weeks of full time performing arts summer camp through which students learn dance, music, acting, stagecraft, Life Skills/Dialogue Circles & video production. The program commences with a live on-stage performance for 350 friends and family members including a family dinner and cast party.



PROGRAM STRATEGY

YOUTH DEVELOPMENT

SWE's unique model travels to underserved neighborhoods to offer enrichment programs that allow students who would otherwise remain unattended during after school hours, a chance to join a safe and positive environment, while gaining food security and mentorship. Programs are no-cost to students and families and are offered year round during out of school time.

HUNGER RELIEF

Launched in response to the growing need for food security caused by the pandemic, this highly accessible program delivers food, supplies and basic necessities to children and families in low-income communities throughout the Baltimore-Washington Metro area. Since March 9, 2020 SWE has distributed 25 million meals, 3 million baby supplies, 300,000 school supplies, 750,000 lbs of clothing and much more to 450,000 individuals.

VOLUNTEER BRANCH

Service is in SWE's DNA; and it is through our volunteer branch that we put our service mission—to “pay it forward”—into action. SWE incorporates both youth and adult service and volunteerism into every aspect of our operations, crafting service-learning components for youth development programs, providing volunteers at partner organizations' events, & welcoming volunteers from corporate partners.

YOUTH DEVELOPMENT

This year, So What Else's Youth Development Branch returned to offering a full array of out-of school time programs for children across the Baltimore-Washington Metro Area. With **80 programs** available including summer camps, leadership clubs and after school programs, SWE provided **2,950 children** enrichment programming, ensuring safety, food security and mentorship during out-of-school time hours.



[CURRICULUM SAMPLE LINK](#)

HUNGER RELIEF

So What Else's Hunger Relief Program offers a flexible **5-branch approach** that addresses the individual needs of the community in order to overcome food access barriers that our clients' normally face.

NEIGHBORHOOD DELIVERY

This community-based weekly distribution model or “pop-up food pantry” ensures accessibility for families located in 85 communities across the region.

GROUP PICK UP & DROP OFF

Our team collaborated with over 100 community organizations who either picks up or gets delivered bulk amounts of food to redistribute to their constituents

BASIC NECESSITIES ACCESS

In addition to meals and groceries, So What Else distributes high volumes of necessities to families in need. In 2022, SWE distributed 1.7 million diapers and 350,000 lbs of clothing.

FOOD PANTRY

The SWE food pantry holds the most open, walk-up hours of any food pantry in Montgomery County. Located at Lake Forest Mall in Gaithersburg, the pantry serves food and supplies to at least 150 families per day.

HOME DELIVERY

Our team delivers food and diapers to over 650 individual family homes per week.

VOLUNTEER BRANCH

In 2022, So What Else placed **775 volunteers**, staff and students to serve our community through the Emergency Hunger Relief program and at various collaborative events and initiatives, resulting in **10,500 hours of service**. Here are some of the biggest ways the community got involved:

Martin Luther King Junior Day

Global Youth Service Day

The Friendship Circle

Community Health Week

Bike to the Beach

Summer Olympics with Mentoring Through Athletics

Weekly Neighborhood Clean Ups in DC

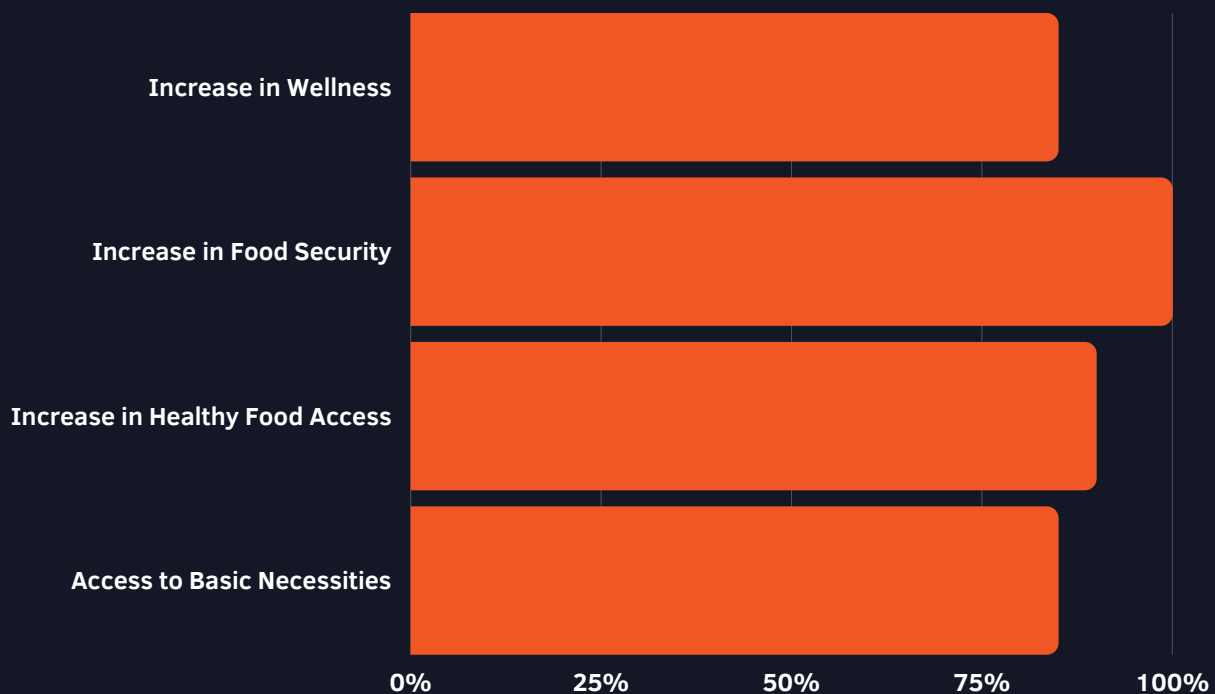
Thanksgiving Meal Distribution

Christmas Week Food and Toy Deliveries

Home Food Deliveries

Walk-Up Food Pantry

EVALUATING OUR PROGRAMS



Thanks to our partners at Cigna, with improved evaluation methods, SWE was able to capture data on the impact of our programs through bi-annual client surveys.

In 2022, client survey data showed that up to 90% of clients had previously skipped meals or ate less than they should because they couldn't afford food. Amazingly, **100% of clients feel an increase in food security** since having access to SWE's program and 85% of clients surveyed feel that their overall wellbeing has increased since participating in SWE's Hunger Relief Program.

OPERATIONS

This year SWE solidified its role in the community as an advocate for children and families facing barriers to food security and accessible enrichment programs. As our team develops rooted partnerships within the communities we serve, SWE continues to **prioritize community voice**, that includes community meetings, intergenerational workshops, family events, student board, community volunteer projects and hiring staff and leadership from within the communities we serve. In addition to our everyday mission of improving the lives of children and families through offering SWE programs, this year SWE has **created 22 new jobs** in the communities we serve.



BOARD OF DIRECTORS

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Robert Schless, Treasurer and Co-Founder
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Michelle Cooper
Amy Katz
Tosha Dyson
Meredith Heller
Scott Mendelson

Gregory Minkoff
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Samantha Ross
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Lillian Teng
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Dave Winokur
Natasha Romano

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CPI/Charles Products Inc
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Pingho Family
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Montgomery County

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DRB Homes
Dulles Golf Center
Eaglebank
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Edge Commercial
Eric Siegel Law
Eugene b. Casey Foundation
Eya
Fagen Family
Ferrari of Washington
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Fontina Grill
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Minkoff Companies
Natural Dentist Associates
Nova Open
Oasis
Origen Vodka

The Progress Club
The Yi Team Mortgage
Tobacco Leaf MD
Trex
Truman Charities
UHY
Union Settlement
Wapokoneta Foundation
WC Smith
Well & Wonder
Wendy Lee/Gold Star
Woehr Family
WPS
XML
Charles & Susan Matthews
Carolyn Randall
Baltimore Civic Fund
Silverman Family Fund
Eugene B. Casey Foundation
Pop For a Cause
Indian Paintbrush Fdn
Abell Foundation

STRATEGIC PARTNERSHIPS

SWE 's **164 community partnerships** are the key that allows us to expand our reach, abilities and impact. Below is a list of our most valuable collaborators, who assist SWE in achieving our mission.

A Wider Circle's WARD 8 Hub
ADD Impact
Enterprise Community Foundation
I Believe in Me
Mark Leisher Productions
Warrior One Yoga
Butlers Orchard
Capital Area Food Bank
Leveling the Playing Field
Sardi's Chicken
Seva Truck
Montgomery County Collaboration Council
Arts & Humanities
DC Diaper Bank
Hughes Methodist Church
Montgomery County Recreation
Five Medicine
OFDC
Holly Poultry

PARTNERSHIP SPOTLIGHT

In partnership with **Hughes United Methodist Church** and thanks to the Greater Washington Community Foundation, SWE serves 280 prepared meals weekly to elderly individuals in Montgomery County.

This partnership feeds food insecure seniors, and has been extremely successful in improving the lives of those in need. Through this program alone, the partnership has distributed **6,720 meals**. The following quotes illustrate the impact the program has on an individual level.

Anita comes every Tuesday to pick up prepared meals for herself and three senior neighbors and has shared that she enjoys delivering the meals to her neighbors!

“ Thank you for the prepared meals. They are life saving. I give thanks to So What Else for partnering with you. ”
-Anita, SWE Recipient



Elias comes in every Tuesday to pick up food and always has kind things to say and expresses gratitude.

“ I thank God and you for feeding me all these two years of the pandemic. You are the reason why I am still alive and survived Covid-19. God bless you and thank you! ”
-Elias, SWE Recipient

FINANCIALS

In 2022, SWE invested **50% more** funding into programs compared to 2021, reflecting the organizations monumental growth.

**AMOUNT RAISED IN
2022**

\$2,530,000

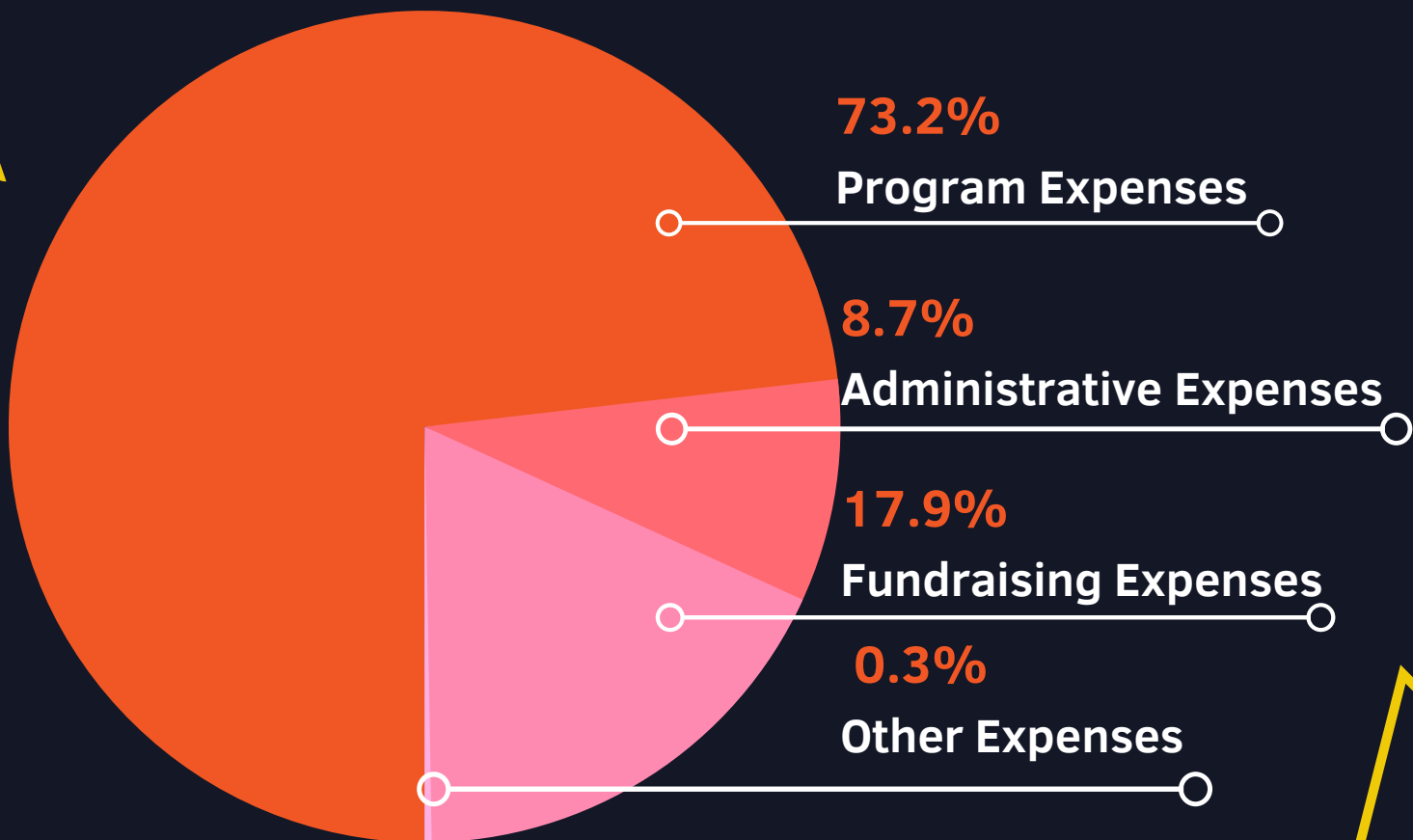
Raised through donations,
fundraisers and grants

**AMOUNT INVESTED
IN 2022**

\$2,320,000

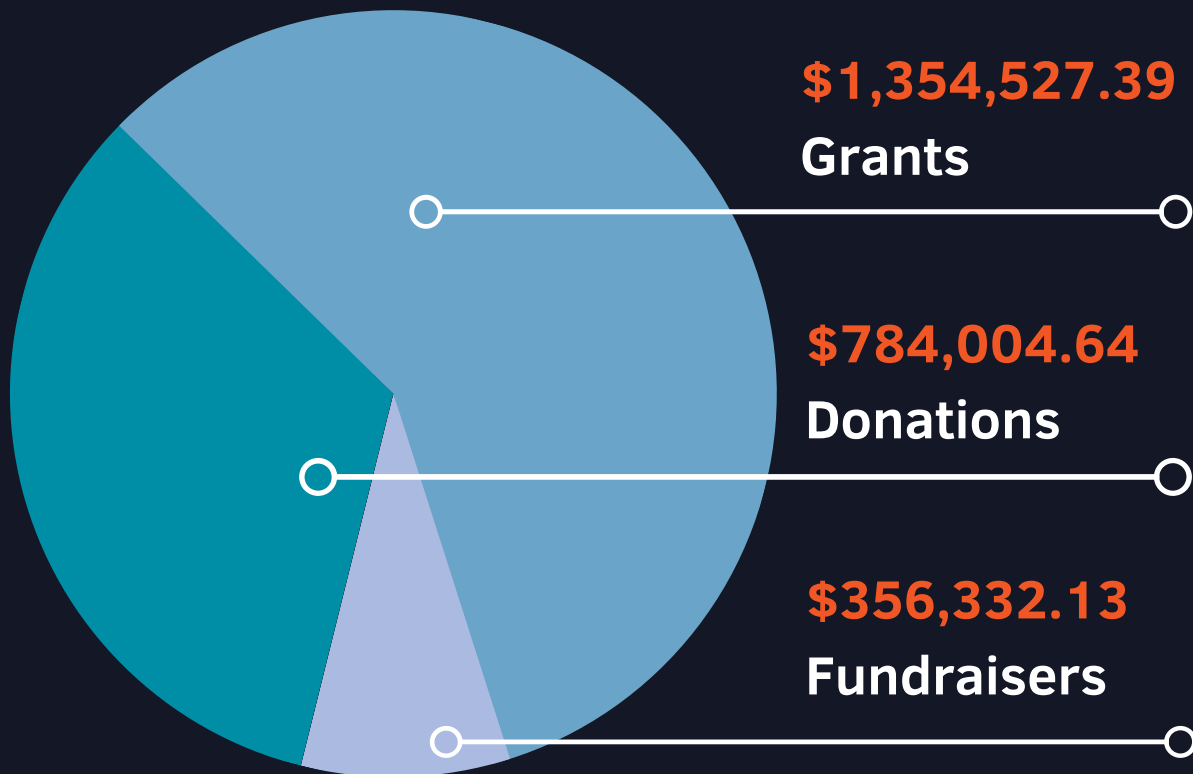
Invested in hunger relief, out- of-
school time programs and
volunteerism

ALLOCATION OF EXPENSES



[LINK TO COMPLETE 2022 FINANCIAL REPORT](#)

FINANCIAL REVENUE



IN-KIND REVENUE

In addition to financial revenue , in 2022, SWE received a generous

\$13,500,000

worth of in-kind donations. These donations include groceries, meals, diapers, hygiene products, clothing, school supplies, books, furniture, toys and household goods.

FUNDRAISERS

FUNDRAISER	AMOUNT RAISED
So What Else Annual Gala	\$270,000
Mamma Lucia Golf Tournament	\$75,000
Holiday Sponsorship	\$55,00
Chef Event	\$50,000
Truman Charities	\$40,500



STATS BY LOCATION

Montgomery County

6.18 Million Meals
32 Youth Programs
450 Volunteers

Baltimore City

1.43 Million Meals
12 Youth Programs
100 Volunteers



Frederick County

190,000 Meals

Baltimore County

285,000 Meals

Washington DC

1.14 million meals
36 youth programs
200 volunteers

Prince Georges County

285,000 Meals

Since 2009, So What Else has funded nearly **\$10 million** worth of food access and youth development programs in order to improve the lives of **450,000 children, women and men** living in our community.

As an organization **rooted deeply in the community**, we thank you and look forward to partnering with you to improve lives in 2023!



CONTACT INFORMATION



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GET INVOLVED!



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