



WELCOME

11:30am - Networking & Lunch

12:00pm - Program



PRESENTING SPONSOR

Amway

THANK YOU!

THANK YOU!

Ben Schaal





**Maximize Community
Impact by utilizing The
StoreHouse as a Hub for
Product donations.**

Jessica Johns

STOREHOUSE HISTORY + OVERVIEW

- The StoreHouse started as a small closet sized pantry that was securing donated hygiene related goods.
- Research showed vast number of nonprofits mostly competing for the same resources. **(over 6,000 nonprofits in Grand Rapids)**
- Nonprofits, like any business, needs physical resources to operate as well as resources to physically support their clients. Most often they have limited funding to further support client needs.
- Research showed food sources were more common, durable goods were a gap.
- In 2016 got connect to World Vision who had access to scalable resources.

Connecting People, Products & Purpose

IMPACTING

250,000+

BUSINESSES
DONATE
EXCESS GOODS



The StoreHouse

- Procures **BRAND NEW** donated goods from national organizations and local businesses, creating opportunities for corporate social responsibility
- **REDISTRIBUTES** goods to 100+ low-income schools + 180 nonprofits, creating a positive impact on the community

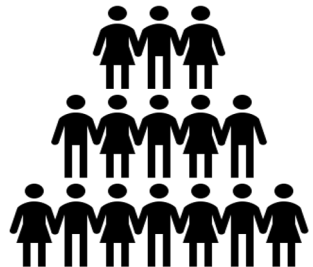
EDUCATION



HOUSING



WORKFORCE
DEVELOPMENT



STOREHOUSE PURPOSE

- We connect **RESOURCES** with **NEEDS** to maximize impact
- Use a **CENTRALIZED** and **SYSTEMATIC** approach to vet nonprofits, source needed goods, and report on impact (**\$15 MILLION DISTRIBUTED IN 2022**)

A NEW OPPORTUNITY EMERGED: CORPORATE SOCIAL RESPONSIBILITY:

A responsibility to do good



- More than **60%** of Americans hope businesses will drive social and environmental change
- Nearly **90%** of the consumers surveyed said they would purchase a product because a company supported an issue they care about
- **40%** of consumers are **purpose-driven** — they seek products and services aligned with their values

Cone Communications

BENEFITS OF WORKING WITH THE STOREHOUSE

- **Invest Locally** – Keep your goods / products local and support over 180 nonprofits + 100 low-income schools
- **Cost Savings** – Save money that you would otherwise be spending to dispose of products
- **Flexibility** – The StoreHouse works to create an easy and efficient donation process.
- **Brand Recognition** – Connect your business to sustainable practices through donation.
- **Convenience** – Donating goods directly to The StoreHouse will be just as easy as disposing of your products or donating to large procurement organizations
- **Simplify Distribution Process** – Streamline your redistribution process and cut out “middleman” organizations, which often require more logistics and costs
- **Return on Investment** – Invest your (excess) resources more strategically + intentionally, without added costs, to meet the needs of your community

Current Needs of The StoreHouse

Volunteers

- Skill specific volunteers such as: Marketing/Communications, Truck Drivers, Retail Displays, Lean Management, Finance, Accounting.
- Regular consistent volunteers for daily work: Common Tasks sorting and stocking inventory, building furniture, organizing displays. Regular can mean daily, weekly, monthly.

Business Connections

- Local Product donors. Customers identify needs daily of which we do not yet have a resource. Connect us with your network of business owners.

CONNECT WITH THE STOREHOUSE



FOUNDER + EXECUTIVE DIRECTOR: Jessica Johns

PHONE: 616.855.1700 (O) / 616.916.0992 (C)

EMAIL: director@storehousemi.org

SOCIAL: StoreHouse of Community Resources (Facebook)
[@thestorehousemichigan](#) (Instagram)

LOCATION: 4411 Plainfield Ave NE, Grand Rapids MI 4952

STOREHOUSEMI.ORG





**ADA FOREST HILLS
COMMUNITY EXPO**

Olivia Urbanski, Co-chair
Helen Williams, Co-chair

Saturday, March 11, 2023
10AM - 2PM
Ada Christian School

SHRED HUB - KID'S ZONE - ART ZONE - ENTERTAINMENT - FOOD & MORE





SAVE THE DATE ³/₈

Talent 2023

Recruitment & Retention for Your Small Business

Join local leaders and industry experts for a discussion on how successful workplace cultures can attract and retain employees to your small business.

Experts include

Brian Calley, President and CEO of the Small Business Association of Michigan

Shawn Premer, Chief Human Resources Officer at Consumers Credit Union

Scott Vogel, Owner of Nothing Bundt Cakes

Moderated by Lynne Jarman-Johnson, Chief Marketing Officer at Consumers Credit Union

11:30 a.m. to 1:00 p.m. (Lunch will be provided)

Wisner Center, Kent District Library - Cascade Branch

Details and registration to follow

Presented by





Connor Konynenbelt
IT Services Consultant

Brian Bakkila
Sales Operations Manager

SECURING YOUR BUSINESS IN 2023

ANNOUNCEMENTS

- ABA Part-time Admin Position
- ABA Happy Hour - February 8th
@ Gravel Bottom Craft Brewery
- Galentine's - February 9th
- ABA March Lunch & Learn - February 16th
- Member Announcements