



2019-2020

# Impact Report

Convenience is a RIGHT.  
We DELIVER.





***“Hunger is not a problem. It is an obscenity. How wonderful it is that nobody need wait a single moment before starting to improve the world.”***

**- Anne Frank**

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# About 412 Food Rescue

Driven by the belief that good food belongs to people, not landfills, 412 Food Rescue launched in Pittsburgh, PA in March 2015 to redirect healthy food from the waste stream to households and nonprofits that serve people experiencing food insecurity. In the United States, up to 40 percent of food produced is wasted while 1 in 5 people go hungry.

The only organization in the Greater Pittsburgh Region focused on food that would otherwise be discarded, 412 Food Rescue addresses both hunger and food waste by mobilizing volunteers to bring surplus food from retail locations to nonprofits serving people in need.

The growing team of 12,000+ volunteer drivers, mobilized by the Food Rescue Hero technology platform, has redirected more than 20 million pounds of food in the Western Pennsylvania region, equating to 18 million meals and mitigating 11 million pounds of CO2 emissions in the process. Locally, the organization works with 800 food retailers and 600 nonprofit partners.



**12,000+**  
Volunteer  
drivers

**20 Million**  
Pounds of food  
redirected

**88,765**  
Rescues

as of July, 2021

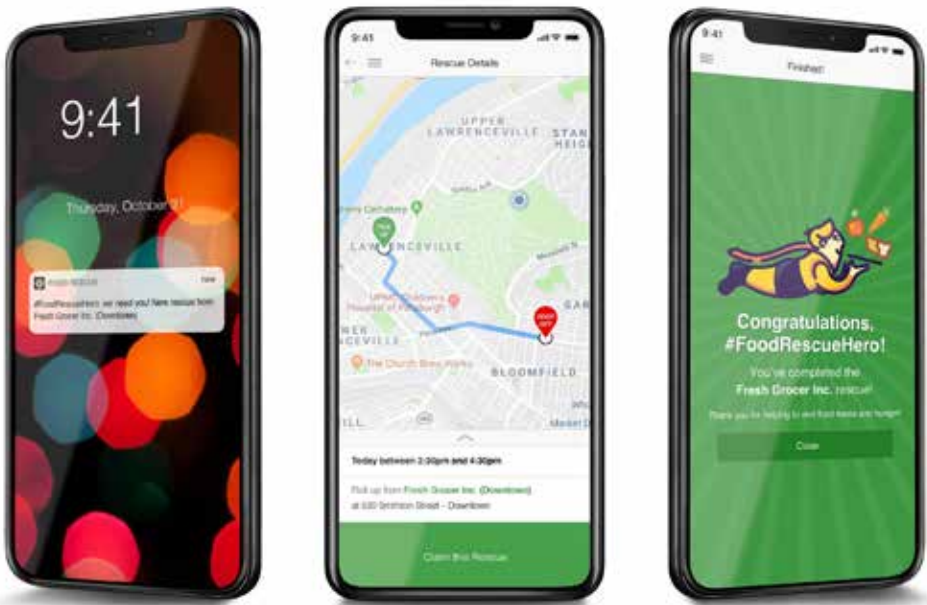


**Good food belongs  
to people,  
not landfills.**

# About the Food Rescue Hero Technology Platform

The Food Rescue Hero technology platform helps food recovery and hunger relief organizations launch and scale food recovery. Focusing on the logistical challenges of retail food recovery, Food Rescue Hero addresses the related challenges of food waste, hunger and climate change through technology-coordinated, community-powered networks.

The platform matches excess food from retailers, institutions and events to households and nonprofits that serve people experiencing food insecurity. Through the app, volunteer drivers are alerted when surplus food is available to be picked up near them.



Since its launch in 2016, the app has facilitated the redirection of more than 55 million pounds of perfectly good food from landfills to the people who need it. Through partner food rescue organizations, the Food Rescue Hero platform now measurably impacts food insecurity in 12 North American cities, with 23,000+ volunteers receiving push notifications of available rescues. The 12-city network recovers surplus food from over 5,300+ food retailers, to 3,000+ nonprofits and serves over 1 million people.



**12**  
Cities in the U.S.  
and Canada

**23,000+**  
Volunteer  
drivers

**55 Million**  
Pounds of food  
redirected

**200,000+**  
Rescues

as of July, 2021

**In support of the  
UN's Sustainable  
Development Goals  
2, 12 and 13, its goal is  
to scale food recovery in  
100 cities by 2030.**

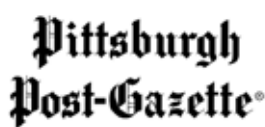
**#2**  
Zero  
Hunger  
🍴

**#12**  
Responsible  
Consumption  
and Production  
♻️

**#13**  
Climate  
Action  
🌍



412 Food Rescue and Food Rescue Hero Have Been Featured In:



412 Food Rescue and Food Rescue Hero Have Won Over 20 Global Awards

Including:

- Fast Company World Changing Ideas Award
- Vital Voices Global Leadership Award
- CES Innovation Honoree
- Carnegie Science Information Technology Award
- WE Empower UN SDG Award
- Pittsburgh Technology Council Startup of the Year
- Pittsburgh City Paper Pittsburghers of the Year

FAST COMPANY







## A Letter From Our CEO

***It was Saturday,  
March 6, 2020. I was  
at the Kennedy Center  
in Washington D.C.  
and there was a  
palpable buzz.***

We were at a preview of an exhibit of Gayle Kabaker's illustrations of "100 Women Using Their Power To Empower" - to mark the launch of the eponymous book edited by Vital Voices founder Alyse Nelson. Our work was being honored alongside the work of global leaders such as Melinda French Gates, Greta Thunberg, Hillary Rodham Clinton, Tarana Burke, Malala Yousafzai and many more. The exhibit was to open to the public at the Global Leadership Awards set for the following week and Food Rescue Hero was about to receive one of three honors.

But there was an undercurrent as well.

Everyone was closely following the news of the Coronavirus. It was escalating quickly. By Sunday, it was determined that the Global Leadership Awards would be postponed indefinitely.

An unexpectedly shortened trip, I headed back home on Monday, March 9th and returned to a workplace in quiet chaos.

**There was concern on two levels. Personal safety and the hyper-awareness that we were about to be called upon to respond to what we all knew would be an unprecedented crisis.**

I remember our collective adrenaline slowly kicking in. We were galvanized by cascading heartbreak as news unfolded.

**By Friday the 13th we were on lockdown.**

Restaurants closed. Universities closed. Work-places like Google and Duolingo that donated their surplus food from their employee service closed. Events were canceled.

We received the highest volume of calls for donating food as none of these establishments wanted to waste the food that they could not now use.

But everyone was also ordered to stay home. And many of our nonprofit partners that distribute the food we recovered closed.

**How to drive the food?  
Where to bring the food?  
We all asked each other.**

Foremost on my mind was the question, how are we going to respond to this without our team being in the same room? A white board, post-its and phones, data visualizations flashed on screens, brainstorming, decisions. More importantly, one of the things I valued about our team is that often, I see us move as one organism - cohesive with very clear instincts about each other's strengths. Along with our shared passion for our mission, this is what made our team...magic.

But like everyone else, we were forced to work remotely. Our essential field team continued on, facing - at that time - risks that were not very clearly understood. To this day, I am enormously grateful to these individuals.

**As unemployment rose, so did food insecurity. By the end of the year, hunger rose from 35 million people to 50 million in the U.S. alone.**



**What made this crisis even more devastating was the requirement for isolation. The most vulnerable had no way to access food support and we realized, as the only model that could deliver to people's doors, we would be the only source of food for many.**



*We could not have ever foreseen this crisis, but there is no other crisis where our work would make an equally unprecedented and momentous impact.*

## Never has a push notification on our phones carried so much weight.

We quickly established no-contact protocols and embedded safety requirements on our app. Our Big Green trucks worked overtime.

### Our team pivoted our work many times over, launching programs almost as quickly as we saw the need.

As schools closed, we launched a bus stop food distribution program. As restaurants lost business, we launched Community Takeout - buying food from restaurants to distribute to our partners. As the USDA released millions of boxes of food from farms, we organized drive-up and walk-up distributions across 6 counties.



We watched in utter disbelief as we saw a ground-swell grow on our computer screens.

**Like an unbelievably fast-moving ticker, we saw our app getting downloaded at the highest rate we've ever seen.**

Across multiple cities using Food Rescue Hero, almost 5,000 people downloaded our app - a wave of people who knew they would be needed and stepped up, ready to be called upon.



We scrambled to create programming to directly address the biggest logistical obstacle to food access: lack of mobility.

We created Home Delivery, a program that allows our fleet of volunteers to deliver food directly to the homes of the homebound (after completing background checks). It has become a beacon of hope. With the ability to set recurring deliveries, our app surpassed the capabilities of many commercial food delivery services.

**The over 23,000+ strong Food Rescue Hero network in 12 cities can now reach the most isolated. Our ethos is to make food access as convenient to those in need as it is for those of us who order our groceries. Convenience is a right. This is what we are made for. This is what the collective power of people is made for.**

**YOU showed up**

This testament to everyone's desire to help is what keeps our team going, and inspires us, day by day.

Personally, I am extremely honored to work with the team at 412 Food Rescue and Food Rescue Hero. For over six years, I have seen this team work so hard, their tenacity unbowed by the tragedy that this past year bore. Their work guided by their hearts and their unbounded creativity and courage allowing us to innovate and push boundaries. I am incredibly proud to see them do what sometimes seems impossible.

**On behalf of our team, thank you for all of your support.**

**Leah Lizarondo**

Co-Founder and CEO, 412 Food Rescue  
Founder and CEO, Food Rescue Hero





# Innovation & Impact:

## A Commitment To Human-Centered Design

## And People-Powered Technology

# FAST COMPANY

04-28-20

## This DoorDash for surplus food aims to cut waste and help solve hunger

Food Rescue Hero—a winner of Fast Company's 2020 World Changing Ideas Awards—is connecting Pittsburgh's hungry to healthy produce. The goal is to move into 100 cities by 2030. And now it's offering rides to people as well as food.



[Image: Food Rescue Hero]

BY TALIB VISRAM 3 MINUTE READ

Since 2015, **412 Food Rescue** has been redirecting excess food to hungry people. Its work has been powered by volunteers, who deliver food from restaurants and grocery stores to various charities and NGOs that serve people facing food insecurity, operating on the principle that everyone has a right to healthy food.

But coordinating between restaurants with surplus food and organizations that need it can be logistically complicated, so the organization turned to technology, building **Food Rescue Hero**, the winner of the apps category in **Fast Company's 2020 World Changing Ideas Awards**. It's the app that facilitates the process of connecting food to the people who need it. It's become like an Uber or DoorDash for surplus food, but with the driving and deliveries purely powered by volunteers.

Ten thousand volunteers have now downloaded the app, including 8,000 who've completed registration, and about a third have done a delivery (or do them on a regular basis). They may take excess food from grocery stores, restaurants, or universities that have finished

their lunch services. They may pick up surplus food from a Pittsburgh Pirates game, or from the cafeterias at the Google, Facebook, and Duolingo offices. About 80% of the trips are from regular pick-ups, so a volunteer may run the same route on a daily or weekly basis.

For spontaneous pick-ups and drop-offs, a push notification alerts a volunteer who may be nearby, and who may have the time, to run food from one of these spots to a charity or NGO, ranging from large pantries to smaller shelters for the homeless or for abused women. "A truck could never go there," says Leah Lizarondo, cofounder and CEO of 412 Food Rescue, explaining why this model is nimble, cheaper, more efficient, and more able to serve all the pockets of the community, than trucks. The app can send a single car to a shelter that houses just five or so people; or it can send multiple cars to a big pantry. The app can even ensure volunteers are pinged to cover a missed delivery by a regular driver, due to an appointment or vacation.

And now the organization is using its own excess capacity to provide even more services. Because the volunteers are driving between sites with an empty car, the food organization is now offering free rides to people in transit deserts to get to medical appointments, job interviews, or even to vote.



[Photo: Food Rescue Hero]

Staff at **Metro21 Smart Cities Institute**, part of Pittsburgh's Carnegie Mellon University, helps the organization optimize the app for equity, making sure every food-insecure community is being served at an equal rate. And, in the long term, it's assisting to gather data so that they can eventually deploy AI to the system for full automation.

The app is now live in six other cities: Vancouver, Cleveland, Philadelphia, Manassas, San Francisco, and Los Angeles, where it's tied to similar homegrown food recovery nonprofits. "We work with these organizations and give them the platform to scale," Lizarondo says. The long-term aim is to expand it to 100 cities worldwide by 2030, to align with the UN's Sustainable Development Goals—specifically the goals to reduce food waste by 50% and to end world hunger. (Food waste is the third-biggest **contributor to climate change**.)

Ultimately, the app is a medium to get to the goal of solving hunger. The food is already available, Lizarondo says; she notes that there's enough surplus to feed everyone who is hungry, 3 or 4 times over. But the challenge is often securing the transportation to get it to the right people. "It's that last mile problem that's always the stickiest problem," she says. "It's hard to solve."

# Pittsburgh Post-Gazette



## Other Voices: Convenient access to food must be a right, not a luxury



As we move through the long-awaited rollout of COVID-19 vaccines, it feels like there's finally a light at the end of the tunnel. But the hunger crisis accelerated and exacerbated by the pandemic — undoing years of progress — will linger long after vaccinations create protection for many.

When I began working in food rescue more than five years ago, 1 in 8 people in the U.S. were regularly going hungry. In this pandemic, that number is now 1 in 5, and some projections show it will be 1 in 3. The worst is yet to come.

I can't help thinking of the images I've seen of long lines of cars waiting for hours outside food pantries, while I only have to go to my front door to grab groceries I've just had delivered.

The dichotomy is clear.

The lines represent a national crisis — they also represent only a fraction of the families in need. Many people wonder how they're even going to get to a food distribution point while people like me can order groceries without a second thought.

We're already starting to see change, with the Supplemental Nutrition Assistance Program's Online Purchasing Pilot expanding to include large grocery chains in many states (although delivery fees are still not covered) and a new way to apply for food assistance by phone. But it shouldn't take a disaster for us to bake convenience into systems designed to help people when they're down.

We expect people in need to get to mass food distributions, some of which won't accept walk-ups and many of which limit the number of families each car can take food for. Kids who cannot be in school right now are expected to pick up their free lunch program meals from their school buildings without school buses, which is how they were able to get to school in the first place.

I believe the convenience gap represents a failure of both imagination and leadership. The well-to-do enjoy a heap of technological advancements that smooth over every inconvenience, while a growing number of their fellow Americans struggle to make use of aid strategies that haven't been meaningfully updated in decades.

Being poor is expensive and exhausting, and offering support that is expensive and exhausting to access will only leave people stranded.

We have to stop making households in need work so hard to receive help. An "if you build it, they will come" mindset is not what will ensure access.

We need to approach social service delivery with the same fervor for innovation as the companies that target people like me with their products.

For the social safety net to actually catch people, it has to be convenient. We cannot treat convenience as a privilege when it is actually a matter of survival.

*Leah Lizarondo is the co-founder and CEO of 412 Food Rescue and the founder and CEO of Food Rescue Hero, an app that coordinates 21,000 food rescue volunteers across 12 cities.*





412 Food Rescue | By The Numbers\*

	2019	2020 (Excluding USDA Farmers to Families Program)	2020 USDA Farmers to Families Program	Total 2020	All Time 2015-2020
Pounds of food recovered	3,081,079	3,743,508	4,524,585	8,268,093	16,326,325
Equivalent meals	2,800,981	3,403,189	4,113,259	7,516,448	14,842,114
Retail value	\$7,702,698	\$9,358,770	\$11,311,463	\$20,670,232	\$40,815,813
Food donors	599			791	1,529
Nonprofit distribution partners	531			581	1,174
Food Rescue Hero Network (Volunteers fully registered on the App)	3,400			4,776	12,994
Number of food rescues	23,421			34,855	88,765

\*Pittsburgh only. North America data on Page 30

Food Surplus:  
A Sustainability  
Challenge

"In the U.S. today, 35% of all food goes unsold or uneaten. That's \$408 billion worth of food – roughly 2% of U.S. GDP – with a greenhouse gas footprint equivalent to 4% of total U.S. GHG emissions. This is equivalent to emissions from about 58.6M cars annually."

- ReFed



**52%** of food that goes to waste is produce  
**15%** of national food donations are fresh food

412 Food Rescue is closing the healthy food gap



87% of what 412 Food Rescue distributes is fresh food



55% is produce





# Hunger:

## A Distribution Challenge

*An opportunity for human-centered design and technology to impact one of our biggest problems*

“For those who are food insecure, many barriers to food access exist - including transportation and time.”

This quote from *Health Equity*, published in 2017 has guided the evolution of our work in the last few years.

“We mobilize volunteer drivers - what has grown to be the largest on-demand volunteer food delivery fleet.”

**We started out with the question:**  
“How do we redirect surplus food at retail effectively?”  
*Hint: traditional hub-and-spoke and trucking models do not work.*

What we have realized in the process of exploring this question is that hunger intervention has not changed in any meaningful way in the last 50 years. And because of that, many in need fall through the cracks. Conventional interventions have failed to consider that our lives have changed radically. And to create impact, we need to change the way we respond just as radically.

The answer is not new. There are many technology-driven point-to-point distribution models - DoorDash, UberEats, GrubHub - and we use the same underpinning design. However, to make it possible to cost-effectively SCALE surplus food redirected toward food insecurity, Food Rescue Hero sets itself apart by mobilizing volunteer drivers. In fact, our team of volunteers has grown to be the largest on-demand volunteer food delivery fleet in the world.

**Food Rescue Heroes consistently perform at a 99% service level - higher than some commercial food delivery services.**

What we discovered as we distributed food using this model is what should have been an obvious fact IF we look at how our lives have evolved to depend on these commercial services:

**Convenience is a necessary feature of ANY social service intervention for it to actually REACH people in need.**



412 Food Rescue has created a new food distribution network that goes beyond traditional food pantries.



And in 2020, we have launched Home Delivery.

We are bridging the elusive last mile.

Our distribution model has moved food access closer to where people are - where they live, where they already go everyday.

In 2018, we conducted the first GIS study that overlaid the number of people reached with these new food distribution points. We defined “reach” as 15-minute walk-sheds from food support (this tolerance is now further underscored by urban planning’s emerging focus on the “15 minute city”).

In the first study in 2018, we showed that this network enabled over 90,000 people in poverty to be within walking distance of food support - over 13,000 MORE than the traditional food pantry network.

In 2020, that number has grown to 182,886, which is 39,318 MORE than the traditional food pantry network.

Home Delivery will increase this reach even more.

In the 2020 PILOT year alone, we reached over 3,000 homes.

These tables show the dramatic increase in reach and food access for individuals in poverty, in food deserts and in transit deserts.

Population Reached by 412 Food Rescue	2018	2020	Percent Change
Total	479,770	562,569	17%
In poverty	90,004	182,866	103%
In a food desert	46,403	148,673	220%
In a food desert & poverty	12,020	46,295	285%
In a transit desert	277,726	314,351	13%
In a transit desert & poverty	48,922	88,797	82%
In a food and transit desert	17,739	75,761	327%
in a food and transit desert, in poverty	4,256	19,793	365%

Population Reached by 412 Food Rescue, NOT Reached by Existing Networks	2018	2020	Percent 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 & poverty	6,951	13,745	98%
In a transit desert	11,566	122,210	957%
In a transit desert & poverty	2,632	19,357	635%
In a food and transit desert	4,974	30,110	505%
in a food and transit desert, in poverty	1,103	4,693	325%



Does Food Rescue Impact Food Insecurity?

We replicated the effectiveness measure that Dr. Catherine Greeno of the University of Pittsburgh initiated in 2017. We deployed the USDA Food Insecurity survey to households that receive food from 412 Food Rescue. Results from 2017 and 2019 were consistent:



Our work has evolved beyond food waste and food surplus. At the core of our work is a sea change in the logistics of hunger intervention. And it is here to stay.

Our food recovery AND food redistribution model exemplify network effects. And as a result, create disruptive impact.





## 2020: An Unprecedented Crisis. An Unprecedented Response.

At the onset of the COVID-19 crisis in March, 412 Food Rescue took immediate action to ensure that our work of providing food access was uninterrupted and that even more food was reaching our neighbors as food insecurity escalated throughout our community.

## Bus Stop Food Distribution

In the spring, as schools shut down and kids who depend on school meals were unable to get to the schools to access food support, we began distributing food at bus stops and other nonprofit sites.

 **15,870 meals**

**17 Bus Stops**

**City of Pittsburgh**  
partnering with A+ Schools, Latino Community Center and Community Kitchen Pittsburgh, United Way of Southwestern PA, City of Pittsburgh, and Eat 'n Park

 **10,754 meals**

**4 Bus Stops**

**Sto-Rox School District**  
partnering with Sto-Rox School District

 **1,650 meals**

**3 Bus Stops**

**McKeesport School District**  
partnering with McKeesport School District

 **875 meals**

**6 Bus Stops**

**Clarion School District**  
partnering with Economic Development South and American Healthcare Group





  
**12,634**

Number of households that were served in drive-up and walk-up distributions.

  
**36**

Number of Farmers to Families drive/walk-up distribution events that were hosted May to October in 6 counties.

  
**4.5 M**

Total pounds of fresh produce, dairy, and groceries that were distributed for the Farmers to Families Program.

# USDA Farmers to Families Program

To respond to heightened need, we began to distribute food that USDA provided through our partners. We did this through our distribution network of nonprofit partners, by creating our own distribution hubs and for the first time, through drive-up and walk-up distributions. Many saw the lines of cars in the news — these lines were a visual reminder of how many households were - and continue to be - in need of support.



## Food donors that we worked with for CFAP include:

- Paragon
- Monteverde's
- Schneider's
- Turner's
- SYSCO
- Farm to Table
- Seashore Fruit and Produce Co.
- Tasty Brands
- Delune Corp.
- Chelan Fresh
- Starr Ranch
- T.M. Kovacevich

## Farmers to Families Program Distribution in 2020

Allegheny County		
6,755 rescues completed		
3,209,929 lbs of food distributed		
County	Numer of Rescues	Weight of Distributed Food in Pounds
Allegheny	6,755	3,209,929
Beaver	352	429,128
Butler	95	208,783
Fayette	107	169,855
Washington	66	114,934
Westmoreland	254	391,956
Grand Total	7,629	4,524,585

## Farmers to Families Program Partners

Distribution hubs made it possible to efficiently manage volunteers who stepped up to deliver food boxes. We are grateful for the partner organizations that allowed us to establish these ad hoc hubs that enabled our volunteers to distribute to all the counties we serve.







### Community Takeout

Nationwide, the food and beverage industry accounts for **1 in every 4 jobs** lost due to the pandemic. Over 5 million service industry workers lost their jobs in April of 2020 alone.



A scale-up of the Double Play program funded by Dr. Mark Baratz to support restaurants and our community one meal at a time, Community Take-out mobilized restaurants to prepare meals that we then distributed to our neighbors experiencing food insecurity.

Phase 1 of this program was introduced in the spring to help 8 restaurants weather the red phase of the lock down.

In December 2020, in collaboration with the Pittsburgh Downtown Partnership, the City of Pittsburgh and the RK Mellon Foundation, a second phase of the program was launched to support over 15 restaurants and provide food for our neighbors through May 2021.



With funding from Allegheny County, 412 Food Rescue expanded to Phase 3 to support restaurants throughout the county in 2021.



**Meals**  
**Over 200,000 meals through 2020-2021**



**Partners**  
**Over 60 restaurants in the City of Pittsburgh and throughout Allegheny County 2020-2021**



**Economic Impact**  
**\$1.5M paid to restaurants to produce meals**



**Funds Donated**  
**\$30,000 donated to the Greater Pittsburgh Restaurant Worker's Mutual Aid (PRWA)**



The Community Takeout Program will source almost **200,000 meals** and support **over 60 restaurants**.





# Home Delivery

To respond to the most vulnerable and isolated.

Our technology responded to the isolation of those who are most vulnerable – the elderly and immunocompromised. Food access was also difficult for those who have no access to safe transportation. We enabled Home Delivery and our Food Rescue Heroes stepped up.



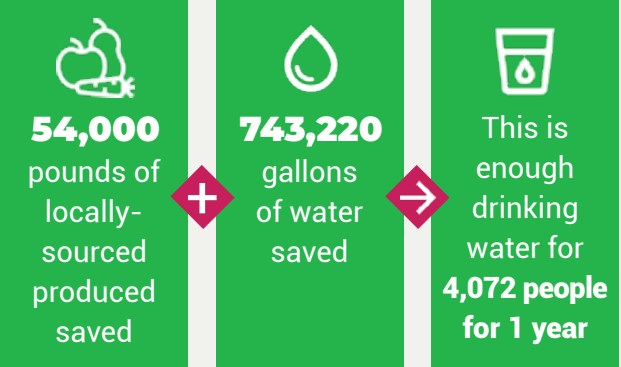
# Ugly CSA

**300**  
subscribers in 2020  
20% increase over last year



# 2020 Season Recap:

Impact on food waste and drinking water



# Good Food Project



We also introduced multi-compartment packaging to ensure safe meal distribution as a result of COVID-19.







## Food Rescue Hero: The Road to 100 Cities by 2030

## The world's largest volunteer food transport network

**Food Rescue Hero brings communities together to rescue surplus food and end hunger.**

Our real-world solution combines technology, last-mile logistics and community engagement to create a new food recovery and redistribution network that effectively delivers fresh and highly perishable food directly to those who need it most.

First launched in Pittsburgh in 2016 by 412 Food Rescue, the Food Rescue Hero network has recently grown to include San Francisco Food Runners, Philly Food Rescue, Cleveland Hunger Network Food Rescue, Prince William County Food Rescue in Northern Virginia, Food Finders Los Angeles, Vancouver Food Runners, Cincinnati's Last Mile Food Rescue, Haven's Harvest in New Haven, and Table to Table in Hasbrouck Heights, NJ.

**What we believe:** While every meal saved and given to someone in need is important, to truly alleviate hunger in a systematic and sustainable way, communities must play an active role in food recovery.

**Mobilized by Technology** – Our app can mobilize thousands of volunteers at the touch of a screen.

**Moving People to Move Food** – Our community engagement and partnership model enables food distribution to food pantries and nontraditional food access points including housing sites, senior centers, family centers and more – expanding food access directly to those who need it most.

**Food Retailers** – We work closely with food retailers to remove friction from daily surplus food donations making it easy to donate food instead of sending it to the landfill.

**Measurable Impact** - At scale, this recovery + redistribution model measurably impacts hunger. In Pittsburgh, 90% of people served report improvements in food security.


**A movement for change. Nationally. Globally.**


Does a volunteer transportation network deliver? YES. Across our network, we have a 99% service level, missing only 1% of all available rescues, higher than some commercial food delivery services.








Our Partners


- 


**412 Food Rescue**  
Pittsburgh, PA
- 


**Food Finders**  
Los Angeles, CA
- 


**Food Runners**  
San Francisco, CA
- 


**Haven's Harvest**  
New Haven, CT
- 


**Hunger Network**  
Cleveland, OH
- 

**Last Mile Food Rescue**  
Cincinnati, OH
- 

**Philly Food Rescue**  
Philadelphia, OH
- 

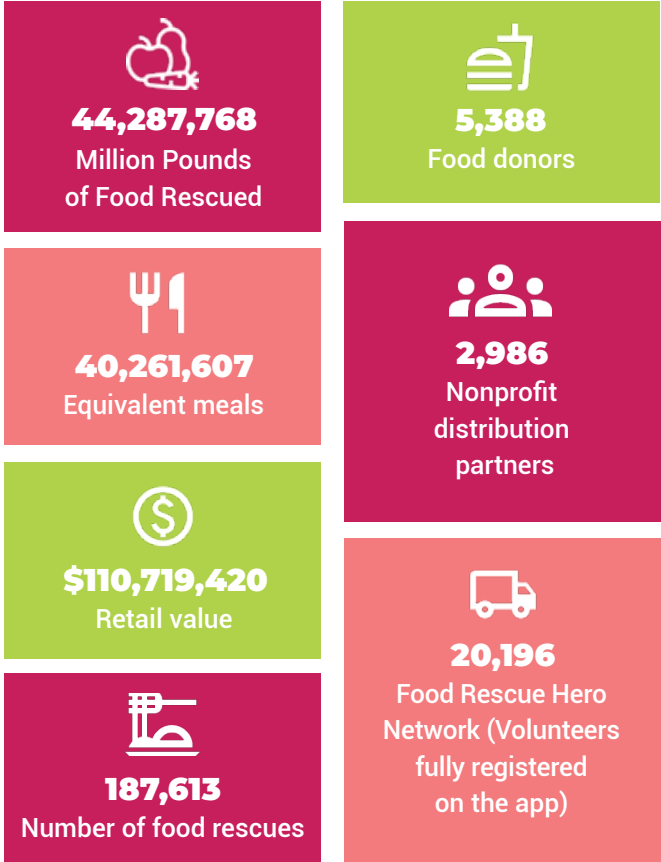
**Prince William Food Rescue**  
Prince William, VA
- 

**Northern Virginia Food Rescue**
- 

**Table to Table**  
Hasbrouck Heights, NJ
- 

**Vancouver Food Runners**  
Vancouver, BC

The Food Rescue Hero Network by the Numbers (2015-2020)



The Food Rescue Hero app is now in 12 cities in the United States and Canada. In the past year, we welcomed 4 new cities to the growing community.



Projected 10-Year Impact (2021-2030)



Food Rescue Hero VISION 2030



**100 Cities by 2030**

Through a Vital Voices grant, we worked with Deloitte to model the projected impact of supporting 100 cities by 2030. We look forward to the day when over 375,000 food rescue heroes redirect over 2 BILLION MEALS to feed people, not landfills.



# Gratitude: Our Funders, Partners, Food Rescue Heroes

## Top Food Donors 2019

Giant Eagle  
Brueggers  
Trader Joes  
Consumer Produce  
Gordon Foods Service  
Whole Foods  
GetGo  
Panera  
Sunfresh Foods  
Wholey's Fish Market  
Riverbend Foods  
Sysco  
Paragon  
Carnegie Mellon University  
Heinz History Center  
Gluuteny  
412 Food Rescue  
Common Plea Catering  
Gourmandine  
La Prima Espresso

## Top Nonprofit Distribution Partners 2019

HACP  
ACHA  
Salvation Army  
Meals on Wheels  
AIU  
CHP Family Care Connection  
WCHA  
Bethlehem Haven  
YMCA  
Presbyterian Senior Care  
St. James Baptist Church Food Pantry  
Abel I W Place  
Braddock Free Store  
Homewood Concerned Citizens Council  
Free Gospel Bible Institute  
Butler County Housing Authority  
Mercy Community Health  
AHG  
Goodwill Plaza  
Center For Hope

## Top Individual Donors 2019

Andrew & Maria McCutchen  
Matthew Buchholz  
Julie Heinnickel  
Jaya & Vana Matte  
Ayesha Scott  
Jim & Diane Langton  
Mark Flaherty  
Susan Marcan & Thomas Ball  
David Staley  
Deborah & Bryan Garlock  
Sarah Narburgh  
Patrick & Ann Slowey  
Mark Baratz  
Joel Pokorney  
Dee Seiffer  
Michelle Heck  
Nancy Bernstein  
David Sufrin  
Nancy Rekhelman  
Beth Slagle

## Top Foundation Donors 2019

Anonymous  
The Heinz Endowments  
Anonymous  
Eden Hall Foundation  
BNY Mellon  
Fred & Shirley Jordan Foundation  
General Mills Foundation  
American Heart Association  
Claneil Foundation  
Jack Buncher Foundation  
Mylan Charitable Foundation  
Posner Foundation of Pittsburgh  
Shear Family Foundation, Inc.  
The Benter Foundation  
Opportunity Foundation  
Share Our Strength  
Donald & Donna Mosites Family Foundation  
Dylan Todd Simonds Foundation  
Community Foundation of Westmoreland County  
EQT Foundation

## Top Corporate Donors 2019

Carnegie Mellon University Greek Sing  
Sysco  
Bank of America  
Subversive Cocktails  
Citizens Charitable Foundation  
Duquesne Light Company  
BNY Mellon Community Partnership  
Occupational Therapy Program  
Partnership Funds  
Covestro  
Flaherty & O'Hara  
Gateway Health Plan  
Osterhout Berger Disability Law  
Peoples Natural Gas  
Steel City Fins  
E.R. Munro & Company  
Intalere  
Pennsylvania Association  
for Sustainable Agriculture  
Eat 'n Park  
PNC Bank  
Old Joe Club Charities

## Top Food Rescue Heroes

Community Options  
Vincent Petti  
John Carson  
Jan Williams  
Free Gospel Church Peretic  
CARES Hopewell  
Gregg Brunner  
Donor Staff  
Bill Campbell  
Steven Halle  
Joseph Henning  
Joann Aurand  
Kimberly Ressler  
Maddie Pawlina  
Bob Forloines  
Mike and Carol Yoffee  
Nicole Clark  
Kristen Tsapis  
Rebecca Quemado  
Lori Kantor  
Debbie Boardley  
Sara Dougherty  
Zack Bohinski  
Apryl Kadish  
Lori Feth  
Colleen Woods  
Dyann and Tom Panepinto  
Deborah Campbell  
Dianne Stuckman  
Dan Hupp  
Karen Mcelhinny  
Robert Pasarilla  
Dan Thompson  
Marybeth Salama  
RR Vendors Inc  
Christopher Bandy  
Charlotte Zalewski  
Doobie Szalinski  
Alex Helberg  
Barry Merenstein  
Annmarie Rhoads  
Althea Bradley  
Jeff Cieslak  
DominicMuscante  
Rose Ann Madden  
Clayton Schuman  
Nicole Moravec

## Top Food Donors 2020

Giant Eagle  
Convention Center  
Energy Innovation Center  
Brueggers  
412 Food Rescue  
GetGo  
Trader Joes  
World Vision  
Gordon Foods Service  
Islamic Center of Pittsburgh  
Whole Foods  
Paragon  
Latino Community Center  
The Warren  
Arnold's Tea  
Pittsburgh Restaurant Workers Aid  
Salvation Army: EDS  
Shop 'n Save  
Wholey's Fish Market  
East End Cooperative Ministries

## Top Nonprofit Distribution Partners 2020

Private Residence  
HACP  
Meals on Wheels  
Salvation Army  
WCHA  
Presbyterian Senior Care  
ACHA  
AIU  
Bloomfield-Garfield Corporation  
CHP Family Care Connection  
National Church Residences  
Garfield Jubilee Association  
Abel I W Place  
New Hope Community Church  
St. James Baptist Church Food Pantry  
Judah Ministries  
Bridge City Church Food Pantry  
Hope Community Connections Center  
Free Gospel Bible Institute  
Washington County Christian Outreach

## Top Individual Donors 2020

Herbert Shear  
Anthony & Amy Pardo  
Christopher Jones  
Andrew & Maria McCutchen  
Joe & Louise Lohman  
TJ Watt  
Larry Crilley  
Amelica Gremelspacher & Meredith Levy  
Anonymous Donor  
Mary McDonough  
Michael Keaton  
Pat Bruener  
Ronald & Sue Joseph  
Ariana Nathani  
Carlson Lynch  
Hayes & Patricia Stover  
Mark & Mary McKinney Flaherty  
Maurice & Nancy Nernberg  
Patrick & Ann Slowey  
The Deily Nelson Fund

## Top Foundation Donors 2020

Anonymous  
Henry L. Hillman Foundation  
Drue & HJ Heinz II Charitable Trust  
The Clearwater Fund  
Bank of America Charitable Foundation  
The Heinz Endowments  
Richard King Mellon Foundation  
The Pittsburgh Foundation  
Anonymous  
ReFED Inc.  
Mosites Family Foundation  
Allegheny Foundation  
Amazon  
BNY Mellon  
Claneil  
Jack Buncher Foundation  
McSwigan Family Foundation Fund  
Morby Family Charitable Foundation  
Mylan Charitable Foundation  
The Buhl Foundation

## Top Corporate Donors 2020

Single Stop  
KraftHeinz  
Malady & Wooten Inc.  
UPMC Health Plan  
Carnegie Mellon University Greek Sing  
Vision Management Services  
AT&T  
Gateway Health LLC  
Pollock Begg  
Intalere  
Thermo King of Pittsburgh  
Pittsburgh Eagle LLC  
University of Pittsburgh  
ProspHire LLC  
Noslate Productions, Inc.  
Pittsburgh Steelers  
Covestro LLC  
Fifth Generation, Inc.  
Gateway Strategies  
Peoples Gas



# Our Team: Our Board, Our Advisory Board, Our Staff

## Our Board

### Executive Committee

Beth Slagle, Chair -

Attorney at Meyer, Unkovic & Scott, LLP

James Langton, Vice Chair -

Director, Bank of America

John Jordan, Treasurer

Tony Macklin, Secretary -

Principal, Tony Macklin Consulting

### Members

Christopher Arnold,

Chief Operating Officer, Fred Rogers Productions

Gisele Fetterman, Board Member Emeritus

and Co-Founder, 412 Food Rescue

Mary Beth Green, Chief Innovation Officer, Sheetz

Ralph Gross, Chief Scientist, Disruptive Robotics

Rebecca Harris, President, RUH Consulting LLC

Leah Lizarondo, CEO and Co-Founder, 412 Food

Rescue/ Founder, Food Rescue Hero

Mercy Senchur, Chief Operating Officer,

Eat n' Park Hospitality Group

Anna Siefken, Executive Director, The Wilton E. Scott

Institute of Energy, Carnegie Mellon University

## Our Advisory Board

Jamilka Borges, Wild Child

Julien Delange, Code Inspector

Andrew Fields, Mercury Strategies

Andrew Morby, Morby Family Foundation

Sriram Palghat, Argo AI

David Shapira, Giant Eagle, Inc.

Herb Shear, Shear Family Foundation

## Our Staff

Greg Austin, Good Food Project Manager

Jared Belsky, Food Recovery Operations Associate

Tim Brown, Field Recovery & Field Operations Associate

Alexis Cromer, Food Recovery Operations Associate

Mel Cronin, Program Manager,

Regional Expansion and Home Delivery

Victoria Della Rocca, National Partnerships Lead

Danielle DeWitt, Donor Relations & Development Manager

Alonso Diaz, Food Recovery Coordinator

Vince Eberle, Software Developer

Danielle Engelhaupt, Deployment and Quality Assurance

Jennifer England, Senior Director of Partner Success

Juan Fernandez, Full Stack Developer

Mary-Kay Fiore, Human Resource & Administration Manager

Marissa Fogel, Vice President of Food Recovery Operations

Clarence Grant, Food Recovery Operations Associate

Darren Hartman, Business Development Lead

Jack Jordan, Chief Financial Officer

Ameesh Kapoor, Head of Engineering

Megan Laychak, Field Recovery & Field Operations Associate

Anthony Levin-Decanini, Head of Product

Connie Lewski, Payroll and Benefits Coordinator

Leah Lizarondo, Co-founder and CEO

Kathy Mahoney, Bookkeeper

Jessi Marsh, Senior Director of Strategic Partnerships

Karen Plate, Social Media & Digital Marketing Coordinator

Kate Potter Flory, Bookkeeper & Benefits Administrator

David Primm, Head of Partnerships & Growth

David Rath, Good Food Project Assistant Manager

Gary Scales, Food Recovery Operations Associate

Leland Scales, Nonprofit Partner Manager, Allegheny County

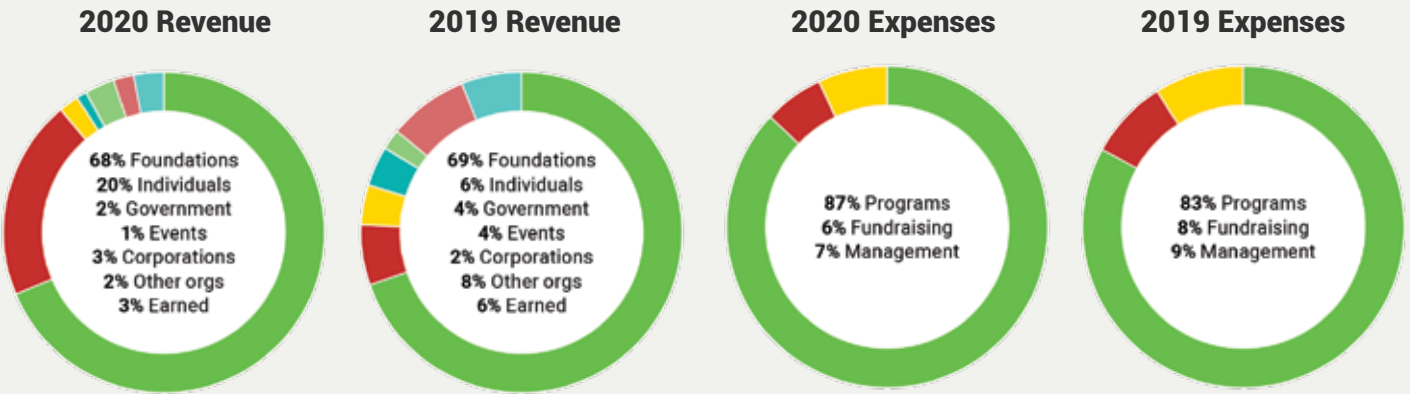
Dan Scullin, Deputy Director of Food Recovery Logistics

Sara Swaney, Vice President of Advancement & Engagement

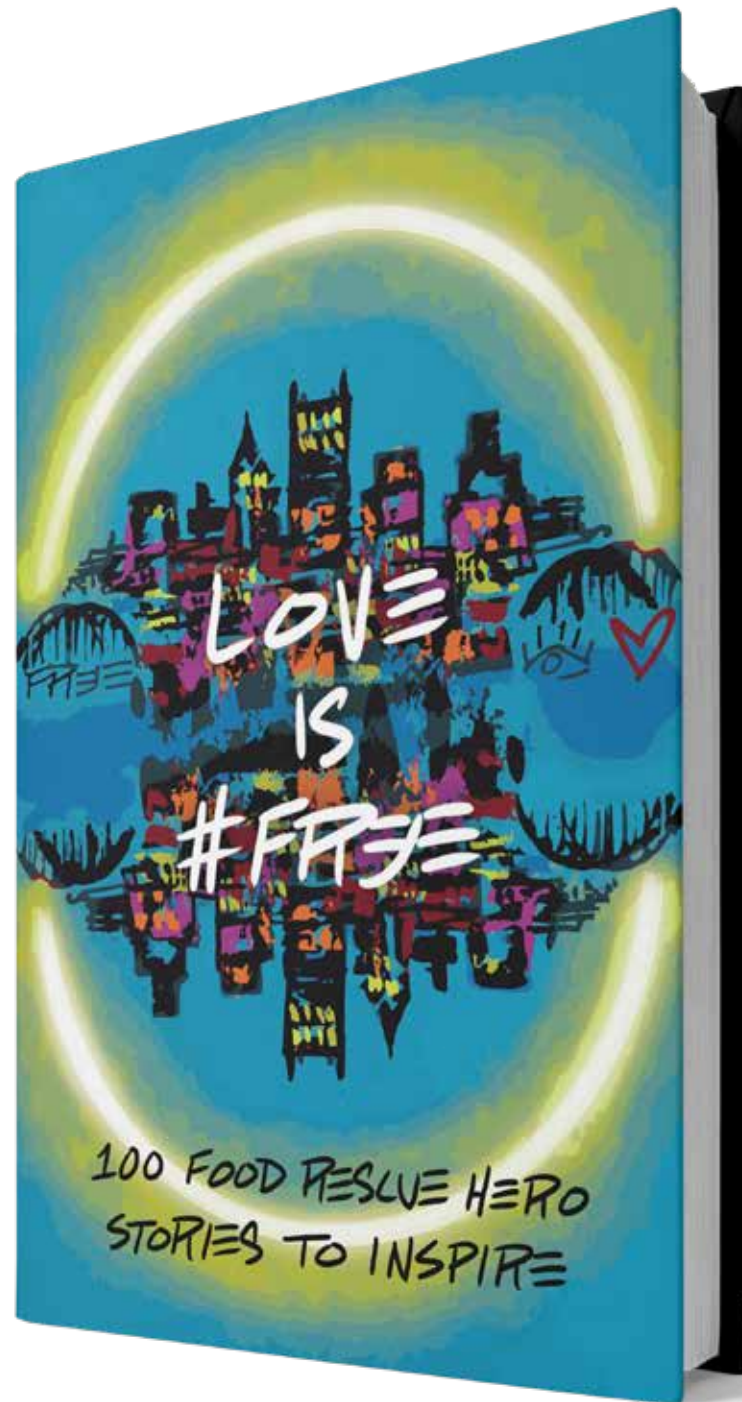
Jake Tepperman, Program Manager, Food Recovery



## Financial Highlights







## Love Is #Free: Our Love Song to Pittsburgh

In July 2021 we celebrate over 6 years of 412 Food Rescue with the release of *Love is #Free: 100 Food Rescue Hero Stories to Inspire*.

This is our love song to Pittsburgh, where this movement began. With art by Baron Batch, photography by Chancellor Humphrey and an Ode to Heroes by Veronica Corpuz, this book is a celebration of people stepping up for others.

## CONTRIBUTORS



### VERONICA CORPUZ

Veronica Corpuz is a Filipino American artist and poet of the Madwomen in the Attic workshop of Carlow University and a member of the #notwhite collective based in Pittsburgh, PA. She has performed and exhibited her work at the Poetry Project at St. Mark's Church in New York, Boulder Museum of Contemporary Art, Buen Vivir Gallery in Buffalo, The Frick Museum of Pittsburgh and as part of the Three Rivers Arts Festival. Her poetry has appeared in the *Voices from the Attic* anthology series and the anthology *Saints of Hysteria*. Her work explores themes of illness, loss and grief as well as her cultural identity, familial and historical trauma and the interplay of language and image.



### BARON BATCH

Baron Batch is a multidimensional artist, poet, painter, designer, community organizer, and positivity activist, known for his "FREE" art drops, a scavenger hunt way of sharing his paintings around the world, where a piece of art is left at a location with clues to the location allowing whoever finds it to take it for free. This is a tool to facilitate spontaneous adventure and human interaction.

He is the founder of Studio AM, an arts-centered creative agency focused on the growth / promotion of healthy culture through spontaneous community play, immersive experience, and positive community social programming. Through the work of Studio AM, he also serves as creative director / creative coach for various other organizations. This collaborative community ecosystem organizes mission-aligned projects that are developed and executed providing creative opportunities across a variety of industry sectors.

He currently resides in Pittsburgh PA.



### CHANCELOR HUMPHREY

Chancellor Humphrey, born and raised in Aliquippa, PA created Keep Pittsburgh Dope in an effort to make a stamp on the city of Pittsburgh, and showcase the unique people in it. In addition to Humphrey's street photography that initiated his Instagram popularity, Keep Pittsburgh Dope continues to grow; dabbling in product, creating campaigns for different brands and institutions (Square, Huffington Post, Ebony, Uber, Verizon, Dunkin', LifeWtr, and many more), and spreading knowledge through radio and artist talks. His hope is to use this platform to spread his personal verve and push the thriving culture that is currently developing in Pittsburgh.





# DEE SEIFFER

TRAVEL POINTS & MILES ENTHUSIAST  
FOOD RESCUE HERO  
SINCE 2016

"One of my hobbies is couponing and airline points and miles. It's just a thing of mine — always looking for a deal."

Every Christmas, I buy small appliances, wrap them, and then have them donated to public housing sites. I've been doing that for a few years with 412 Food Rescue. There are a lot of hopes to jump through, but I can get 50 appliances for roughly \$2 an appliance. A few years ago we thought it would be fun for me to bring them down to the office and have the 412 Food Rescue staff wrap them. That was quite a production!

Now I just wrap them at home and bring them down."

Dee Seiffer

Food Rescue Heroes

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# LORIEN BENET HART

VIOLINIST FOR MUSICIANS OF THE PITTSBURGH SYMPHONY ORCHESTRA  
FOOD RESCUE HERO  
SINCE 2016

"In 2016, the musicians of the Pittsburgh Symphony Orchestra were looking for a way to engage in the community and that's when we first discovered 412 Food Rescue. Our first group rescue was that October and it was just us and the truck. We talked to a lot of the people that were receiving food and we kept inviting them to concerts, and offering free tickets. We realized that for all sorts of reasons other than the cost of tickets, people didn't feel comfortable or weren't able to come to Heinz Hall. So we thought to ourselves, a lot of people can deliver food, but we have something else we can bring to the community that nobody else can — that's when the Body & Soul partnership was born."

Body and Soul is a way to simultaneously feed both the body and the soul by delivering both rescued food and high quality live music to communities in the Pittsburgh area, which we've been doing on a monthly basis ever since."

Lorien Benet Hart

Food Rescue Heroes

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# JEFF MILLINER

ACTIVE LIFE ENTHUSIAST  
FOOD RESCUE HERO  
SINCE 2016

"Like a lot of people, the first thing I do in the morning is look at my phone, because well, that's what we do, right?"

After getting involved with 412 Food Rescue, the Food Rescue Hero app became one of the first things I wanted to check in the morning. I can see what rescues are happening in my area and then plan my day around being able to do one during my lunch break, after hours, or over the weekend. So it just became a really great form of empowerment and an easy method for connecting with community members as a part of my daily life."

Jeff Milliner

Food Rescue Heroes

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# WINNIE EVANS

VOLUNTEER ENTHUSIAST  
FOOD RESCUE HERO  
SINCE 2016

"I've been with 412 Rescue for years now and it's been a joy. I have a team here and what we do is take the food from 412 Food Rescue, put it out for the community, and then let everyone know when the next distribution is."

When the 412 Food Rescue truck arrives, we fill up our community's recreation room with meats, vegetables, milk, and stuff like that. I think it's really had a big impact. It's enjoyable, just to help people get food — to have food to eat."

Winnie Evans

Food Rescue Heroes

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# REBECCA BADAJOS-QUEMADO

COMMUNITY ORGANIZER  
FOOD RESCUE HERO  
SINCE 2017

"There was once a huge rescue at the Convention Center. We didn't know what to expect and we really weren't prepared. There had been an event there with all sorts of restaurants and food suppliers. It turned out that there was tons of food that needed to be rescued, and since much of it required refrigeration, we were on the clock."

What was amazing was how cool and flexible all of the volunteers were. There were so much food, not enough volunteers, not enough storage, not enough places to go, but with the coordination of the 412 Food Rescue team and the volunteers' willingness to help, we were able to do it somehow."

Rebecca Badajos-Quemado

Food Rescue Heroes

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# STEVEN CHERIN

LAW FIRM FOUNDER  
FOOD RESCUE HERO  
SINCE 2016

"I've been doing a bagel rescue for about five years now. For two years, it was taking Bruegger's Bagels to Braddock, and then that health center either shut down or got less busy, so now I take the bagels to Mount Oliver, which doesn't quite roll off the tongue like Bruegger's Bagels to Braddock. Most days, I'm taking one or two big bags of bagels — like today, a bag and half. People are really appreciative when I roll up with the bags."

I always love seeing both the Big Green Truck and Little Green Truck around the city. My law firm helped fund the purchase of the trucks, so seeing our logo on such vital vehicles is really special to me."

Steven Cherin

Food Rescue Heroes

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foodrescuehero.org



@412FoodRescue  
412foodrescue.org