

HOW TO START A

High Impact Food Rescue



A few reminders:

Drop your questions in the Q&A as we go!

Yes, this is being recorded!

A recording of this presentation will be emailed within the next few days.

Links provided at the end of the webinar:

- Request a follow-up meeting
- Next webinar



What people think **food recovery** is:



Focus on the needs of people + nonprofits



What we mean by **food recovery**:



Systems approach focusing on
reducing food insecurity + reducing food waste



What qualifies “high impact” food recovery?



5 Parts to Starting a High Impact Food Rescue:

- 1 **Organization Building:** Staffing, funding, 501(c)(3) status
- 2 **Reducing food waste:** Getting food donors
- 3 **Transportation:** Recruiting volunteers
- 4 **Distributions:** Building a distribution network
- 5 **Data:** Data tells your story & informs for growth



01

Organization Building Getting Started

Create a new 501(c)(3)?

- Don't have to find a partner
- Complete editorial control over direction
- Opportunity to build a board supportive of food recovery
- Not competing for funds within an organization

Nest within existing organization?

- Shorter runway
- Don't have to start fundraising from scratch
- Existing organizational support staff such as development and communications
- Jump start on volunteer pool



01

Organization Building Planning for Growth

Business Plan

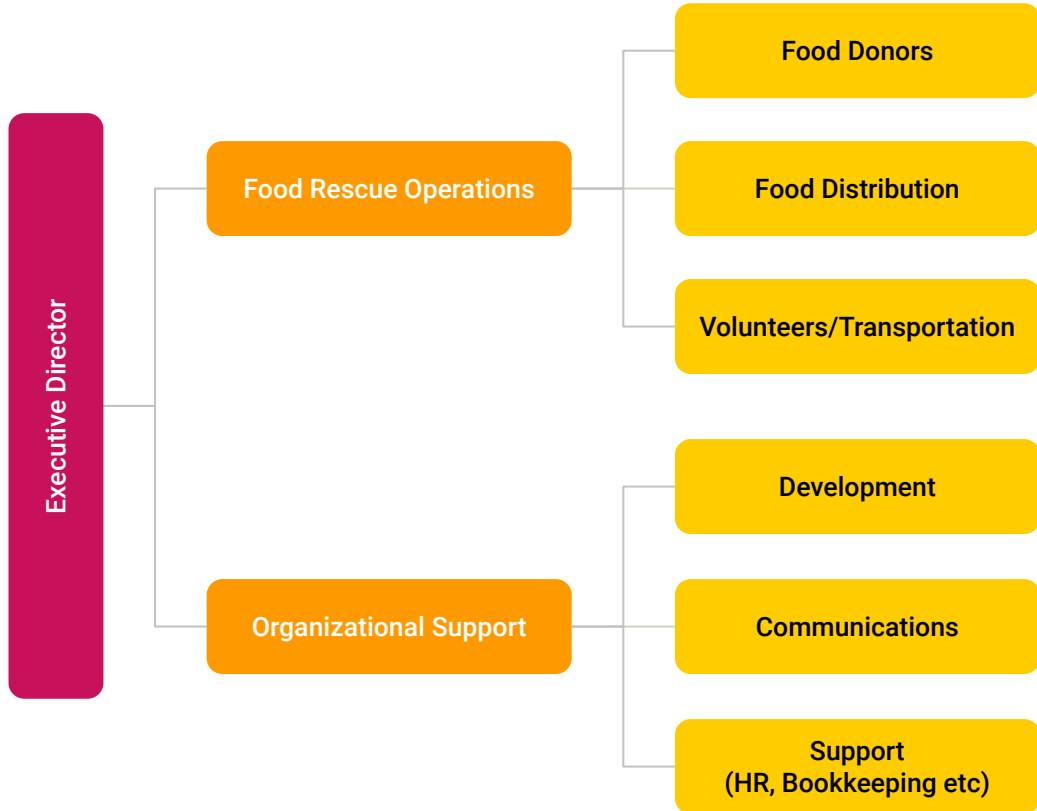
- How many staff do you REALLY need?
- Staff growth trajectory
- Anticipated impact

Funding is key

Know how to talk to funders



01



01

Organization Building Resources

FOOD RESCUE HERO™

What People Don't Get About Food Recovery Why It Matters & How to Change That

How to frame critical conversations with lawmakers, funders & community members



Table to Table
delivering food to those who need it most

TABLETOTOBLE.ORG

FOOD RESCUE HERO™

Investing in Impact

The Unique Pitch for Funding Food Rescue



2ND FOOD RESCUE CONFERENCE KEYNOTE

CHANGING THE NARRATIVE ON "CHARITY"

Looking at the Real ROI of Food Rescue

END FOOD WASTE.
END HUNGER.
#33FOODRESCUE

Speaker: Jennifer England, Food Rescue Hero

Presented by FOOD RESCUE HERO™



FOOD RESCUE HERO

How to Balance Your Fundraising Plate

Ensure your development planning consists of a healthy mix of sources to unlock your organization's full potential for success!



- Foundations
- Corporations
- Individuals
- Government
- Events & more!



02

Reducing Food Waste Food Donors

- **Identify possible donors**
 - ◆ Think outside the box!
- **Design a plan you can succeed with**
 - ◆ Strategic onboarding
- **Ask!** How to pitch to potential donors



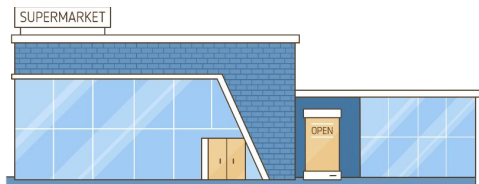
02

Reducing Food Waste

Distribution of Food Waste



26,149
conventional
supermarkets



4,412
supercenters
(Walmart, Target)



3,507
natural/gourmet
stores



150,174
convenience
stores



02

Reducing Food Waste

Distribution of Food Waste

- Hospitals
- Schools
- Food banks and pantries
- Bakeries
- Restaurants
- Office buildings
- Other



02

Reducing Food Waste

Meet the donor where they are

- 7 days a week pick-up options
- Scheduled and one time rescues
- **Never say no!** You are serving the food donors as much as your other partners
- **Don't ignore the small donors** (that's where zero waste can happen!)
- Be the **AND** not the OR
- Aim for **equilibrium**



02

Reducing Food Waste Resources



03

Transporting Food Highly Distributed Network

A highly distributed network requires a **highly distributed transportation system**.

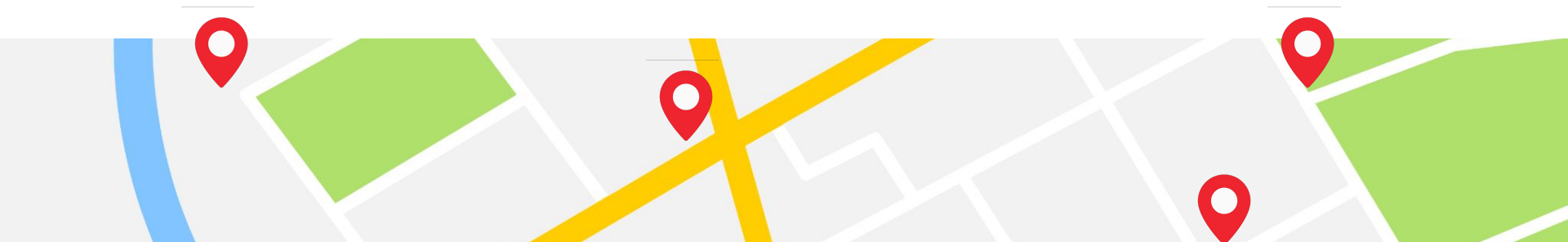
Fleet

→ Large capacity



Volunteers

→ Highly flexible



**"Look for the helpers.
You will always find people
who are helping."**

- Fred Rogers



03

Transporting Food Recruiting Volunteers

People are willing to help

- Ask!
- Make it easy for people to help



52,000

app downloads in

17

locations



03

Transporting Food Resources

The Ebb & Flow of Volunteer Interest

Track data trends to plan for seasonality and optimize volunteer recruitment & retention.



CO-HOST
Aaron Moore
Last Mile Food Rescue
Cincinnati, OH



SAYING THANKS

Keeping your volunteers engaged & happy



Volunteers Deliver:

Leverage the Power of Your Community to Grow & Scale Food Recovery



Solving the food waste problem through food recovery requires rethinking:



04

Distribution Network

You'll need more food distributors than you think

- Too much food for just pantries & shelters
- Limited operating hours for most existing organizations
- Need someone who can take food NOW
(not tomorrow by appointment)



04

Distribution Network

- Subsidized housing
- Housing authorities
- Head start programs
- Food pantries & churches
- WIC offices
- Job training centers



Increases food access

Look to places where people who are food insecure are already going

04

Distribution Network Resources

FOOD RESCUE HERO™

What People Don't Get About Food Recovery Why It Matters & How to Change That

How to frame critical conversations with lawmakers, funders & community members



FOOD RESCUE HERO & food dignity.
a food equity movement

Promoting Food Dignity Within Food Recovery

SPEAKER
Clancy Harrison
MS, RDN, FAND
The Food Dignity Movement®

CO-HOST
Victoria Della Rocca
RD, LDN
Food Rescue Hero

MODERATOR
Jen England
Head of Partner Development
Food Rescue Hero



HUNGER ACTION MONTH

Increasing Food Access in Your Community



Dive In & Get Started



05

Tracking Your Data Data Tells Your Story

“We rescued lots of food” isn’t compelling.

You need good data for:

- Financial donors
- Media
- Volunteers
- Food donors



412foodrescue



412foodrescue It's been an incredible year. 4.2 million pounds of food rescued. Equivalent to 3.5 million meals. 28,568 food rescues by 1,100+ #FoodRescueHeroes.

We are so #thankful for all the support Pittsburgh has shown us, and to the people who make this possible each and every day. Volunteers, food donors, nonprofit recipients, donors, funders, and partners - you are truly the ones who make this monumental impact possible.

We're ready to jump into 2024 and distribute even more food to increase #FoodAccess in #Pittsburgh! Join us. Get started at the link in our bio!

View all 2 comments

December 31, 2023



05

Tracking Your Data

Start on Day 1

- Weight
- # of rescues
- # donations for each donor
- # donations received at nonprofits
- **Breakdown of food**
Rescued food is roughly 80-90% fresh. Don't include canned produce in the same category as fresh!



05

Tracking Your Data Resources



Additional resources



Next webinar

Wednesday, May 22nd
1pm ET / 10am PT



Choosing the Right Tools to Empower Your Food Recovery Organization

MAY 22 | 1PM ET





Making greater impact, together.



FoodRescueHero.org