



**GLUTEN  
INTOLERANCE  
GROUP**

# 2020 ANNUAL REPORT

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[gluten.org](https://gluten.org)

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# A WORD FROM THE CEO

*2020 was a year unlike any other!*

*At the Gluten Intolerance Group (GIG), we entered the new year with a bold vision. We anticipated that the year would be ambitious and challenging with a rebranding effort of our food safety programs, years in the making, slated for March.*

*With great enthusiasm, our team headed to the immense Natural Product Expo in Anaheim, CA for the big rebrand announcement, amid rumblings of an aggressively spreading coronavirus. As with so many events in March, the expo was canceled at the 11th hour. Our team was already on site. Unsure of what our world was about to face, we went forward with our announcement of the "NEW Global GFCO Certification Mark" from the empty expo center, prepared a Plan B, and braced for the challenges that we would all face with the global pandemic.*

*I am happy to report that, although the pandemic affected us all in 2020, GIG persevered! Auditing for our food safety programs continued throughout the world with extra precautions and some creativity. GIG's support group efforts went virtual. Pivoting became the norm. We chose to give more and fundraise less. We partnered with clients and sent gifts to frontline workers. We gave \$33,000 to celiac disease research. We zoomed with our members and followers. I picked up the phone and enjoyed checking in and reconnecting with friends and supporters, old and new.*

*Staying healthy and finding unique ways to offer support to our gluten-free community and our clients inspired us daily! During these unprecedented times, we took time for reflection and renewal. We considered unmet community needs, medical and socio-economic injustices for those living gluten-free, and committed to focusing on these issues moving into 2021. A new mission statement was created. Our values were defined. A new vision was imagined. A new initiative was born.*

*2020 was a year of challenges, struggles, and great sadness in our world. Today, I take great pride in sharing that for GIG, 2020 was the year our organization banded together and demonstrated strength, compassion, resilience, solvency, and growth.*

*Let's look towards a brighter future together!*

**Cynthia**

**Cynthia Kupper**

**CEO, GLUTEN INTOLERANCE GROUP**



# ABOUT US

## The Gluten Intolerance Group...

- is a 501(c)(3) nonprofit association funded by private donations, sponsorship opportunities, and food safety programs.
- relies on tax-deductible contributions to support its many innovative industry, service, social, and awareness efforts.
- has been a highly respected leader in the gluten-free community since it was founded in 1974.
- is committed to ongoing food safety research to ensure the highest level of excellence in its gluten-free programs and services.
- serves the gluten-free community through its outreach and food safety programs.



*GIG's outreach programs include support groups established throughout the United States, educational efforts for consumers, and a kids program providing education, mentorship, and support to children, teens and young adults.*



*GIG's food safety programs include the Gluten-Free Certification Organization (GFCO) and Gluten-Free Food Service (GFFS) program. GFCO is the leader in gluten-free certification. GFFS is a proven model of established best practices for food service facilities offering gluten-free options.*



# AUDIENCE



**22K**

Adult  
Members

**3.7K**

Generation  
GF Members

**81**

Support  
Groups

**40K**

Social Media  
Followers

**60K**


GFCO Certified  
Products

**350**

GFFS Validated  
Establishments

# **New & Improved:**

***Mission: Making life easier for everyone living gluten-free.***

An aerial photograph of a river delta, showing intricate patterns of water and land. The water is a light blue-grey, and the land is a mix of light and dark green. A semi-transparent purple rectangle is overlaid on the bottom right of the image, containing white text.

***Vision: We envision a world where everyone living gluten-free has access to the products, services, and resource they need to thrive!***

# New & Improved:

## Core Values: We C.A.R.E.

The Gluten Intolerance Group brings integrity, hard work, passion and service through our initiatives as we champion the gluten-free community's goal of healthy living because we care!

### *Commitment to Service: "It's all for you"*

Everything we do at GIG is focused on making a difference in the lives of the gluten-free consumer. Our efforts are not for profit; they are for the greater good.

### *Act with Integrity: "Manifest Truth, Justify Trust"*

We hold ourselves to the highest standards of honesty and accountability, and our activities are informed through the pursuit of science, knowledge, and accuracy.

### *Respect: "You get what you give"*

We are an inclusive organization that operates with compassion and understanding, without judgment of others.

### *Enthusiasm: "Hard work doesn't have to feel hard"*

We believe in an attitude of gratitude and embody positive actions and communications; our relationships and our work matters.

# HIGHLIGHTS



## Celiac Awareness Month

For Celiac Awareness Month in May, GIG decided to give back to the heroes in our gluten-free community, making their lives a little easier by brightening their day!

**GLUTEN INTOLERANCE GROUP**

### Giving Back to Our Gluten-Free Heroes

Hero Nominated: Carrie M., Dietitian in FL  
Nominated by: Anonymous

 She is a dietitian at West Kendall Baptist Hospital and has been working the frontline, treating patients. She has been working endless hours since they have been short-staffed and she has a small child at home to take care of."

- Anonymous



GIG teamed up with Kip's to say **THANKYOU** to Carrie for her bravery on the front lines by sending snacks she can safely enjoy!

**GLUTEN INTOLERANCE GROUP**

### Giving Back to Our Gluten-Free Heroes

Hero Nominated: Kaitlyn M., Hospital Director in Florida  
Nominated by: Andrew M.

 Kaitlyn works hard at the hospital every day with minimal access to PPE and high risk of exposure to COVID. She has celiac disease and finding good gluten-free food can be difficult on a normal day, let alone during a global pandemic. She deserves a box of gluten-free goodies to keep her going! " - Andrew



Thank you!

Single-Serve Sample Prize Pack  
Individually wrapped Muffins & Brownies

GIG teamed up with Flax 4 Life to say **THANKYOU** to Kaitlyn for her bravery on the front lines by sending snacks she can safely enjoy!

mstauff93 Thank you guys for doing this! The struggle now is not consuming it all so fast, being that it's so delicious!

adinarosen8 Thank you so much!! 💕💕  
💕 My heart is so full and these treats are amazing!

GIG partnered with  
33 brands to send out  
**358 CARE PACKAGES**  
containing GFCO-certified or  
GFFS-validated foods to  
surprise those most deserving  
of recognition.



# HIGHLIGHTS

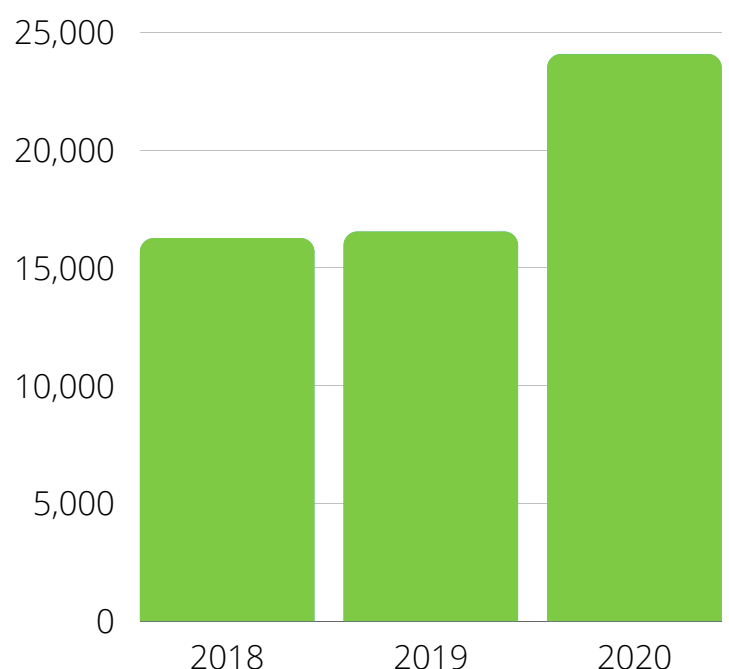
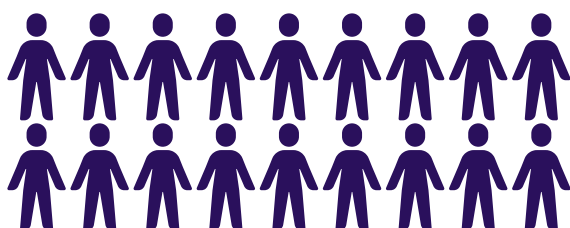


## Websites

Three new websites launched - making it easier for consumers and clients to find the information and resources they need.



Membership  
increase →  
**44%**



# HIGHLIGHTS



## Outreach

Education and support went virtual - reaching thousands on ZOOM!



### Gluten Intolerance Group Education & Support Series

"Coping During the Covid-19 Pandemic  
While Living Gluten-Free"



Dr. Deena Abbe  
PhD



Dr. Lisa Shaver,  
ND LAc



Lola O'Rourke,  
MS, RDN

Monday, May 4th at 5pm PST/8pm EST  
Register today!

[www.gluten.org](http://www.gluten.org)

### Gluten Intolerance Group Education & Support Series

"Making healthy choices while GF and social distancing"



Lola O'Rourke,  
MS, RDN



Coral Barajas  
Serving Celiacs

Tuesday, 5/12 5:00pm PT/8:00pm ET  
Register today!

[www.gluten.org](http://www.gluten.org)

### Gluten Intolerance Group Education & Support Series

"Gluten-free Labeling: What you need to know during the  
pandemic and beyond"



Laura Allred, Ph.D.  
GFCO Regulatory  
Manager



Lola O'Rourke,  
MS, RDN  
GiG Education  
Coordinator

Thursday, June 4th at 4pm PT/7pm ET  
Register today!

[www.gluten.org](http://www.gluten.org)

### Gluten Intolerance Group Education & Support Series

"Connecting with the information you need to  
live your best gluten-free life."



SIMPLY  
**GLUTEN FREE**  
ALLERGEN FREE MADE SIMPLE



**August 27 at 7:30 EDT**

# HIGHLIGHTS



GIG joined forces with other celiac and gluten-free organizations to oppose the FDA's covid-related temporary label requirement changes.

## Temporary label requirement changes by FDA may impact the status of gluten-free food

Published June 4, 2020

In response to the COVID-19 pandemic, the FDA is allowing manufacturers to make minor changes in packaged food ingredients without updating ingredient lists to reflect these changes. (<https://www.fda.gov/food/food-cfsan-constituent-updates/fda-announces-temporary-flexibility-policy-regarding-certain-labeling-requirements-foods-humans>). The guidance states that this should only be done when the ingredient being substituted does "not cause any adverse health effect", with "gluten" being specifically noted as an example of an ingredient that should not be substituted in. In other words, this FDA guidance theoretically means that a product which was previously gluten-free would remain gluten-free, even if some ingredient(s) are modified. But the possibility does exist that companies could inadvertently substitute in a gluten-containing ingredient that would not be noted in the ingredient list. A letter submitted to the FDA, which GIG has co-signed with Gluten-Free Watch Dog, National Celiac Association, Beyond Celiac, Society for the Study of Celiac Disease, and the Celiac Community Foundation of Northern California, expresses our concerns as a community. You can view this letter here and are invited to submit a comment to the docket [here](#).



## ADVOCACY IN ACTION:

Making life easier for everyone living gluten-free requires advocacy that addresses government decisions that affect the safety of our food supply and continuously studying the safety of ingredients in gluten-free foods.

GIG remained focused on the research of gluten content of ingredients and published a comprehensive study that analyzed gluten in dried yeast and yeast-containing products.

Open Access Article

### Analysis of Gluten in Dried Yeast and Yeast-Containing Products

by Laura K. Allred<sup>1,\*</sup>, Mitchell G. Nye-Wood<sup>2</sup> and Michelle L. Colgrave<sup>2</sup>

<sup>1</sup> Gluten Intolerance Group of North America, Auburn, WA 98002, USA

<sup>2</sup> School of Science, Edith Cowan University, Joondalup, WA 6027, Australia

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Foods 2020, 9(12), 1790; <https://doi.org/10.3390/foods9121790>

Received: 22 October 2020 / Revised: 23 November 2020 / Accepted: 27 November 2020 / Published: 2 December 2020

(This article belongs to the Special Issue Analytical Methods for Allergen Control in Food Processing)

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Citation Export

### Abstract

Yeast are commonly used in the preparation of foods and beverages such as beer and bread and may also be used on their own as a source of nutrients and flavoring. Because of the historical connection of yeast to products made from wheat and barley, consumers maintaining a gluten-free diet can have concerns about the safety of yeast ingredients. Analyzing the safety of yeast and yeast-containing products presents some difficulties, as the yeast organisms actively degrade any gluten in the product, raising questions on the appropriateness of detection by traditional antibody-based methods. This study examines a variety of yeast and yeast-containing products by competitive ELISA and liquid chromatography-mass spectrometry for the estimated level of gluten proteins. While samples such as yeast extracts and nutritional yeast contained gluten levels below the 20 mg/kg (or parts per million, ppm) threshold defined by Codex Alimentarius, one baking yeast and a nutritional yeast supplement sample contained higher levels of gluten. This study demonstrates that both competitive ELISA and liquid chromatography-mass spectrometry



# HIGHLIGHTS



## Rebranding

GIG successfully rebranded the GFCO certification and GFFS validation marks - making it easier for consumers to recognize the marks and for our clients to expand internationally.



Over 100 community influencers shared about the rebrand to their audiences. A spend of \$10K earned a media value of over \$100K



Rebrand digital advertising effort reached 4.4 million consumers between Sept-Dec. 2020

## Consumer feedback about the rebrand was 90% positive!

**Susan Parton Rogers**  
**Angela Schiavon** exactly! I say put it on make it big 😊. This way my family will also see it and now it's mine 🥰🥰  
24w Like Reply

**beautifullyglutenfreephotos** So excited to start seeing this when we can travel internationally again!! 🥰🥰🥰🥰  
28w 1 like Reply

**Susan Parton Rogers**  
I love it! It really stands out! The old designed always looked like a UL approval label to me so I was always triple checking it  
24w Like Reply

# HIGHLIGHTS



## Food Safety



GFCO issued new certification to  
**1,026 products**

including these iconic brands - making it easier for consumers  
to find safe gluten-free products to enjoy!

## Stability and Growth:

Despite the pandemic, the safety of gluten-free food remained a priority with food safety programs operating as essential services. Agility in processes ensured that audits could continue, clients were well-served, and growth was possible.



GFFS issued new validations to  
**SEVEN food establishments**

including these hospitals - making it easier for consumers  
to eat safely gluten-free whether at a restaurant, a senior  
living facility, a university, or a hospital.

# HIGHLIGHTS



## GIG WAS MAKING NEWS!

prepared  
**FOODS**

### Food Manufacturers Focus on Ingredient Origin, Processing to Ensure Gluten-Free Status

Science, best practices play important roles in advancing knowledge about safe GF food manufacturing



### 7 Ways to Evaluate the Quality of Gluten-free Certifications

Laura K. Allred

PH.D., REGULATORY MANAGER, GLUTEN INTOLERANCE GROUP

**SFWB**  
SNACK FOOD & WHOLESALE BAKERY

### Gluten-free products offer healthy growth opportunities

April 29, 2020

Laura K. Allred

This year, the worldwide outbreak of COVID-19 tends to overshadow the fact that May is Celiac Awareness Month. However, both trigger a renewed focus on healthy living. For those with celiac disease or gluten sensitivity, concerns about food ingredients and the availability of gluten-free foods are day to



**PMQ**  
PIZZA MAGAZINE

["Beyond Pizza: Adding Delicious Gluten-Free Italian Dishes To Your Menu" PMQ Magazine](#)

**SFWB**  
SNACK FOOD & WHOLESALE BAKERY

["Earning consumer trust with transparent labels for gluten-free products" Snack Food & Wholesale Bakery](#)

**MODERN  
RESTAURANT  
MANAGEMENT**

["Are These Three Persistent Myths Preventing You from Serving Gluten-Free Dishes?" Modern Restaurant Management](#)

**UB** University  
Business

["Meeting gluten-free needs in the dining hall" University Business](#)

**FSR**

["How to Source Quality Gluten-Free Ingredients" FSR](#)

**Food  
Quality  
& Safety**  
FARM TO FORK SAFETY

[Gluten-Free Best Practices" Food Quality & Safety](#)

**PMQ**  
PIZZA MAGAZINE

["3 Reasons Why You Should Add Gluten-Free Desserts To Your Pizzeria's Menu"](#)

**FoodSafety**  
magazine

[Food Safety Matters Podcast, Laura Allred.](#)

**INSIDER**

[Business Insider, Lola O'Rourke](#)

# HIGHLIGHTS



79%

*of gluten-free community members surveyed say that the cost of gluten-free food is one of the greatest challenges they face.\**

## RESEARCH TOLD US



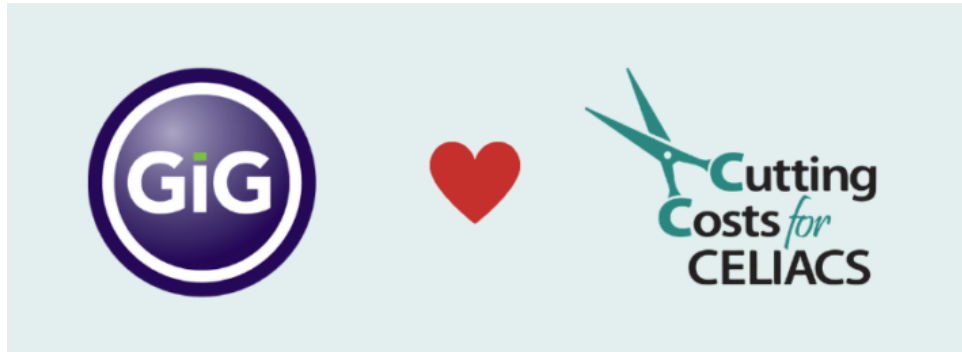
78%

*of gluten-free community members surveyed say that the fear of dining out is one of the greatest challenges they face.\**

\*Survey results based on 4,581 responses to a GIG survey conducted in Nov/Dec 2020 via the Nourished Group gluten-free audience.



# HIGHLIGHTS



**The cost of gluten-free food is one of the biggest challenges our gluten-free community faces. To address this issue, GIG will be embarking on a new initiative with Cutting Costs for Celiacs. Watch for a new program to launch in 2021!**

## COMING IN 2021.....



**The fear dining out is one of the biggest challenges our gluten-free community faces. To address this issue, GIG will be launching a program that will expand safe gluten-free dining options in local communities. In 2021, the GFFS Coaching Program will train community members to coach their local restaurants through the GFFS Validation Program.**



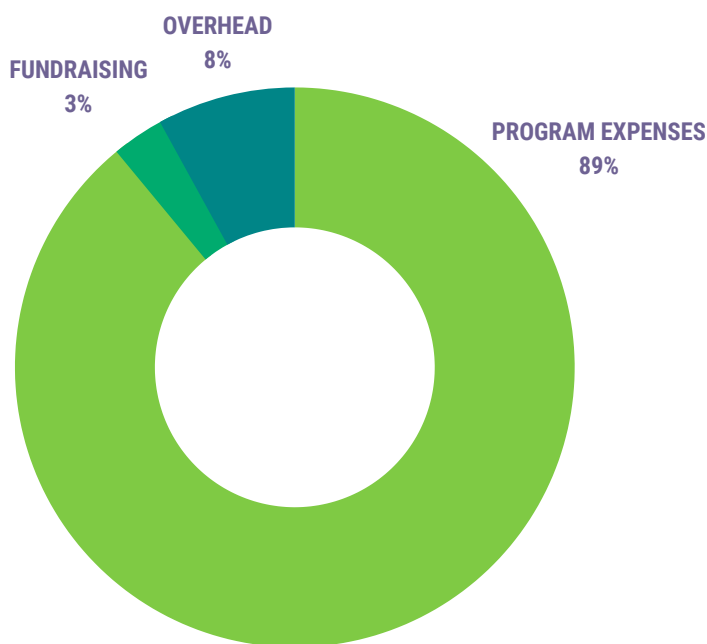
**Gluten-Free Food Service  
Coaching Program**

# FINANCIALS



GIG exhibited financial strength in 2020, despite the impact of Covid-19 and the decision to reduce our fundraising ask.

## 2020 Expenses by Category



***Through strategic management and sound business practices, GIG maintained greater than break-even financials. To accomplish this, outreach expenses were kept to a minimum, while continuing to serve the gluten-free community. 99% of the revenue received was generated through GIG's food safety programs, which continued to be strong, showed growth, and adapted to the changing needs during the pandemic crisis.***

## HIGHLIGHTS

# 100%

*of donations received in 2020 went directly to fund GIG's outreach efforts.*

# 56%

*of net revenue earned in 2020 was utilized to support GIG's outreach efforts.*



# THANK YOU SPONSORS & DONORS



*Special thanks to the generous donations provided in 2020,  
from cash donations from individual donors, Combined Federal Campaign donors, State  
Campaign donors, and in-kind product donations from clients, including those from:*

## Companies

- Barr-necessities
- Bearded Bros
- Coconut bliss
- Chedz
- Dempsey Bakery
- Depuma
- Eat Undressed
- Flax 4 Life
- GF Jules
- Goodie Girl
- GrandOats
- Happy Camper
- KaKookies
- Kettle & Fire
- Kikkoman
- King Arthur
- Kips
- Little Northern Bakehouse
- Match Bars
- Moms Modern Mixes
- Odd Bagel
- Other Foods
- Outrageous Baking
- Outside The Bread Box
- Sans Bakery
- Spicely Organics
- Suncore
- Thrive Market
- Toasted Oat
- Tuscan Tamales
- Undercover Snacks
- Yaki Be Fun
- Yum Butter
- Zego Health
- Zen Sweet

## Donors

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- Adam Root
- Alan & Gayle A Weiss
- Alexandra Rose
- Alice Garcia
- Alison Manser Ertl
- Allina Health Community Engagement
- Amanda Owen
- AmazonSmile Charities
- Amedee & Emmett Marx
- Amelia Tritico
- America's Best Local Charities
- Amy Loelle Adams
- Amy Luzynski
- Andrew Hunt
- Anita Cooley
- Anonymous
- Anthony Negri
- Arnold & Marguerite Brown
- Beck Nutrition
- Bill & Twylia McIlvanie
- Bruce Welch
- Carla McDougall
- Carol Cook
- Carol Fenster, Savory Palate, Inc
- Carol Hinton
- Carole Ginther
- Caroline J. Ellison
- Carolyn Campbell
- Carolyn Kus
- Carolyn McLaren
- Channon Quinn
- Chris Coneeney
- COL William C Kirk
- Colleen Williams
- Combined Federal Campaign
- Combined State Campaigns
- Constance Pascoe
- Curtiss Ann Matlock
- Cynthia Kupper
- Dale & Lynda Stelzer
- Dale Hodges
- Daniel G Rosenfeld
- Debbie L Moller
- Deborah Thomas
- Debra & Michael Pratum
- Diane E McGrath
- Diane Fraser
- Diane Holmes
- Dionne & Michael Parks
- Dorothy McDermott
- Elizabeth (Betty) Barfield
- Ellen Isaly
- Ellen Switkes
- Facebook Donations
- Gabrielle Petrosino
- Gail & Bjorn Sorensen
- Generation GF Jacksonville
- Generation GF NC Triad
- Generation GF Northern New Jersey
- Generation GF Western NY
- Georgi Trukov
- GIG of Asheville
- GIG of Bay Area
- GIG of Bismarck
- GIG of Long Island
- GIG of South Seattle
- Gina Lantz
- Ginger Hudock
- Gloria Moore
- Greg Parsons
- Gwynn Harris
- Henry Denni

- James Nunn
- James Williamson
- Janet Frank
- Janet Goetze Sanderson
- Jeanne Weber
- Jeffrey Orlin
- Jenna Zitaner
- Jennifer P Ernst
- Joanne Hudson
- Joanne Isaksen
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- Judy Jorgenson
- Judy Noe Myers
- Julie Herionimus
- Kamryn McDowell
- Kari Bergland
- Karol Lee Mehan
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- Kerry Lohr
- Kristina Bunch
- Laurie Carollo
- Les Doti
- Lisa Waksmonski
- Louise Streuli
- Lynn Bixby
- Lynn O'Connell
- Madelyn Smith
- Maggy Piranian
- Margaret Jennings
- Maria Gregory
- Marvin Eli Lorenz
- Mary Frances Jackson
- Mary O'Neil
- Marylou Murphy
- Melissa Hayduscko
- Merwyn & Merri McGaw
- Mette Baccari
- Michael and Deborah Jacobs
- Michael Campbell
- Michael Cline
- Michele (Shelly) Currin
- Michelle Hunter
- Mildred M. Buddenberg
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- Sarah Torti
- Scott Myers
- Sean Thompson
- Shannon Wilson
- Sherri Roberds
- Stephanie Montgomery
- Susan Reagin
- Susanne Molloy
- The Benevity Community Impact Fund

- The Kroger Co.
- Timothy Gartland
- Tom & Karen Weeks
- Tonda Rivera
- United Way
- Virginia Terry
- Wanda Harris
- Wendy Williams
- Weston Rudolf
- YourCause Paying Agent for Corporate Giving Program
- Yvonne Mounts

## Board of Trustees

Eric Zitaner  
Michael Campbell  
Jenna Zitaner  
Sean McCormick  
Claire Huff

## Executive Operations Team

Cynthia Kupper,  
*Chief Executive Officer*

Channon Quinn,  
*Chief Operating Officer*

James Williamson, CPA  
*Chief Financial Officer*

## Management Team

**Laura** Allred, Ph.D.,  
GFCO Regulatory Manager

**Paul Vachris,**  
GFCO Program Manager

Lindsey Yeakle,  
GFFS Program Manager

Jeanne Reid,  
Marketing Manager