

A  **FOOD RESCUE HERO™** WEBINAR SERIES

HOW TO START A FOOD RESCUE

Lesson ①: How to Get Started



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:

→ [Join us for 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



WEBINAR SERIES LOOK AHEAD:

- Lesson 1:** Introduction
- Lesson 2:** Funding
- Lesson 3:** Building Operations: Food Donors
- Lesson 4:** Building Operations: Distributions
- Lesson 5:** Essential “Extras”: Marketing & Board Development
- Lesson 6:** Pulling it all together



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

TABLETOTOBBLE.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!



01

Organization Building RESOURCES



FOOD LAW
and POLICY CLINIC
HARVARD LAW SCHOOL

~~HUNGER~~
FREE
AMERICA



foodtank
THE FOOD THINK TANK

CHAMPIONS  12.3



TIPS FOR SUCCESS:

Be serious

You can end hunger.

Trust is currency

Be reliable.
Safety is trust.

Dignity is paramount

Remember the people you serve are as important as your food donors and volunteers.



DIVE IN + GET STARTED!



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



03

Transporting Food

HIGHLY DISTRIBUTED NETWORK

Requires a highly distributed transportation system

Fleet

→ Large capacity

Volunteers

→ Highly flexible



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)



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
- Nonprofit partners



NEXT MONTH'S CLASS:



A  **FOOD RESCUE HERO™** WEBINAR SERIES

HOW TO START A FOOD RESCUE

Lesson ②: All About Funding

Report to class on February 26, 2025 @ 1pm ET

Guest speaker!



Next webinar

Thursday, February 20th
1pm ET / 10am PT



Maximizing Your Board's Potential: Turning Ideas into Action

Thursday, February 20 @ 1pm ET



Deb Desjardins
Advancement
Advisors Group



Jon Meck
Bounteous, Food
Rescue Hero Board



Heather Stewart
Kentucky Harvest





Making greater impact, together.



FoodRescueHero.org