

THE 1017 PROJECT

COMMUNITY IMPACT REPORT 2021



**PROVIDING A SUSTAINABLE SUPPLY OF HIGH
QUALITY BEEF TO LOCAL FOOD BANKS**

EXECUTIVE DIRECTOR, JORDAN WEAVER



What began as a small “cattle project” in Powell Butte, Oregon has transformed into a multistate hunger-fighting organization. In 2020, The 1017 Project had to quickly pivot and respond to the pandemic and associated economic disruptions by more than doubling its beef donations. This emergency response continued throughout 2021 and shows no signs of slowing.

The 1017 Project has curated a one-of-a-kind distribution system to raise and donate fresh beef to food-insecure families throughout the Central Oregon region and beyond. We have donated over 1 million protein servings and successfully replicated our supply-chain system throughout Oregon, as well as parts of Texas, Montana, and Arizona!

Jordan Weaver

Longevity and resourcefulness in the marketplace have allowed The 1017 Project to build consistent, supply-chain collaborations with USDA processing facilities, cold storage facilities, cattle ranchers, trucking companies, hay suppliers, veterinarians, and municipalities, to deliver a steady supply of protein to food banks - even during times of retail supply-chain fluctuations. We are also putting our shoulder to the wheel in reimagining how food banks might provide their communities with options as fresh as what you and I can buy at the grocery store.

Local ranchers and stock contractors have fueled our growth with their generous donations of hay, grazing opportunities, equipment, and occasional cattle contributions to our herd.

This report highlights the amazing changes we made in responding to an unexpected crisis. Even more, it celebrates the dignity that a pound of fresh-from-the-butcher beef offers to our most vulnerable citizens.

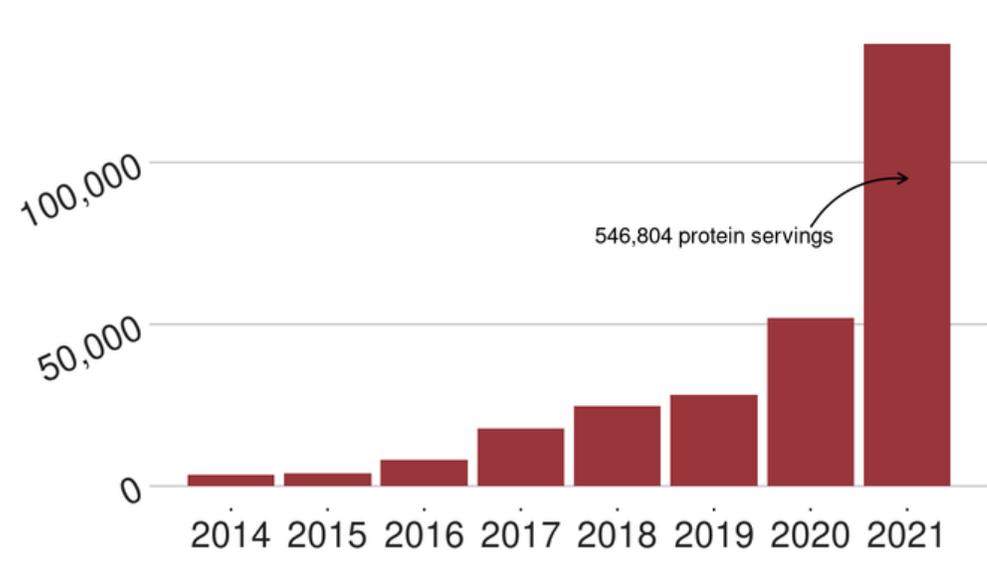


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Exponential Growth

Pounds of Beef Donated 2014-2021



BY THE NUMBERS

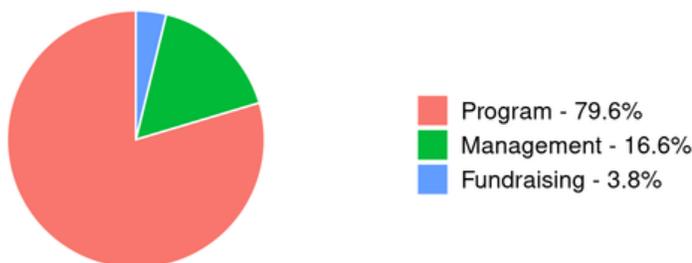
- 1.10** MILLION PROTEIN SERVINGS DONATED TO DATE
- 136,701** POUNDS OF BEEF DONATED IN 2021
- 163** PERCENT BEEF DONATION INCREASE FROM 2020

FUNDING AND FINANCIAL OVERVIEW

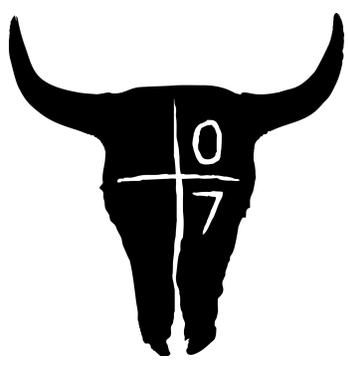
Revenue



Expenses

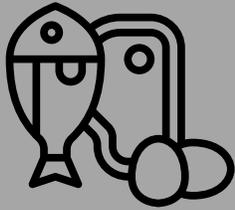


The 1017 Project has 4 (part-time) employees and a volunteer Board of Directors. A land lease agreement with Shiloh Ranch Church provides housing for the cattle herd and arena use for revenue-generating team roping events. The entire operation is managed remotely to minimize administrative costs.



MILESTONES

1,100,044



protein servings
donated to date

64



food banks and kitchens
receiving beef from The
1017 Project

136,701



pounds of beef
donated in 2021

31



head of livestock
donated by ranchers in
2021



50,000



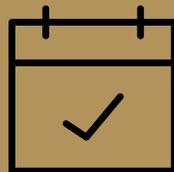
pounds of beef donated
in Dallas/Ft. Worth,
Texas in 2021

86,701



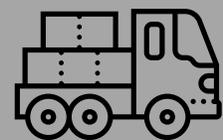
pounds of beef donated
state-wide in Oregon in
2021

2



years USDA monthly butcher
appointments are scheduled in
advance

137



tons of meat donated
since 2014

TESTIMONIALS

"What is so different about the 1017 beef is that our families are placed at the front of the line, rather than waiting at the back to receive the food that is left over. They are receiving high quality beef that was butchered just days before, a better product than what most people pay for at the grocery store."

*Jordan Reeher, Food Bank Partner and Program Coordinator
NeighborImpact*

"We are passionate about offering our guests the best available to us, and getting to put ground beef in their grocery bags from The 1017 Project always feels like we are giving them the best quality possible."

Ranae Staley, Executive Director - The Giving Plate

"I am the Sunday Soup Lady. I just wanted to tell you that through your donations, I am able to feed so many people! ... I started making soup for house-free neighbors using burger I get from food boxes... I just wanted you to know, that this old gal can make 1 lb. of your beef feed more people than just one. Try 24 to 30!"

Kristi Mathews Aka: Sunday Soup Lady

2021 DONORS & SPONSORS

Businesses

10 Barrel Brewery
Adams Tack
Deschutes Brewery
Kubota
Les Schwab
Mann Mortgage Central
Oregon
Wilco Farm Stores
Zimmerer Kubota

Organizations

Central Oregon Health
Council
Deschutes County
Shiloh Ranch Church
Sunriver Women's Club

Foundations

Autzen Foundation
Aria Foundation
Bend Foundation
Marie Lamfrom Foundation
Roundhouse Foundation
Samuel A. De Leone Trust
St. Charles Foundation
Washington Federal
Foundation



WANT TO KNOW MORE?

Contact Info

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Powell Butte, OR 97753

A note to our corporate community:

The 1017 Project stands out as an established organization worthy of your community-building investment dollars. The 1017 Project matches strategic partner funds with in-house revenue generated by cattle leases, cattle sales, arena management, and event productions. As more businesses turn their corporate social justice efforts towards the hunger crisis, we invite you to consider becoming a strategic partner with a proven leader.



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