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

Weblata 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
- **Distributions**: Building a distribution network
- **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





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





Organization Building PLANNING FOR GROWTH

Business Plan

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

Funding is keyKnow how to talk to funders







(HR, Bookkeeping etc)

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Organization Building RESOURCES







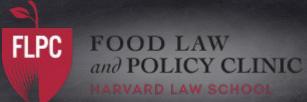




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Organization Building RESOURCES





HUNGER FREE AMERICA



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 4 GET STARTED!





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





Transporting Food HIGHLY DISTRIBUTED NETWORK

Requires a highly distributed transportation system

Fleet

Large capacity

Volunteers

Highly flexible













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











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



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 @ Ipm ET



Next webinar

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

🎤 FOOD RESCUE HERO™

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