

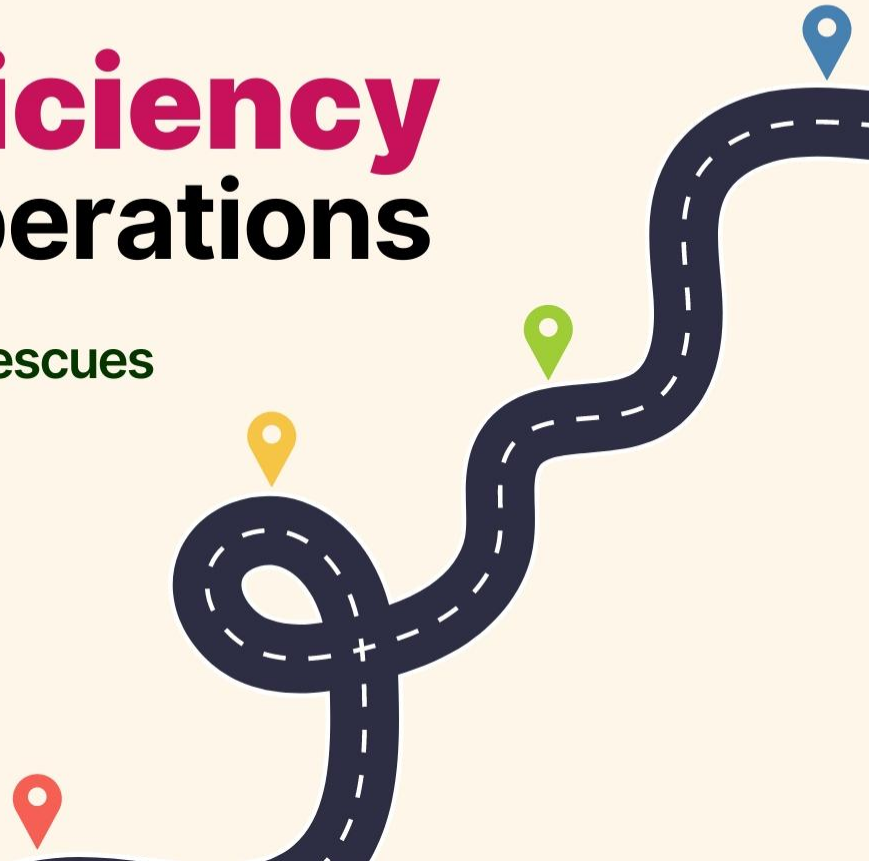
Optimizing Efficiency in Food Rescue Operations

Moving away from individual one-time rescues



Sean Hudson

Director of Data & Analytics
Food Rescue Hero



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





Sean Hudson

Director of Data & Analytics

Food Rescue Hero & 412 Food Rescue



First, a story:



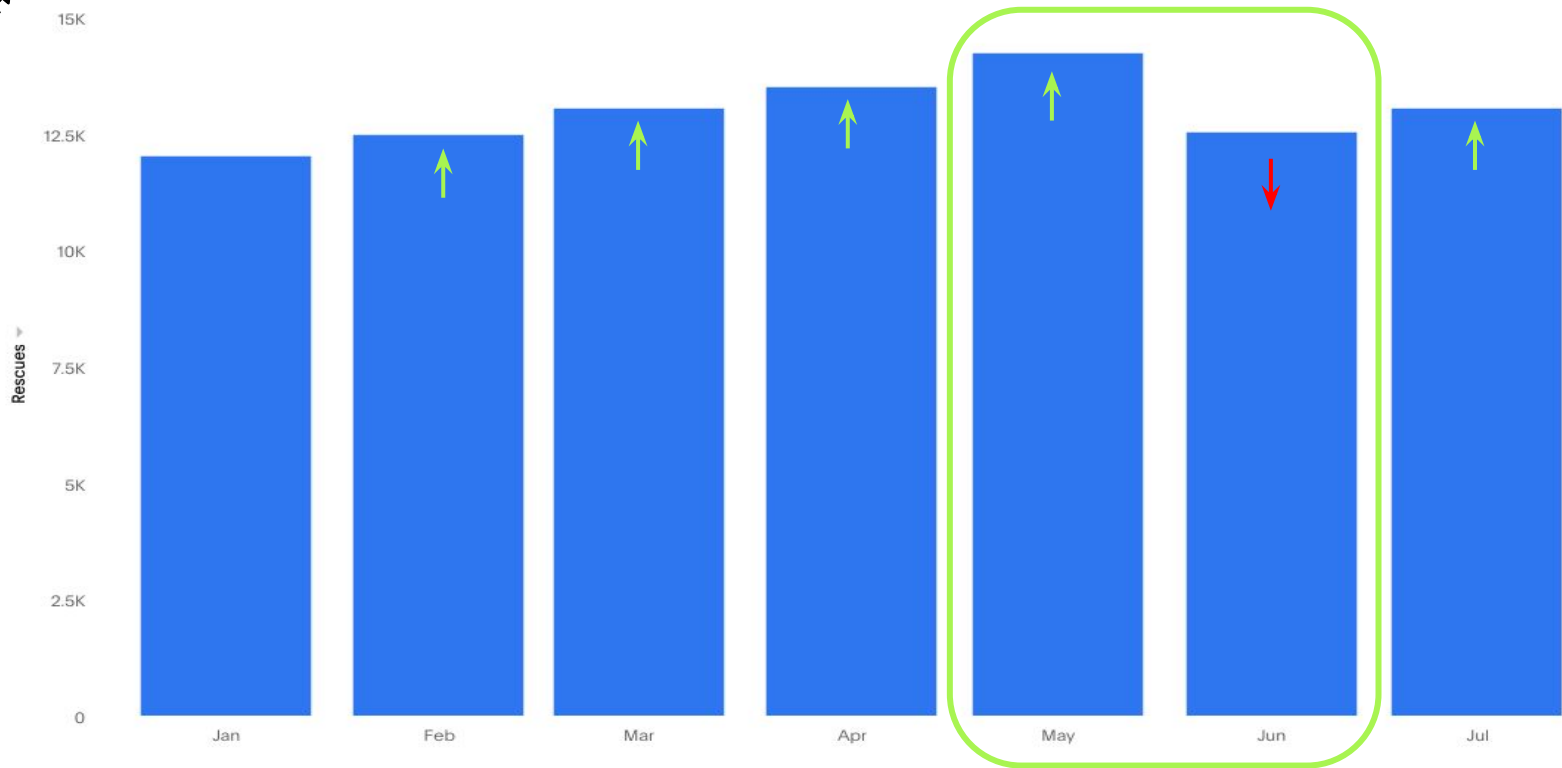
Food Rescue Hero™ was birthed from 412 Food Rescue in Pittsburgh, PA.

- 412 Food rescue was founded in 2015
- They developed Food Rescue Hero to make claiming food rescues easy and convenient, guiding each volunteer every step of the way from pick up to delivery
- 412 Food Rescue continues to be a major part of the Food Rescue Hero story

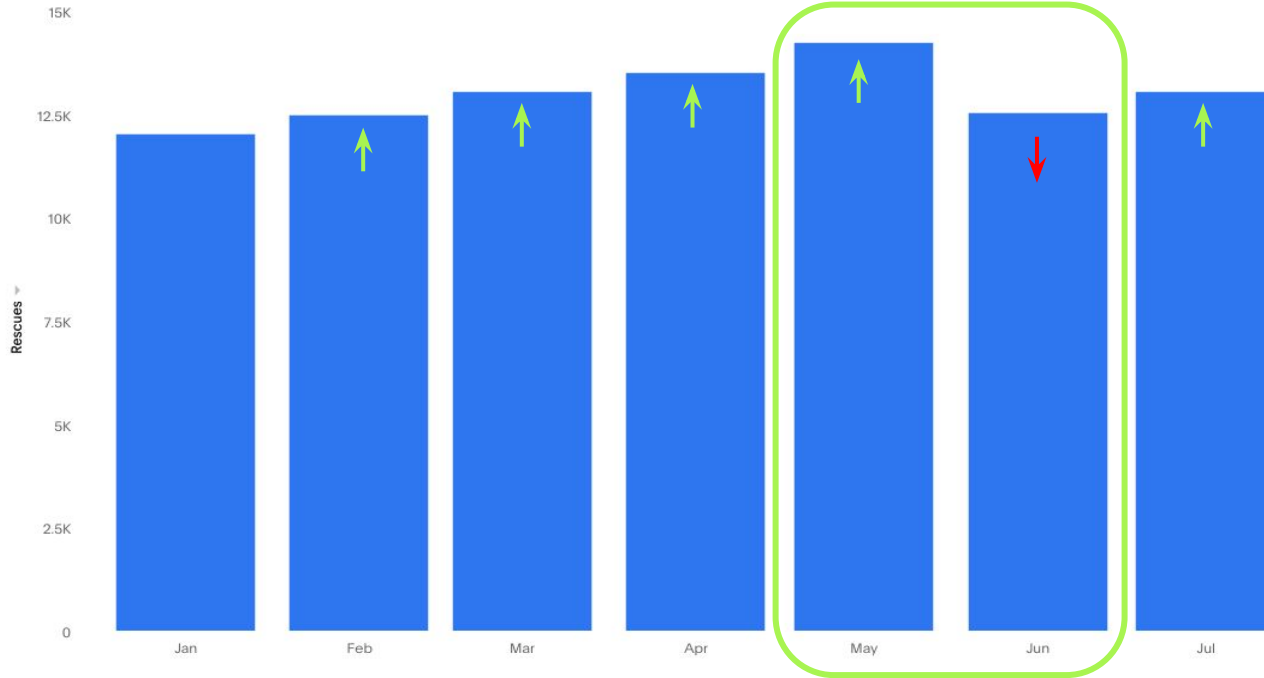




Total Rescues (2024)



Total Rescues (2024)

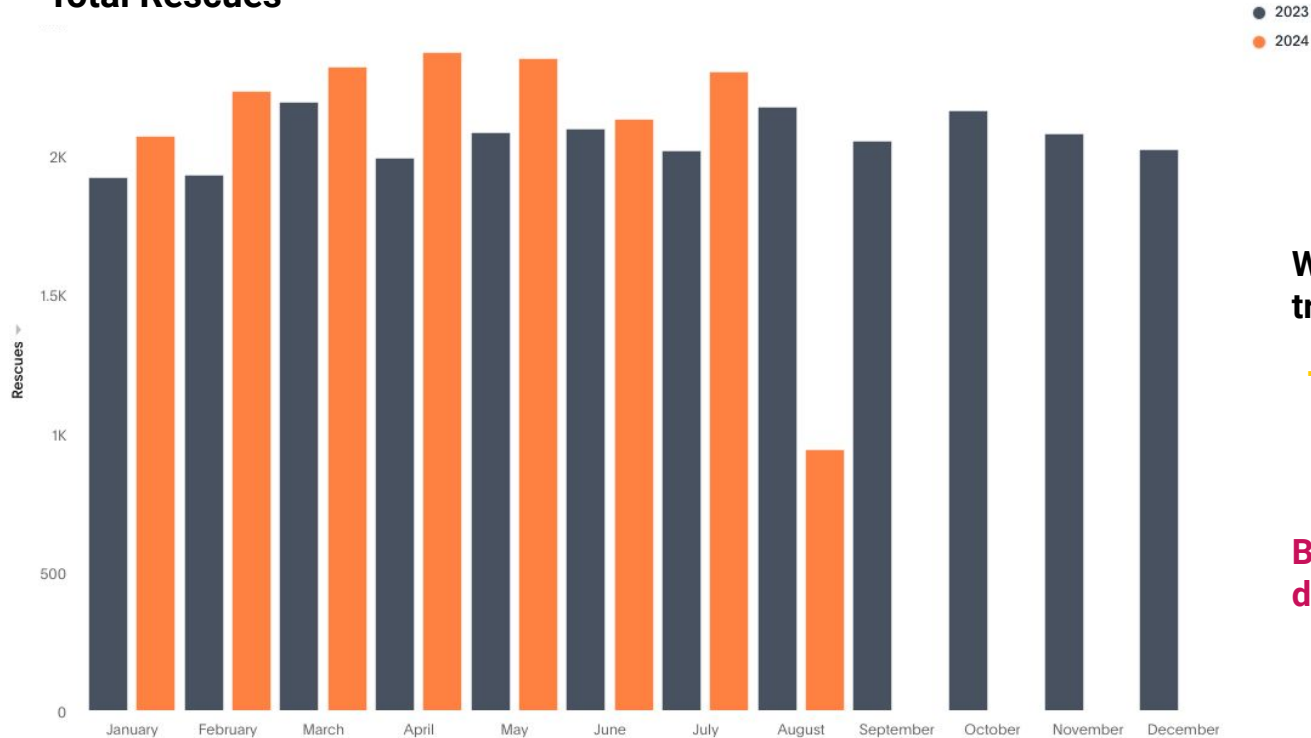


What could have caused this?

- Lots of cancellations?
- Normal seasonality?
- Problems with the data itself?



Total Rescues

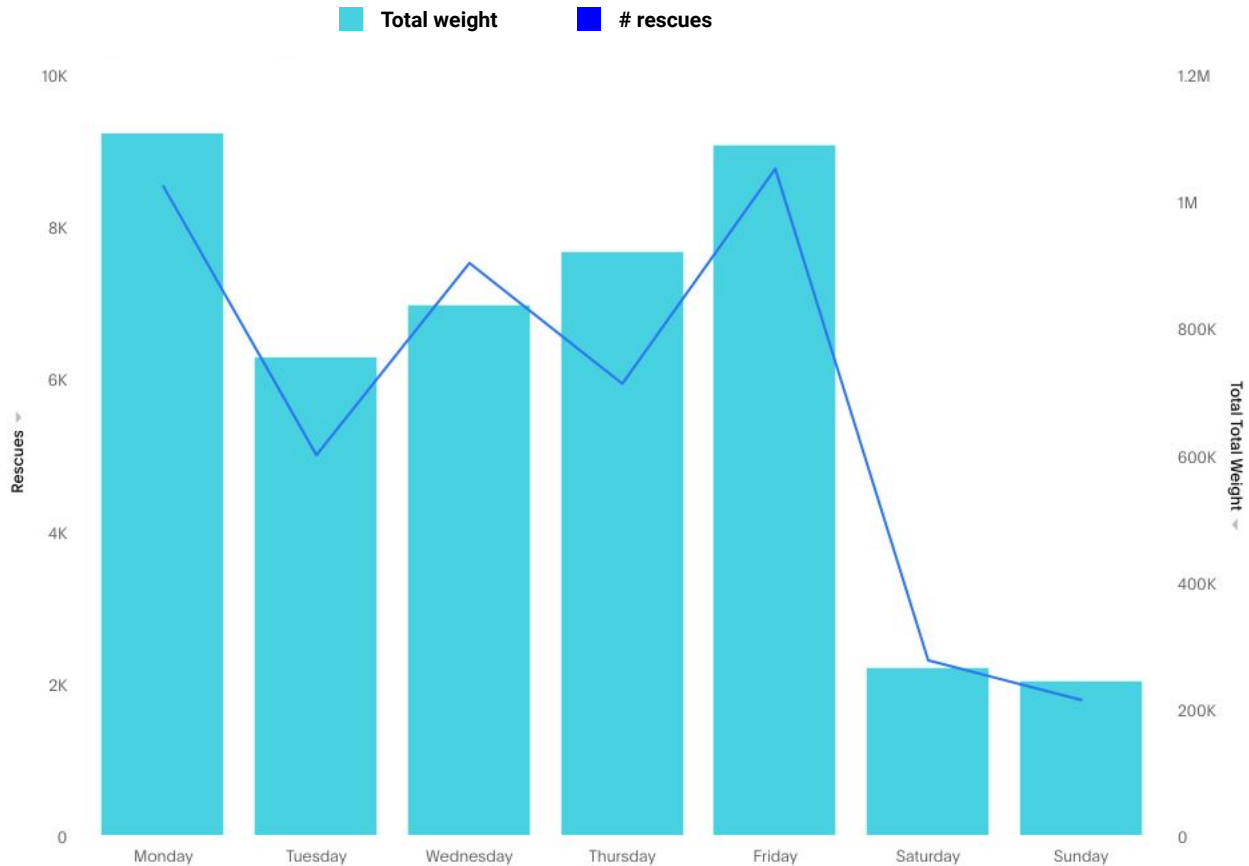


We didn't observe this same trend last year.

→ There was actually *growth* from 2023 to 2024

But May 2024 had a critical difference from June...





Rescues aren't evenly distributed across weekdays.

The vast majority of 412FR's rescues occur Monday–Friday

Weekdays aren't evenly distributed across months.

In May:

Five (5) Tuesdays, Wednesdays, Thursdays, and Fridays

These 4 extra working days added hundreds of rescues

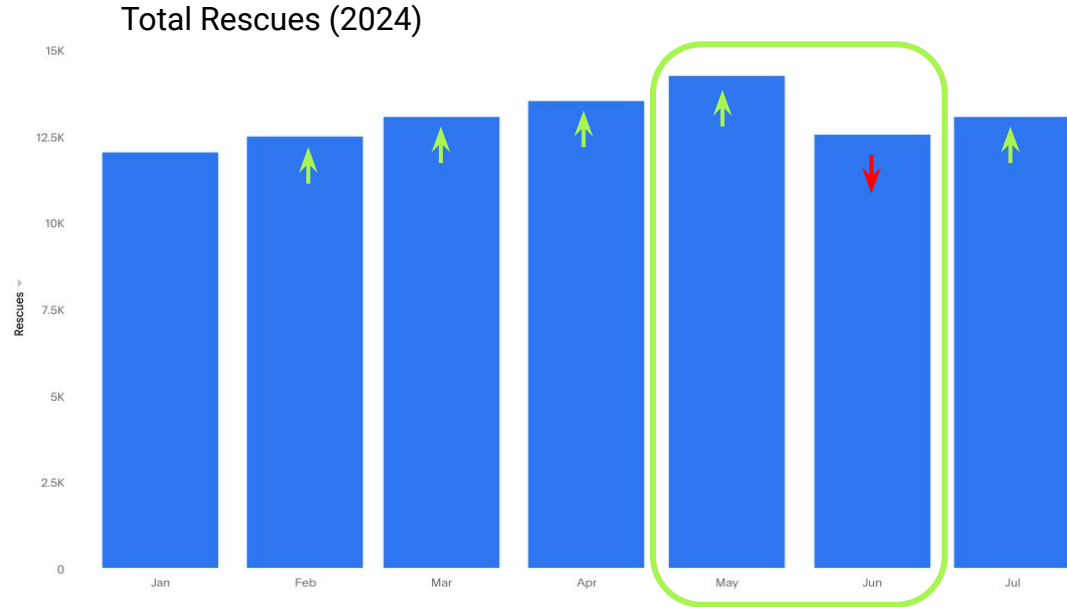


The data isn't the answer – it's a tool to find it.

To get insights, we have to **ask the right questions** and form hypothesis *before* interrogating the data.

- ✓ 90% of 412FR's rescues recur weekly
- ✓ Rates of cancellation were comparable
- ✓ Data integrity appears sound

Factors seemed consistent—until we looked at the trend of higher rescue days, and how many occurred each month.



Speaking of recurring rescues...

What does the data tell us about their utility?



Recurring (or weekly) rescues

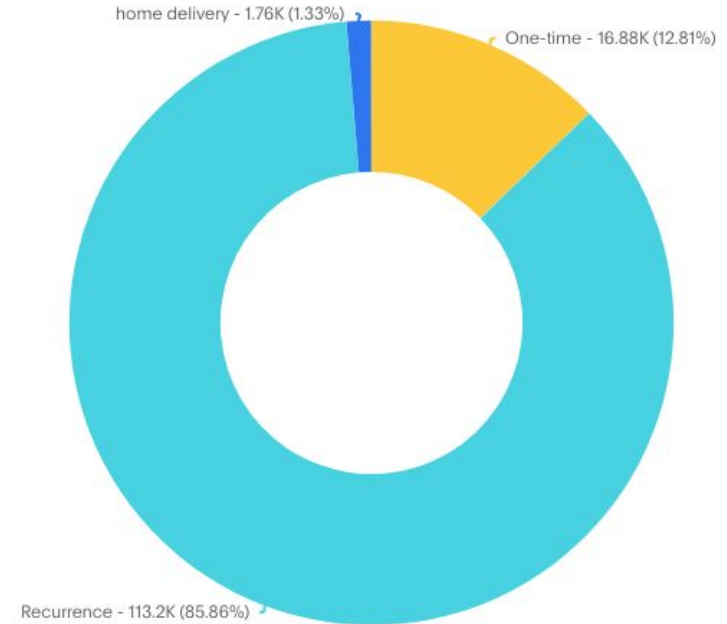


412 Food Rescue volunteers complete 100+ rescues per day

→ >15% are set up by dispatch each day

Operations is able to achieve this volume through **maintaining strong relationships with donors.**

Rescue Types 2023



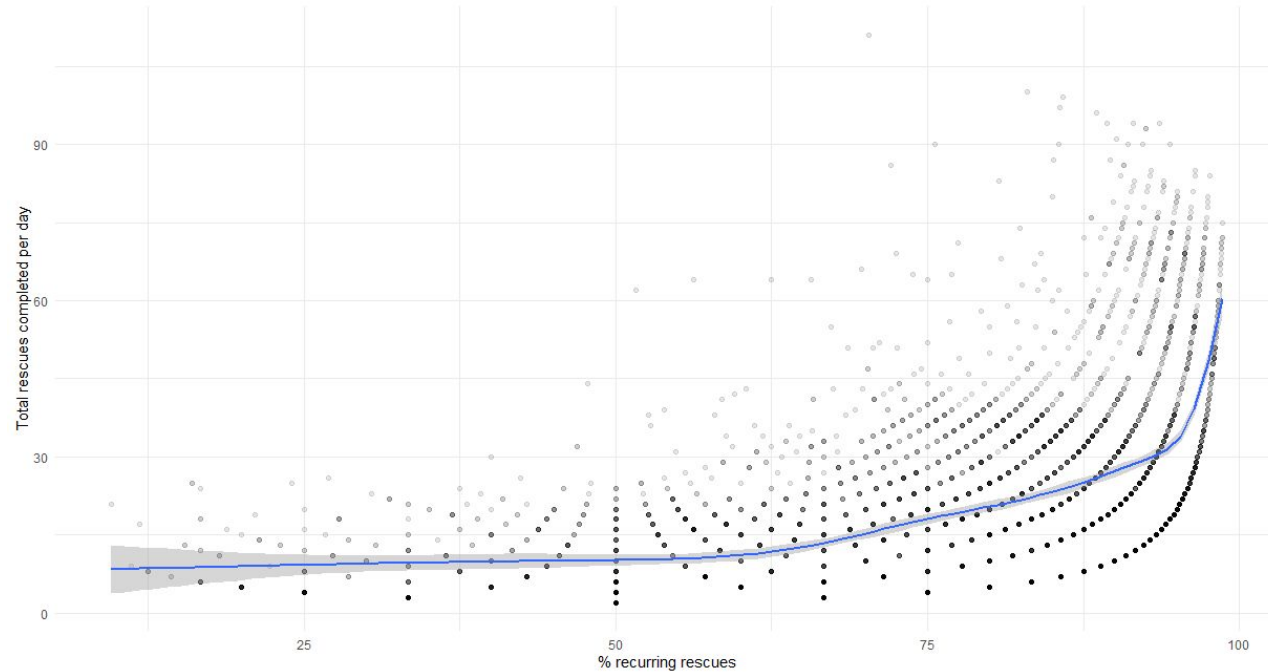
Recurring rescues

Recurring rescues are the **most effective way to increase the operational capacity** of a food rescue operation.

- Volunteers don't need to be contacted/recruited each time
- Donations don't need to be placed with a new nonprofit partner each time



Recurring Rescues Make More Volume Possible

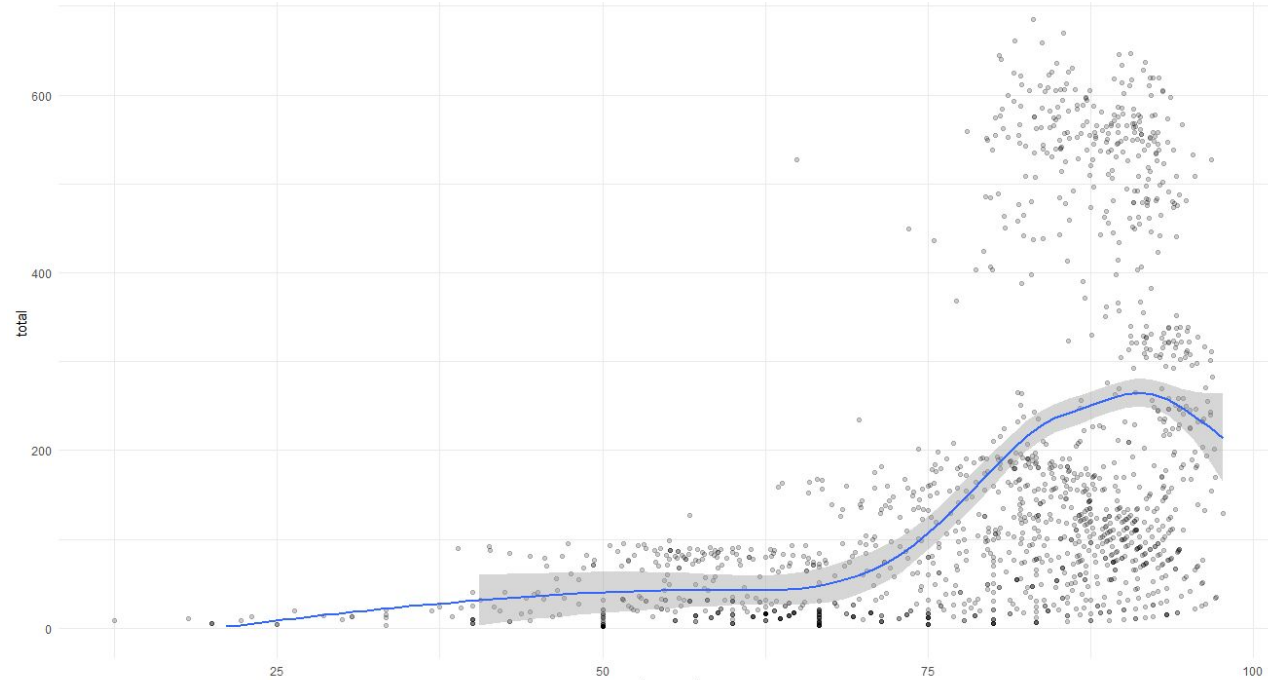


- Placing a rescue can take upwards of an hour
- Placing each rescue imposes a ceiling to the amount of food that can be moved, **limited by manpower**
- Relying on heuristics to place food more quickly can result in less equitable distribution

Heuristics are mental shortcuts for solving problems in a quick way that delivers a result that is sufficient enough to be useful given time constraints.



Recurring Rescues Make More Volume Possible



Strong positive relationship between rescues completed and higher share of recurring rescues

- On average, partners in the Food Rescue Hero™ Network do 5 one-time rescues a day
- ◆ 75% do ≤ 7

Despite small teams, the average partner in our network completes 37 total rescues each day.



Other ways to increase efficiency

1. Identify what “efficiency” means for your organization.

- Understand the key outcomes allows your organization to align resources strategically
 - ◆ Total food rescued
 - ◆ Number of people served
- Consider how technology, volunteer engagement, and partnerships can be leveraged to enhance these outcomes
- Set clear goals and benchmarks
 - ◆ Reduce the time from food collection to distribution
 - ◆ Reduce operational costs
 - ◆ Increase the number of successful rescues



Other ways to increase efficiency

2. Numbers should be contextualized and convey the story you want to tell

→ Mileage, or food per mile, can be an effective way to measure the rescues themselves

3. One volunteer completing multiple pickups/drop offs moves more food with fewer emissions

→ One (donor) to many (NPPs)

→ Many (donors) to one (NPP)

→ Many (donors) to many (NPPs)



Next webinar

Thursday, September 19th
2pm ET / 11am PT



Strategic Food Distribution Growth: A Practical Guide to Serving Impact

SEPTEMBER 19 | 2PM ET



FOOD RESCUE HERO™ PRESENTS

2024
FOOD RESCUE
CONFERENCE
OCTOBER 24-25

The only conference
focused solely on
actionable &
innovative food
recovery solutions.

Livestreamed worldwide

REGISTER NOW

FOODRESCUECONFERENCE.ORG



Making greater impact, together.



FoodRescueHero.org