At Hy Cite we recognize the importance of giving back to the communities that support us, and we take great pride in our commitment to community giving. Since 2018, our contributions have exceeded $3 million, with 2023 alone witnessing the allocation of over $1.1 million to support 40 organizations. In 2023, we continued to maintain a diverse Hy Cite Gives Back (HCGB or HCGB Program) Advisory Committee by including employees from various operating locations, enhancing the grant review process with a wide range of perspectives. Additionally, we conducted thorough research to guide our international grant distribution strategy for 2024. These findings empowered HCGB to establish its inaugural long-term partnership with Banco de Alimentos de Guadalajara, a Mexican food pantry committed to addressing food insecurity through the collection and distribution of surplus food.

**2024 SUBMISSION VISION FOR TOMORROW AWARD**

NEARLY $600K DISTRIBUTED THROUGH THE HCGB PROGRAM.*

**PARTNERSHIPS**

- American Cancer Society - Event Sponsorship Donation
- Attic Angel Community - Assisted Living Donation
- Banco de Alimentos Guadalajara - Pantry Grant
- Banco de Alimentos Sao Paulo - Pantry Donation**
- Central Cross Country Skiing - Nordic Rocks Equipment Grant
- Centro Hispano - Committed Agency Partner Grant
- Clean Lakes Alliance - Community Engagement Grant & General Donation
- Cruz Roja Mexicana - Hurricane Otis Relief Donation
- Edgewood High School - Hockey Rink Construction Donation
- Gigi’s Playhouse - GigiFit Program Grant
- Greater Madison Chamber of Commerce - Event Sponsorship
- Green County Breakfast on the Farm - Event Sponsorship
- Hispanic Scholarship Fund - Royal Prestige Scholarship Donation
- Hope House - Event Sponsorship (In-Kind) Donation
- Hurricane Otis Distributor - Support Donation
- Lina Vergara Memorial Scholarship - General Donation
- Literacy Network - English as a Second Language Program Grant
- Madison West Towne Rotary Club - General Donation
- Middleton Chamber of Commerce - Event Sponsorship (In-Kind) Donation
- Middleton Chamber of Commerce - Membership Donation
- Middleton Cross Plains Area School District Foundation - Caring Closets Grant

*Calendar year 2023 for all Hy Cite donations. **Not included in the 2023 budget
Banco de Alimentos is widely recognized for its efforts in ensuring food access to vulnerable individuals and families in Mexico. With 85 staff members, 80 daily volunteers, and support from 555 sponsors, the organization annually rescues 17,000 tons of food, benefiting over 30,000 families each month. However, despite surplus food production, poor distribution remains a pressing issue, impacting the 15% of the population living in poverty in the metropolitan area of Guadalajara, which means inadequate nutrition for 1.2 million people.

Our specific contribution extends to Unitings Hands, a sponsorship program by Banco de Alimentos, delivering crucial assistance to families in extreme poverty. Thanks to Hy Cite’s generosity, 152 families (608 individuals) will receive bi-weekly supplies for 12 months, each weighing around 46 pounds (21 kilograms), entirely free of charge.

The Madison Area Community Land Trust (MACLT) has achieved a significant milestone by rewriting their primary ground lease agreement and is now in the process of translating it into Spanish, marking a groundbreaking development as it will become the first standard CLT Ground Lease available in Spanish in the USA. This progress is a step towards fulfilling the project’s objective to provide affordable homeownership opportunities that are comprehensible and attainable for a more inclusive community, particularly for households with lower incomes. This effort ensures expanded and more equitable access to homeownership within the community.

This year, the HCGB Program had a positive impact on Rooted’s Gardens Network program, focusing on supporting HMoob growers and the broader community. Rooted used our grant, along with funding from the Natural Resources Conservation Service, to install 16 raised garden beds and retrofit 7 existing raised beds to improve accessibility. The grants also supported plans to manage woody invasive species and the hosting of weekly community gardener education sessions that helped recruit and educate new garden members. These initiatives collectively boosted community engagement, education, and food production, aligning with the program’s goal of fostering community, equity, and food production through community gardens.

“WE ARE SO GRATEFUL FOR HYCITE’S SUPPORT OF OUR COMMUNITY GARDEN PROGRAM. THEY HELPED US COMPLETE IMPACTFUL PROJECTS AND PLAN WITH GARDENERS FOR FUTURE ENDEAVORS IN AND AROUND MADISON.”

– Nicholas Leete, Gardens Network Director
Festas Juninas, also referred to as June Festivals, are a cherished Brazilian tradition that spans the entire month of June. This year, the Hy Cite office in Brazil celebrated these traditions by organizing a charitable food drive and directing all proceeds from their Employee Product Sale to Banco de Alimentos.

With a HCGB Program match, our Brazilian employees donated a generous 1,237 pounds (561 kilograms) of food and nearly $2,000 (R$9,800) to the organization. This contribution supported the organization’s Urban Harvest program, which currently benefits 57 organizations, reaching over 25,000 individuals in need.

Through Urban Harvest, surplus food is rescued from producers and businesses and redirected to local organizations, ensuring access to food and improved nutrition.

In July, HCGB collaborated with Second Harvest Foodbank of Southern Wisconsin (SHFB) and WKOW 27 to raise funds for the foodbank. WKOW 27 promoted the cause through their media outlets, encouraging community members to donate and offering a matching donation incentive through the HCGB Program. The campaign successfully raised $26,293, and HCGB generously provided a corporate match, resulting in a grand total of $52,586 raised. All funds went to SHFB, supporting their mission to end hunger in southwestern Wisconsin, particularly for children who may not have access to nutritious food during the summer when school is not in session.

The correlation between student behavior and academic disengagement often ties back to fundamental needs, like hunger. Offering a quick snack provides students with the opportunity to reinvigorate their interest in learning and personal development.

In May, with the collaborative efforts of our global leadership and employees, HCGB was able to assemble and distribute 2,000 nourishing snack packs to the Dane County Boys & Girls Club.