



GLUTEN
INTOLERANCE
GROUP®

ANNUAL REPORT

2021



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GIG Cutting Costs PILOT
November, 2021



GFCO at Expo East
September, 2021



Generation GF at Camp
Kanata July, 2021

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ABOUT US

The Gluten Intolerance Group (GIG) is a 501(c)(3) nonprofit organization funded by private donations, sponsorship opportunities, and food safety programs. A highly respected leader in the gluten-free community since 1974, GIG serves its constituents 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 empowering children, teens, and young adults. GIG's food safety programs include the Gluten-Free Certification Organization (GFCO), the leader in gluten-free certification, and Gluten-Free Food Service (GFFS), a model of established best practices for food service facilities offering gluten-free options.

MISSION

Making life easier for everyone living gluten-free.

VISION

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

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"
- Act with Integrity: "Manifest Truth, Justify Trust"
- Respect: "You get what you give"
- Enthusiasm: "Hard work doesn't have to feel hard"



Letter from the CEO

2021 was a year filled with uncertainty, fear, exhaustion, patience, excitement, and hope for everyone, including our clients, community, staff and personally. Its was a hard year. It was an exciting year.

Many companies struggled to stay open and solvent. Restaurants were especially hit hard. Yet as 2021 moved forward, we once again attended onsite conferences and events giving us hope the economy was picking up and the pandemic was ending. The gluten-free market showed resilience as growth continued worldwide despite supply chain issues. While things were starting to look promising, we also saw a greater need for people needing help. Food, health, and home insecurity were on the rise. Even our staff struggled this year.

GIG remained strong. We worked hard, supported each other and the community. We did what we could to support companies making a comeback and struggling with the financial consequences of the past two years. We strategically considered the best options for making life easier for our community. The future looks good. Gluten-free is a top trend in food choices. Manufacturers are adding healthier gluten-free options. Live community events are on the calendar for 2022. People are supporting each other. Acts of Kindness are all around.

During 2021 GIG partnered with a new nonprofit, GIG Cares, to launch a food insecurity program specifically for persons living gluten-free. When gluten-free products can cost up to six times the price of wheat-based foods, your help supplied food boxes to needy families living gluten-free. In 2021, GIG spearheaded the Cutting Costs pilot program, delivering boxes to early applicants while helping to develop the framework of the new nonprofit's efforts and fundraising on its behalf. GIG Cares officially began operations in January 2022, in part due to a grant from GIG. In just 3 months in 2022, the program more than doubled in size and continues to see significant growth each month. Your kindness and contributions help fill and ship these Cutting Costs care packages to the GIG Cares Clients for a full year, at no charge.

Our 2021 Teen Summit was just what was needed for the first live meeting. The teens were happy to be together again, sharing and caring for each other. Teen Summit met the educational goals but did miss our financial goal. The cost to continue these important live events requires a need to reassess registration fees and sponsors.

GIG Kids Camps were no exception. Excited faces and happy tummies brought on the smiles and giggles, we all missed in 2020. Ninety percent of the kids attending camp received scholarship support to attend.



Generation GF Teen Summit
in Orlando, FL 2021

GIG's education efforts included community webinars with leading physicians and experts, training for school nurses and retail dietitians. These events were well attended. Our efforts with schools will continue into 2022. Other education efforts include supplying leadership experts for the food industry through publication content.

GIG holds a leading position on the AOAC committee for gluten testing. This committee is important for creating standards and documents for manufacturers.

GFCO saw a number of small companies struggle in 2021, but also continued slow growth in certification. Where possible and practical to avoid risk, GIG offered financial and auditing respite to struggling certified companies. While available to all, very few companies took advantage of this help, showing the resolve of companies to survive.

Food services were a different story and had a much more challenging time. GFFS faced challenges out of our control. Until restaurants started to open, recoup their losses, and see more patrons return, validation was not top of mind for many establishments. In 2022 GIG is adding new activities to help stimulate awareness of the safety concerns for gluten-free diners.

2022 looks bright. We are excited about new ways to expand GIG's reach, provide resources and to grow the supportive programs that help everyone live easier gluten-free. We are especially excited about our partnership and support of GIG Cares in supporting people with gluten-free food insecurities through the Cutting Costs program.

We are excited to meet you in person in 2022!

Cynthia

Cynthia Kelly

CEO, GLUTEN INTOLERANCE GROUP

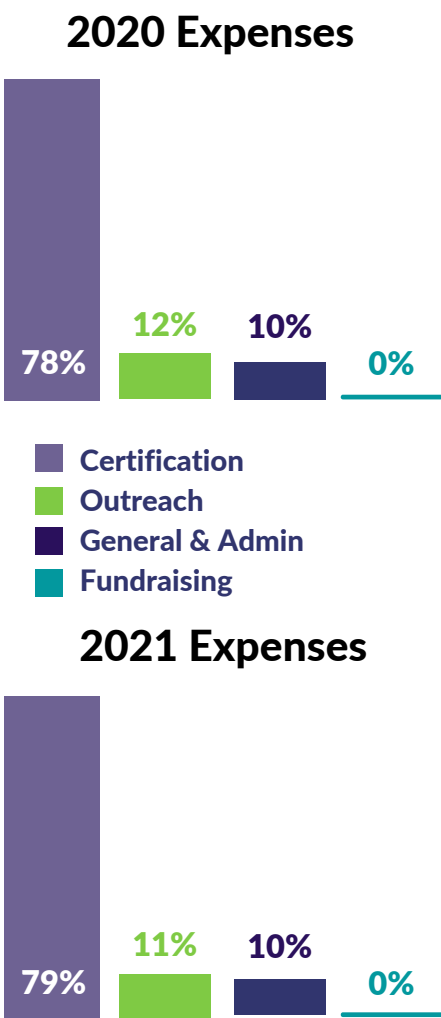
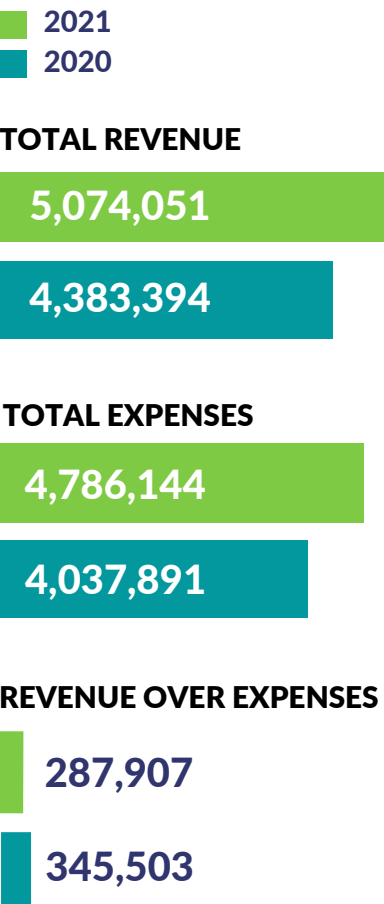
Financial Report

Year Over Year Comparison

Financial Summary:

2021 GIG transitioned from the COVID pandemic back to semi-normal operations. GIG reviewed and analyzed all programs from a financial perspective and increased resources to programs that were needed to meet the needs of individuals living gluten-free. With the additional resources and moving back to a semi-normal operation, GIG's expenses rose by \$750,000. As operations normalized, the organization also increased its revenue by \$690,000 and kept a healthy net excess revenue over expenses for the year.

Future financial operations look strong and with new programs coming on board, GIG will be able to continue to be a leader in the industry and make life easier for those living gluten-free.



Highlights - by the numbers

GIG's record accomplishments from 2021 serve as a foundation that will position GIG for future growth as it expands on its mission to make life easier for everyone living gluten-free through support, education, and food safety.



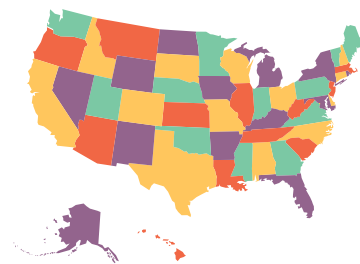
23%

of US Shoppers are choosing gluten-free, according to new research conducted by GIG and NEXT, a division of Informa. 67% prefer to see the GFCO certification mark over reading ingredients or gluten-free claims.



1,056

School nurses participated in GIG's presentation at the National School Nurse Association conference: Celiac Disease and Gluten Sensitivity in School-Age Kids: Symptoms, Prevalence, and Support Resources.



30

states are covered with GIG and/or Generation GF support groups



21-141

growth in number of community members facing food insecurity that were served through the Cutting Cost pilot program in 6 months.



75

Teens, their families, and speakers joined us in July for the Generation GF Teen Summit in Orlando, FL. Teens connected with others experiencing the same dietary restrictions and participated in discussions with experts in the gluten-free community.



\$10K +

amount of scholarships GIG awarded for kids to attend a gluten-free week at camp, thanks to contributions from the GFCO program.

Highlights - by the numbers

GIG's record accomplishments from 2021 serve as a foundation that will position GIG for future growth as it expands on its mission to make life easier for everyone living gluten-free through support, education, and food safety.



3,170

Individual letters were sent to congress through GIG in support of the Food Labeling Modernization Act.



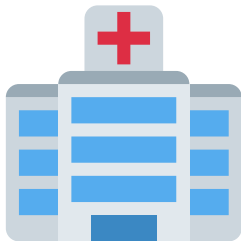
12,147

gluten-free people connected with GIG for information through online consumer expos.



61K +

products have earned and maintained GFCO certification



7

Hospitals in the Universal Health Service hospital system became Validated Gluten Free Safe spots.



28K +

people are members of GIG and our Generation GF program



146

Supermarket dietitians received education and information from GIG at the Retail Dietitian Business Association conference

2021 DONORS

A L Adams	S Eliot	M & D Jacobs	D & M Pratum	E Woodman
A Alt	J Ellingham	D Jones	S Purcell	A Yost
H Anderson	C J. Ellison	J Jorgenson	J Randall	K Young
M Anderson	I Engel	C Kelly	M Reagin	P Yung
J Arko	V Ensor	M Kindler	Maura Rees	E Zitaner
T Barnes	J Ernst	N Kloberdanz	S Roberds	J Zitaner
Z Baumer	L Fowler	L Kometz	A Roberson	E L Zhang
M Best	A J Frasier	A Lacy	K Rodkey	
D Berg	J Frampton	D Linton	S Roesler	
K Bergland	J Frank	K Lohr	W Rosen	
J Bigler	D Fraser	L Love	G. Roseta	
L Bixby	B Galli	P Lurie	P Ryan	
P Boyd	M Gallucci	M Markman	R Ryan	
M Brennan	J Garber	L Martinez	K Sadler	
L Brice	T Gartland	A & E Marx	C Schaller	
T Broadbent	L Garrett	C Matlock	A Schenkel	
R Brock	J Gerry	J McAdam	P Schueler	
J Kranz Brown	K Getzinger	L McElhaney	R Schultz	
P Brown	L Gilbertson	M T McLaughlin	D Scott	
D Bryan	C Gillispie	M & M McGaw	J Silk	
M Buddenberg	J G Sanderson	C McLaren	R Silverberg	
C Campbell	J & E Green	J McMillan	R Sitrin	
M Campbell	G Gregory	K Mehan	B Solomon	
P Cavnar	J Grossman	J Mendler	G Sorensen	
M Cline	S Haba	H Millard	K Rankin-Sunter	
A Coffman	K Hall	R Morganto	E Switkes	
K Comerford	G Hargrave	S Myers	K Tafoya	
C Coneeney	K Helm	A Miller	D Thomas	
L Constans	G Hergen	G Moore	A Tompkins	
C Cook	J Herionimus	J & J Myers	S M Torti	
A Cooley	A Heyen	P & K Newbury	M Tracy	
J Corrigan	K Himmelberger	D Olcott	P Wachtel	
I Cotenoff	C Hinton	G Paul	S Adley-Warrick	
C DeCamp	D Holmes	S Place	T & K Weeks	
S Deppermann	S Horine	M Parker	A & G Weiss	
C Dittmer	J Isaksen	M Piranian	M Weiss	
L Doti	E Isaly	F & M Pittington	K White	
N Eichman	K Jackson	S & P Pollack	S Wilson	

GIG is
thankful for
the generosity
and financial
support of our
community
members.

2021 CORPORATE SPONSORS AND DONORS

AmazonSmile Charities
America's Best Local Charities (ABLC)
Bibibop
Bolay
Bright Funds
Canyon Bakehouse
Carol's GF Flour
Combined Federal and State Campaigns
ConocoPhillips Company Matching Fund
Crunchmaster
Difference Baker
Exelon Corporation
Facebook Donations
Flax4Life
GF Jules
GIG of East Central Wisconsin
GIG of Fargo/Moorhead
Goodie Girl
Google - Charities
Grandy Oats
Greater Knead
Hungry Harrys

Jones Dairy Farm
Katz Gluten-Free
Lifestock, THIS PKN
Microsoft Matching Gifts Program
Network for Good
New York City Gives
Oma's Own
PayPal Giving Fund
Poparuba
Saffron Road
Simple Mills
Simply GF Magazine
Sterling Kilgore, Inc.
The Benevity Community Impact Fund
The Kroger Co.
Tribe 9 - Taste Republic
Tribe 9 - Yum Butter
Tummy Drops
United Way
Waters Corporation
Wilde snacks
WOW Baking Company

GIG is grateful for the support of the business community and our client partners as we work to make life easier for everyone living gluten-free.