

A 🐞 FOOD RESCUE HERO™ WEBINAR SERIES

HOW TO START A FOOD RESCUE

Lesson ②: All About Funding

Guest speaker!



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



WEBINAR SERIES LOOK AHEAD:

Lesson 1: ~~Introduction~~

Lesson 2: Funding *TODAY'S LESSON*

Lesson 3: Building Operations: Food Donors

Lesson 4: Building Operations: Distributions

Lesson 5: Essential "Extras": Marketing & Board Development

Lesson 6: Pulling it all together



Funding

GETTING STARTED

Things you should know:

- For donations to be deductible, you must be a 501c3
- Fiscal sponsorship can bridge the gap



Funding

WHAT'S YOUR STYLE?

- Traditional nonprofit
- Business model
- Scrappy startup
- Hybrid

Go with what you know! **There's more than one pathway to success.**



Funding

IDENTIFYING YOUR STYLE

What's your experience?

How can you succeed?

Who do you know?

What has the shortest runway?

Available resources?



Funding

WHAT THAT LOOKS LIKE IN ACTION

TRADITIONAL

- Foundations
- Grant writing
- Peer networks

BUSINESS MODEL

- Corporate funding
- Large individual donors
- Investors

SCRAPPY STARTUP

- Low budget
- Individual donations
- Peer networks

HYBRID

A la carte
selection of
previous



Funding **CYCLE**



01

Funding *IDENTIFY*

- Grants
 - ◆ Check your local library system
- Peer to peer
 - ◆ Leverage your networks
- Online giving
 - ◆ Crowdfunding sites
 - ◆ Social media
- Events
- Local Businesses



02

Funding ENGAGE

**Engaging is opening a door for a conversation
& relationship building.**

Invite them to

- Volunteer
- Do a rescue
- Attend an event
- Go out for coffee to learn more



02

Funding ENGAGE

Know how to tell your story.

Don't talk about WHAT

- Programs
- Partners
- Statistics

Talk about WHY

- ★ Why is the work you do important to the community?
- ★ How does this impact people's lives for the better?
- ★ What's the tangible impact?



03

Funding ENGAGE (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™

Investing in Impact

The Unique Pitch for Funding Food Rescue



25th 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!




03

Funding

ASK

We aren't asking for money –

We are offering the chance to share in making a difference.

Make it:

- Personal (what do **they** care about)
- Urgent
- About impact



04

Funding

THANK

- Studies show that a thank you phone call boosts first-year donor retention AND increases their giving.
- Donors receiving a thank you call from a board member within 24 hours of making their gift gave 39% more! (*Penelope Burk*)
 - ◆ 14 months later, those donors gave 42% more than donors who didn't get the call and they had a 70% retention rate!

**Thank yous can be incredibly powerful boosts to your fundraising results –
helping to retain donors & generate larger gifts!**



TIPS FOR SUCCESS WITH **AUBREY ALVAREZ**



Aubrey Alvarez
Food Systems Innovator





Making greater impact, together.



FoodRescueHero.org