



Strategic Food Distribution Growth:

A Practical Guide to Serving Impact

SEPTEMBER 19 | 2PM ET



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





Leland Scales

Nonprofit Partner Manager
412 Food Rescue





Leland created the Swissvale Community Garden to both beautify a part of his community and to provide some much-needed healthy produce to those in the Swissvale area.

<https://www.pulse.chatham.edu/blog-stories/2018/6/22/food-studies-student-creates-community-garden>



Approach: **Grassroots community-first**

Needs Assessment: Before jumping in to help, first ask the community what they need.

- Assuming what they need feeds into savior complex and an unequal relationship
- Needs and preferences can differ across groups or neighborhoods
- Engage trusted community leaders to gather insights and build trust
- Learn what *they* identify as pain points
- Be open to learning from local knowledge and cultural context
- Involve the community in decision-making and implementation



Key: Building Trust

Honest feedback

Accurate impact assessment

Increased impact

- *Not coming in and acting like you know what they need*
- Creating a safe environment to foster conversation
- Listening attentively to what they're experiencing
- Asking the right questions



What is **impact**?

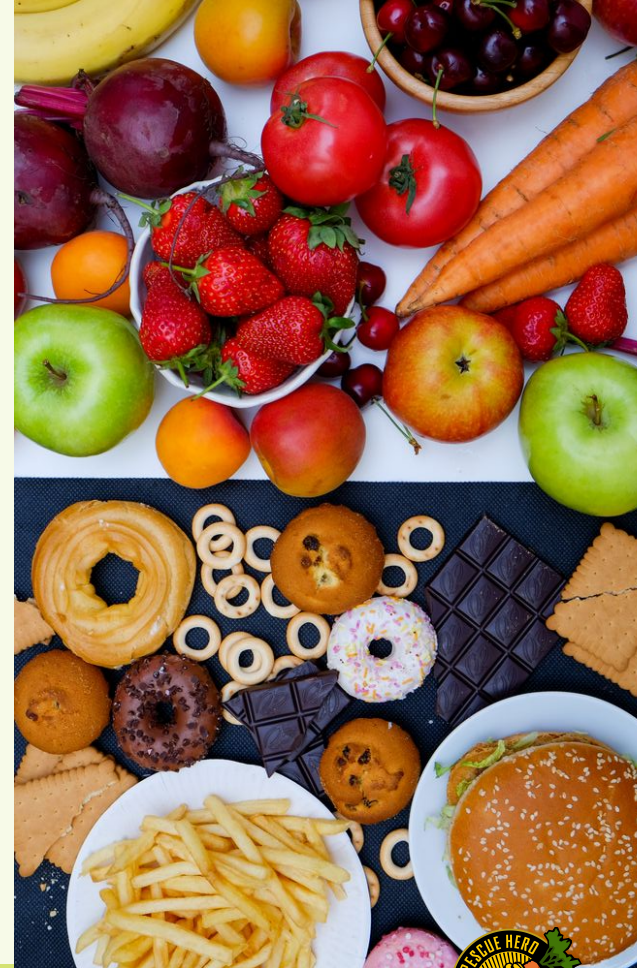


WHAT IS IMPACT?

Dignity of Choice

True food justice involves offering choice, not just access.

- Everyone deserves the autonomy to choose what they eat
- We do not have the right to control what foods are accessible
 - ◆ Even healthy vs. “junk” food!
- Limiting choice can reinforce stigma and disempower individuals
- Choice fosters a sense of respect & empowerment
- Food is comfort, especially when navigating other challenges

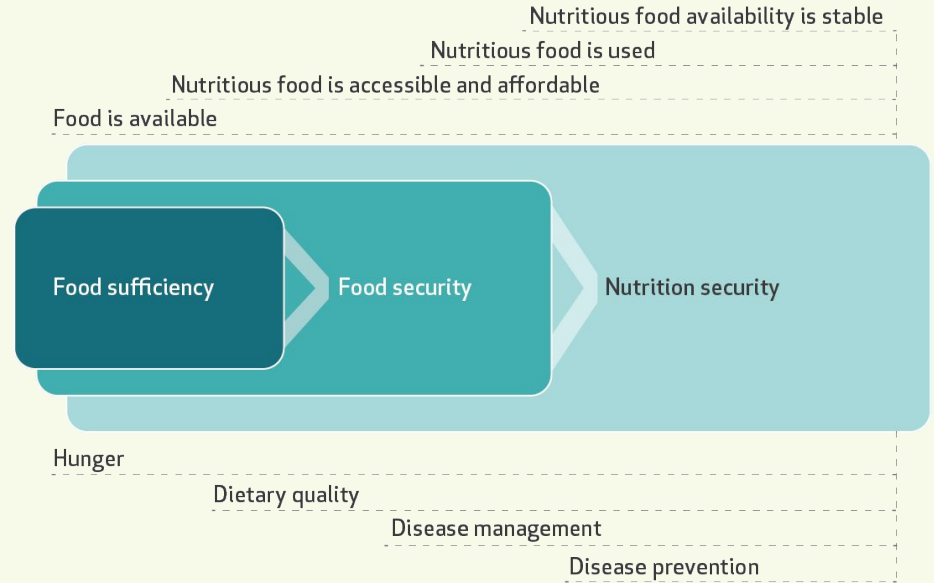


WHAT IS IMPACT?

Nutrition Security & Health Outcomes

Nutrition security: consistent access, availability, and affordability of foods and beverages that promote well-being and prevent and, if needed, treat disease.

- 13.5% U.S. homes reported food insecurity in 2023.
 - *Nutrition* insecurity levels would be much higher
- Nutrition-related diseases cause tremendous morbidity, death, health inequity, and health care costs



WHAT IS IMPACT?

Nutrition Security & Health Outcomes



**Nutrition
security**



**Better
health
outcomes**



WHAT IS IMPACT?

Increased Access

Largest barriers to food access:

01

Cost

Provide food for no cost

02

Time

Offer food at places already frequented

Daycare, school, WIC offices, job training centers, churches, etc.

03

Transportation

Bring the food directly where there is need

Apartment buildings, neighborhood offices, within a 15-min walk

04

Energy

Make it easy, low pressure, and dignified

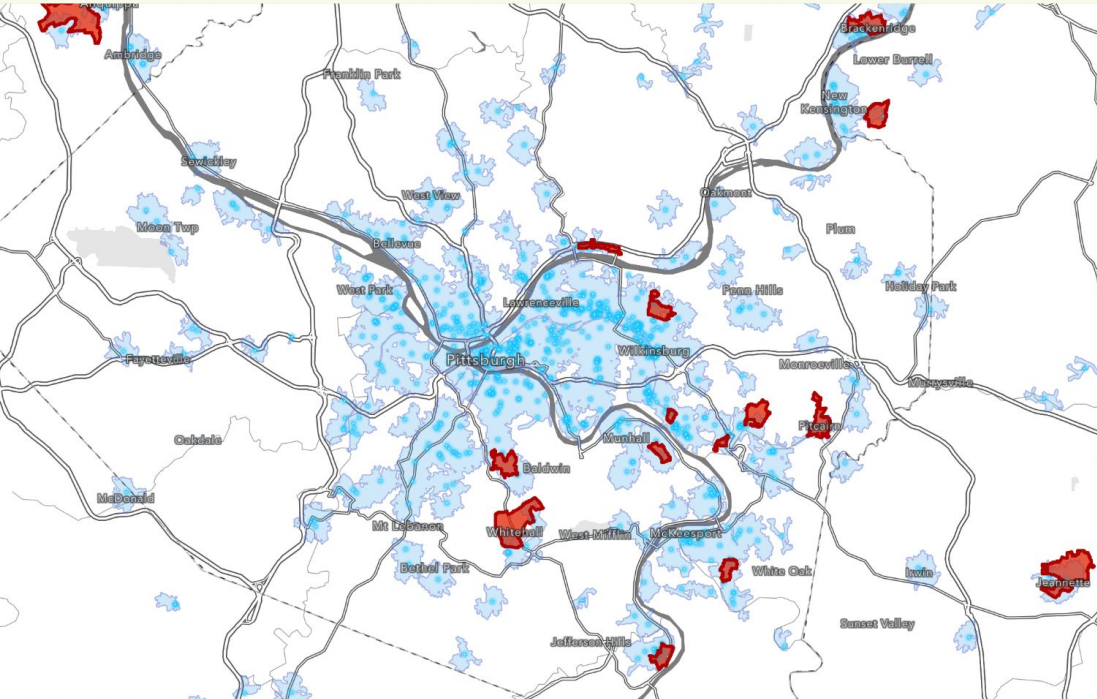


BUILDING IMPACT

**Translating trust into transformative
impact**



Using GIS to identify High-Need areas



Current areas of coverage

- Transit deserts
- Food deserts
- High % individuals living below poverty level
- No charitable food source within a 15-minute walk
- High need area



Data + trust = transformation

Population Reached by 412 Food Rescue, NOT Reached by Existing Networks	2018	2021	% Change
Total	101,806	211,649	108%
In poverty	13,317	39,318	195%
In a food desert	52,003	63,762	23%
In a food desert, in poverty	6,951	13,745	98%
In a transit desert	11,566	122,210	957%
In a transit desert, in poverty	2,632	19,357	635%
In a food desert and a transit desert	4,974	30,110	505%
In a food desert and a transit desert, in poverty	1,103	4,693	325%



No October webinar!

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