



**OPERATION  
BBQ RELIEF**



**2020 Annual Report**





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## Mission

Operation BBQ Relief provides comfort to those in need by connecting, inspiring, serving, and educating in communities far and wide.

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## Vision

We want to engage and serve every community by being the volunteer charity of choice.

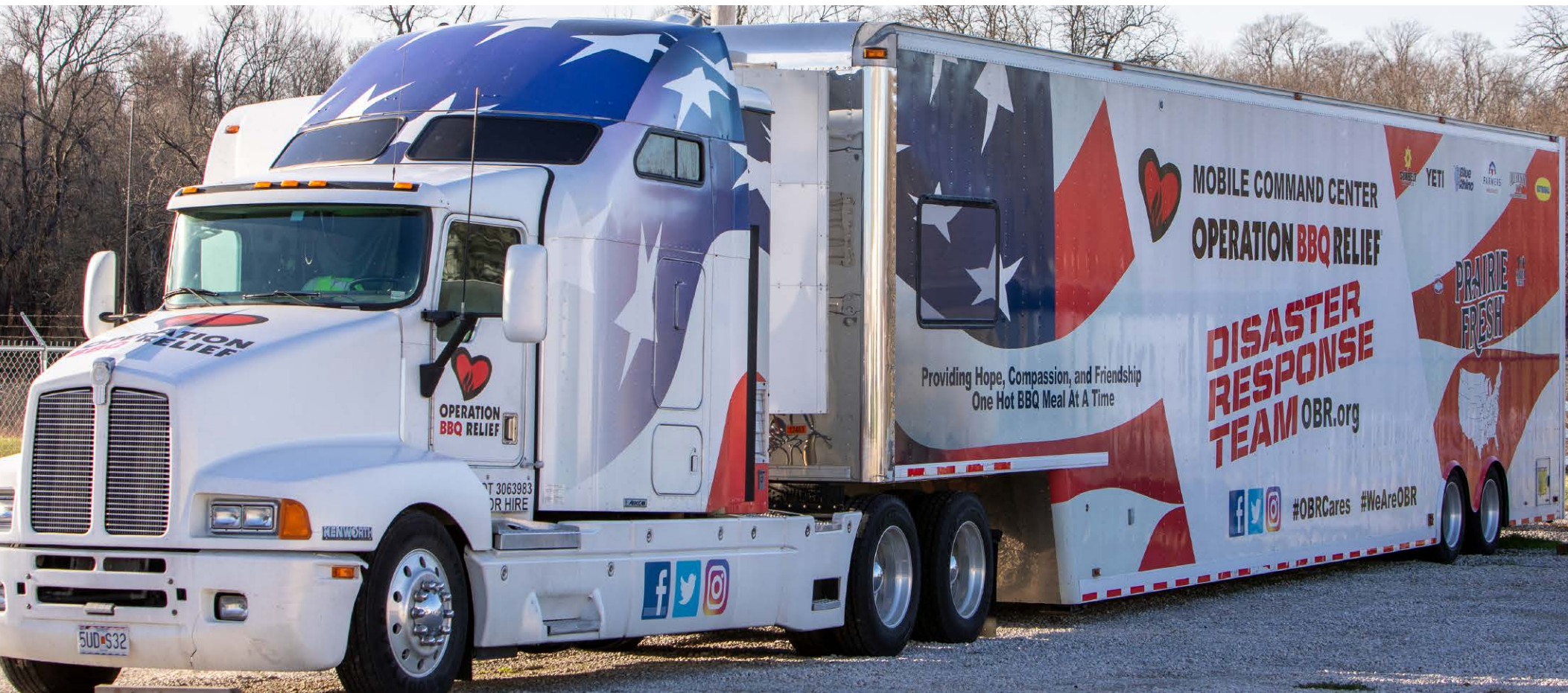
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## Values

We value honesty, compassion, and respect for our volunteers and those we serve. Decisions and actions of Operation BBQ Relief will always be made and carried out with these values in mind. We want the communities we serve to be able to state without reservation that Operation BBQ Relief upheld these values while making a positive impact.



Armed with a caravan of cooks, mobile pits, kitchens and volunteers, Operation BBQ Relief delivers the healing power of BBQ in times of need, feeding first responders and communities affected by natural disasters along with year-round efforts to fight hunger and support Military, Veterans, First Responders, and Essential Employees through The Always Serving Project® and Operation Restaurant Relief™ programs.



# Letter from the Co-Founders

As we reflect on Operation BBQ Relief's accomplishments during the past year, we are amazed at the scope and impact the organization made in communities far and wide. The Operation BBQ Relief team pulled together to provide over 5 million meals in 2020. We extend our sincere gratitude to all of our sponsors, donors, and volunteers who continue to help Operation BBQ Relief share the healing power of BBQ from coast to coast.

2020 brought about new, unprecedented challenges and, unfortunately, some challenges we have faced before. These challenges included the global COVID-19 pandemic, which left communities more vulnerable than they otherwise would have been to the historic hurricanes, tornadoes, and wildfires to which Operation BBQ Relief responded. There was also a derecho. All of these natural disasters destroyed homes and families. Through it all, the mission of Operation BBQ Relief remained true.

During the COVID-19 crisis, Operation BBQ Relief launched Operation Restaurant Relief™, revitalizing restaurants by providing them the means to reopen their doors, rehire their employees, and deliver hope in the form of free meals to first responders, health care workers, essential employees, the homeless, students, veterans, and families across the nation.

Operation BBQ Relief continued serving-up the healing power of BBQ, which it has done since 2011. Volunteers, contractors, and staff poured hours of love and service into the provision of millions of meals for families and communities in need to address the fight on hunger.

Over 5 million meals served in 2020 and with them, over 5 million hearts touched by our disaster response team and The Always Serving Project® programs.

Thank you for your continued support!

Stan Hays  
CEO

Will Cleaver  
CPO and Head of Finance



# A Year of Milestones



**May 7, 2020**

Will Cleaver and Stan Hays presented the **4 millionth meal** to Dr. Dana Hawkinson, MD, medical director infection prevention and control at The University of Kansas Health System and national expert on the COVID-19 pandemic.



**May 20, 2020**

Operation BBQ Relief served our **5 millionth meal** in Nashville to first responders. Martin's BBQ Joint and Peg Leg Porker teamed up with Operation BBQ Relief to serve meals to the Nashville community.



**May 28, 2020**

Stan Hays and Chef Aaron May from The Shelby presented the **6 millionth meal** served by Operation BBQ Relief to Aleksandr Motchenko, Senior Respiratory Care Practitioner at the Harbor-UCLA Medical Center.

**June 17, 2020**

Operation BBQ Relief served our **7 millionth meal** at The Salvation Army of Reading, PA. Operation BBQ Relief volunteer Doug Bomberger presented the 7 millionth meal. Doug played a major role in delivering meals throughout the state of Pennsylvania in response to the pandemic. Thank you Doug for your big heart and hard work in serving communities in need.



**August 23, 2020**

Operation BBQ Relief celebrated our **8 millionth meal** with Iowa Governor Kim Reynolds. The meal was presented to long time Cedar Rapids resident Pam Hinman. Even though Pam was without electricity due to the derecho, she was a wonderful resource for Operation BBQ Relief on the ground as an active volunteer sharing the healing power of BBQ.



# DISASTER RESPONSE TEAM

Operation BBQ Relief aids communities and first responders affected by natural disasters by providing the one hot meal that matters during times of need. Operation BBQ Relief with a network of volunteers and equipment across the country can mobilize immediately following natural disasters and be serving hot meals within 24-48 hours of the disaster.





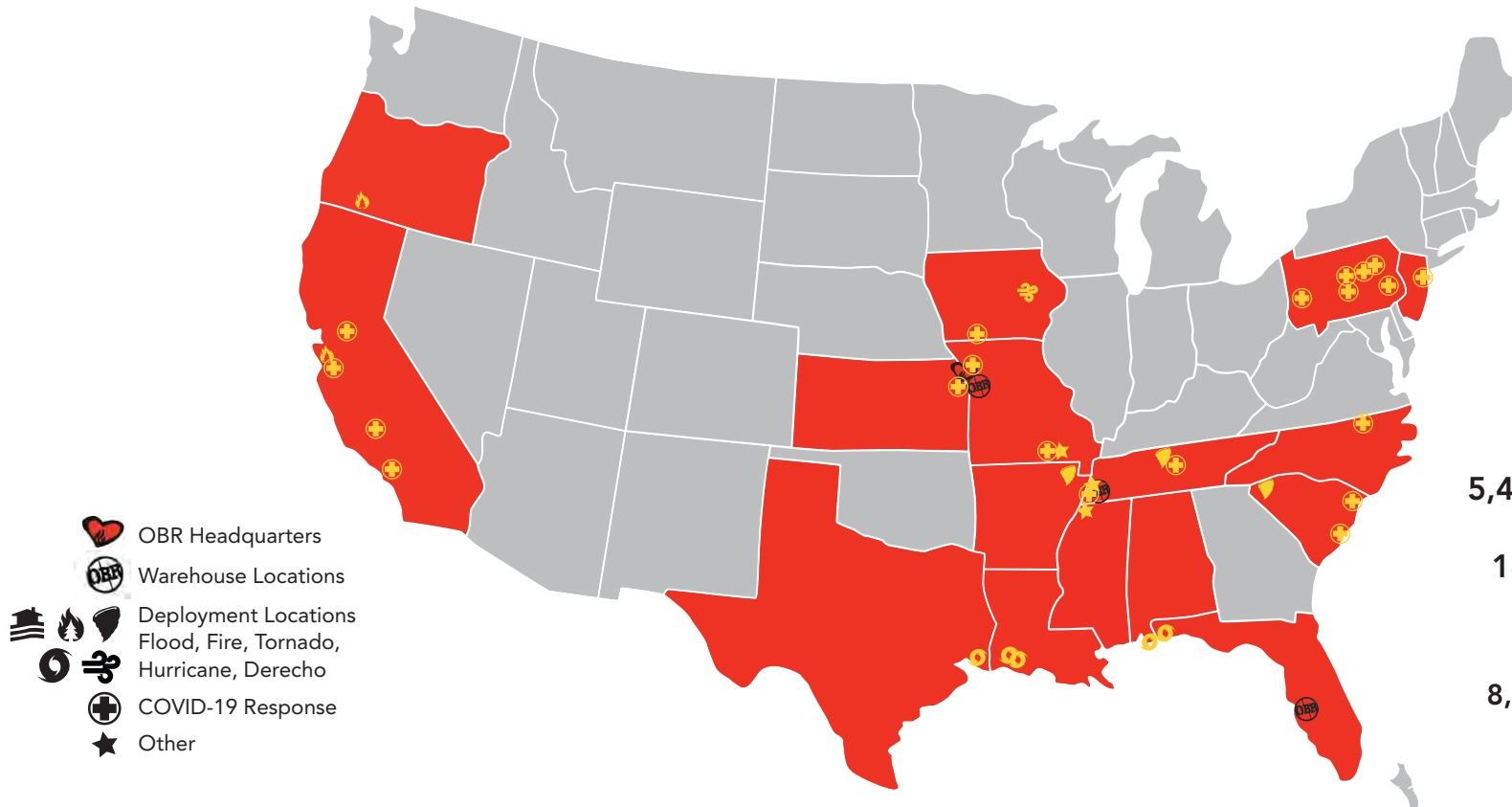
“Seeing the devastation, and the hope that the people had, the joy we brought them, just bringing them one hot meal, just something. We found people that hadn’t eaten in three days. It got me! It was humbling.

It’s a different thank you, a different kind of thank you, and it normally comes with a little bit of a tear drop, and just the look – you have to hand that meal to somebody to know what that look is. You have to do it to understand it, and you’ll never feel it unless you do it.”

-John David Wheeler  
Operation BBQ Relief Volunteer



# Deployment Map



**2020 TOTALS:**  
**5,420,830 Meals Served**  
**15 Deployments**  
**16 States • 464 Days**

**TOTAL IMPACT:**  
**(2011-2020)**  
**8,917,388 Meals Served**

Date	City	State	Disaster	Meals	Days		Date	City	State	Disaster	Meals	Days	
Jan 2020	Olive Branch	MS	Other	400	1	★	Aug 2020	Lake Charles	LA	Hurricane	379,591	21	🔥
Feb 2020	Poplar Bluff	MO	Other	500	1	★	Aug 2020	Beaumont	TX	Hurricane	7,836	6	🔥
Mar 2020	Nashville	TN	Tornado	60,780	8	🔥	Sep 2020	Scotts Valley	CA	Wildfire	21,000	24	🔥
Mar 2020	Multiple Locations Nationally - KS, MO, SC, CA, PA, NC, NJ, TN		COVID-19	4,775,223	363	+	Sep 2020	Cantonment	FL	Hurricane	500	1	🔥
Mar 2020	Jonesboro	AR	Tornado	1,000	2	🔥	Sep 2020	Orange Beach	AL	Hurricane	63,655	7	🔥
Apr 2020	Clemson	SC	Tornado	200	1	🔥	Sep 2020	Ashland	OR	Wildfire	4,990	11	🔥
Jul 2020	Memphis	TN	Other	2,000	1	★	Oct 2020	Lake Charles	LA	Hurricane	32,795	7	🔥
Aug 2020	Cedar Rapids	IA	Derecho	70,360	10	🌀							





"Thank you for the meal someone rang my doorbell and left on my stoop. I don't know who gave you my name and address or who the person was that dropped the meal off. Nonetheless I am so thankful because I am disabled and stuck in the house. To be honest your meal was the first meat I've had in awhile besides tuna fish. I'm eternally grateful to your organization and thank you so much again!!!"



# THE ALWAYS SERVING PROJECT®

In 2019, the organization launched The Always Serving Project® to expand its services, providing compassion and hot meals to veterans, first responders, members of the military, and the homeless in need at any time - not just during a disaster. Led by Jarriid “Jay” Collins, Chief of Programs, the team unites during its “blue skies” season, teaching communities the craft of barbecue and sharing trade secrets and techniques to equip others in joining the crusade to end hunger.

“If we can share our passion for barbecue and show a community how much a hot meal matters in good times and bad, we have done our job,” said Collins.



# The Always Serving Project®

## BBO BASICS

Through the BBQ Basics program, Operation BBQ Relief provides the tools to make an impact in more communities by teaching the healing power of BBQ to first responders and members of the military.



## DAYS OF GIVING

Each year from Thanksgiving through the New Year, Operation BBQ Relief provides meals to communities in need with events during the holiday season.

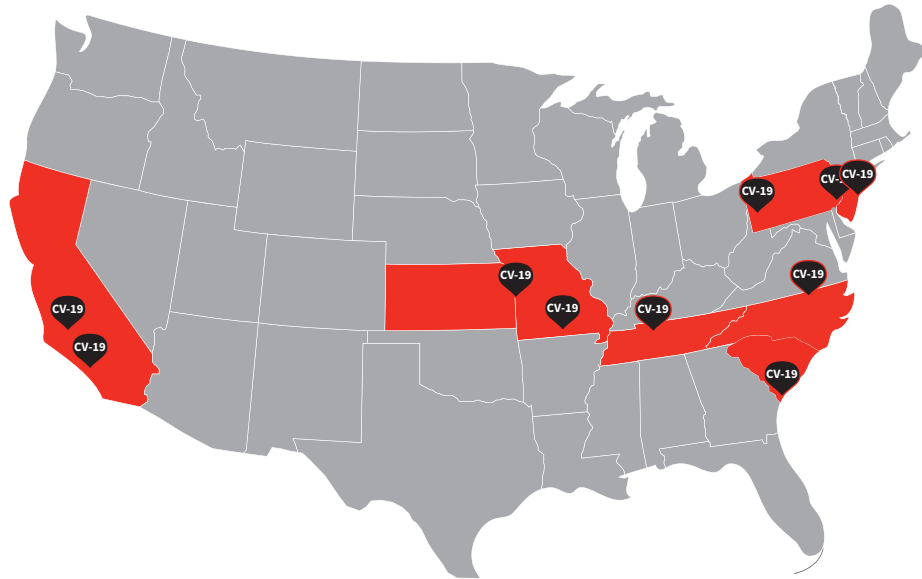


# OPERATION RESTAURANT RELIEF™

In response to COVID-19, Operation BBQ Relief initiated its newest program, Operation Restaurant Relief™, to provide more than 4.7 million meals to first responders, medical workers, veterans, families and organizations affected by the pandemic in eight states assisting 27 restaurants. Additionally, to help restaurants put employees back to work and avoid closures, the organization partnered with restaurants across the nation to use its kitchen and staff to help serve free meals to their local communities. Each of these partnered restaurants receives a small stipend that helps avoid layoffs for their employees.



# COVID-19 Response



## LOCATIONS

Kansas City Metro, KS/MO  
 Hilton Head, SC  
 Bakersfield, CA  
 Pittsburgh Metro, PA  
 Philadelphia Metro, PA  
 Toms River, NJ  
 Los Angeles, CA  
 Nashville, TN  
 Roxboro, NC  
 West Plains, MO

## STATS

**4,776,723** Meals Served for COVID-19  
**27** Restaurants on board  
**296** Employees retained/rehired

## MEALS BY STATE

Metro KC (KS/MO)	97,628
MO	59,113
PA	4,292,447
CA	112,428
SC	100,607
NJ	7,500
NC	35,000
TN	72,000
<b>Total</b>	<b>4,776,723</b>





Like many other restaurants around the country, the pandemic changed the dynamic of David Keith's catering business. David had to lay off all his employees, and for two months, he received few to no client calls. But just as Operation BBQ Relief helped his town after Hurricane Sandy, Operation Restaurant Relief saved his business while providing meals to the local community. Through the Operation Restaurant Relief program, David and his team provided 7500 meals to the community in Toms River, NJ.



As both an owner of DRJ Catering and a volunteer for Operation BBQ Relief over the last four years, David Keith finds a uniqueness in the barbecue culture that extends to the mission of Operation BBQ Relief. He explains, "Every country in the world has some form of barbecue. Not every country in the world has pizza, but every country has barbecue. Barbecue involves every walk of life and every experience. You can take a break from the world. There's no fighting, no politics. We are just people here wanting to help other people."



# Volunteer Engagement

## Total Volunteer Engagement

- Volunteers from 37 different states, 327 Days Volunteered at 42 Events

**542**

Total Individual Volunteers

**21307**

Total Hours Served

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## Disaster Volunteer Engagement

- 7 Deployments serving for 110 Days

**19049**

Total Hours Served

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## The Always Serving Project® Volunteer Engagement

- 23 Events over 36 Days

**1530**

Total Hours Served



“

The barbecue family steps up, whether it's a local restaurant, competitive barbecuers, or backyard enthusiasts. It's the most giving community out there. Whether it's a time of celebration or a time of need, barbecue is comfort food. And people who cook barbecue just have that heart for giving.”

-Stan Hays, CEO and Co-Founder





# Videos



Operation Restaurant Relief



Operation BBQ Relief - Lake Charles Deployment



Operation BBQ Relief - Cedar Rapids Deployment



Operation BBQ Relief - 2020 California Wildfire response



Operation BBQ Relief - Houston Deployment



Operation BBQ Relief - Hurricane Sally response



Operation BBQ Relief 2020 Highlights

# Sponsors





# Financial Statement

## STATEMENT OF FINANCIAL POSITION December 31, 2020

### ASSETS

Cash and Cash Equivalents	\$ 10,475,174
Investments, at fair value	19,147
Promises to Give, due in one year or less	435,847
Accounts Receivable	242,558
Inventories, net	1,431,857
Prepaid Expenses	4,946
Property and Equipment:	
Land	235,000
Buildings and building improvements	181,417
Motor vehicles and trailers	1,241,045
Other equipment	230,282
	<u>1,887,744</u>
Less accumulated depreciation	(665,120)
Property and Equipment, net	<u>1,222,624</u>
Total Assets	<u>\$ 13,832,153</u>

### LIABILITIES AND NET ASSETS

Liabilities:	
Accounts payable	\$ 99,538
Accrued liabilities	32,469
Refundable advances	193,300
Total Liabilities	<u>325,307</u>
Net Assets:	
Without donor restrictions:	
Undesignated	12,465,999
Board-designated for new facility construction campaign	500,000
Total without donor restrictions	<u>12,965,999</u>
With donor restrictions	540,847
Total Net Assets	<u>13,506,846</u>
Total Liabilities and Net Assets	<u>\$ 13,832,153</u>

\*audited financial statements

# Financial Statement

## STATEMENT OF ACTIVITIES Year Ended December 31, 2020

	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenue:			
Contributions and grants	\$ 21,485,066	\$ 669,847	\$ 22,154,913
Donated goods, materials, and services	1,144,746	-	1,144,746
Royalties	188,993	-	188,993
Storefront sales, net	59,053	-	59,053
Other income	21,635	-	21,635
Net investment return	(1,290)	-	(1,290)
Net assets released from restrictions	979,000	(979,000)	-
Total Support and Revenue	23,877,203	(309,153)	23,568,050
Expenses:			
Program services:			
Disaster relief	2,557,298	-	2,557,298
Restaurant relief	6,947,155	-	6,947,155
Always serving	319,023	-	319,023
Other programs	1,481,351	-	1,481,351
Total program services	11,304,827	-	11,304,827
Supporting services:			
Management and general	804,359	-	804,359
Fundraising	685,471	-	685,471
Total supporting services	1,489,830	-	1,489,830
Total Expenses	12,794,657	-	12,794,657
Change in Net Assets	11,082,546	(309,153)	10,773,393
Net Asset at Beginning of Year:			
As previously stated	1,883,453	50,000	1,933,453
Prior period restatement	-	800,000	800,000
As restated	1,883,453	850,000	2,733,453
Net Assets, End of Year	\$ 12,965,999	\$ 540,847	\$ 13,506,846

\*audited financial statements





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