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
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.

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

- NPQ
- 90.5 WESA
- The Wall Street Journal
- WSJ
- NEXT Pittsburgh
- Pittsburgh Post-Gazette
- TRIB
- The Business Times
- National Geographic
- Bust
- Audubon

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
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 adrenalin 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.

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 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.

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

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.

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.

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

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

Staff Sgt. Vidal Fast, a 3rd Battalion, 12th Field Artillery Regiment, is seen with the app on his phone. He says the app is helping to reduce food waste and provide meals to those in need.

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 crises accelerated and exacerbated by the pandemic — enduring 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 free food baskets, while only a few have a chance to go to my food pantry to grab groceries I’ve just 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 ever 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 food distributions, some of which won’t accept walk-ins 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 all 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 step making households in need work as hard to weather help. An “if you build it, they will come” mindset is not what will cause 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 Liranzo 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*

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020 (Excluding USDA Farmers to Families Program)</th>
<th>2020 USDA Farmers to Families Program</th>
<th>Total 2020</th>
<th>All Time 2015-2020</th>
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<tr>
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<td>3,743,508</td>
<td>4,524,585</td>
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<td>recovered</td>
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<tr>
<td>Equivalent meals</td>
<td>2,800,981</td>
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<td>4,113,259</td>
<td>7,516,448</td>
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<td>$20,670,232</td>
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<td>Nonprofit</td>
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<td>581</td>
<td>1,174</td>
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<td>distribution partners</td>
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<tr>
<td>Food Rescue Hero</td>
<td>3,400</td>
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<td>4,776</td>
<td>12,994</td>
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<td>Network (Volunteers</td>
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<td>fully registered on</td>
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<td></td>
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<tr>
<td>rescues</td>
<td></td>
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**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

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*Pittsburgh only. North America data on Page 30

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**412 Food Rescue is closing the healthy food gap**

- **52%** of food that goes to waste is produce
- **15%** of national food donations are fresh food
- **87%** of what 412 Food Rescue distributes is fresh food
- **55%** is produce
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 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.

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

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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.

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”).

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:

- 412 Food Rescue has created a new food distribution network that goes beyond traditional food pantries.
- 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”).
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- Home Delivery will increase this reach even more.
- In the 2020 PILOT year alone, we reached over 3,000 homes.

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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.

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.

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.

### Bus Stop Food Distribution

- **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
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.

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

- Allegheny: 6,755
- Beaver: 352
- Butler: 95
- Fayette: 107
- Washington: 66
- Westmoreland: 254

**Grand Total:** 7,629

### Weight of Distributed Food in Pounds

- Allegheny: 3,209,929
- Beaver: 429,128
- Butler: 208,783
- Fayette: 169,855
- Washington: 114,934
- Westmoreland: 391,956

**Grand Total:** 4,524,585

### 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
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.

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.

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

2020 Season Recap: Impact on food waste and drinking water

- 54,000 pounds of locally-sourced produced saved
- 743,220 gallons of water saved
- This is enough drinking water for 4,072 people for 1 year

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.

- 2,381 Direct delivery to homes
- 9,076 Food boxes and meals
- 17 Nonprofit partners supported
- 17,344 meals produced
- 22 partners served

Good Food Project

We also introduced multi-compartment packaging to ensure safe meal distribution as a result of COVID-19.
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.
The Food Rescue Hero Network by the Numbers (2015-2020)

### Million Pounds of Food Rescued
- 44,287,768

### Food donors
- 5,388

### Equivalent meals
- 40,261,607

### Nonprofit distribution partners
- 2,986

### Retail value
- $110,719,420

### Number of food rescues
- 187,613

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)
- **2.5B+** Pounds of Food Distributed
- **20M+** Number of Rescues
- **2.1B+** Equivalent Meals
- **$626M+** Retail Value
- **375K+** Food Rescue Heroes
- **65K+** Donor Partners
- **64K+** Nonprofit Partners
- **1.3B+** Pounds of CO2e Emissions Mitigated

### Food Rescue Hero VISION 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

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<tr>
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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 Siekien, Executive Director, The Wilton E. Scott Institute of Energy, Carnegie Mellon University

Our Advisory Board

Jamila Borges, Wild Child
Julien Delange, Code Inspector
Andrew Fields, Mercury Strategies
Andrew Morby, Morby Family Foundation
Sriram Palghat, Argo AI
David Shapiro, 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 Cromet, 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 Lizarrondo, 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 Pimm, 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

2020 Revenue
- 64% Foundations
- 26% Individuals
- 3% Corporations
- 3% Other
- 2% Earned

2019 Revenue
- 69% Foundations
- 6% Individuals
- 4% Corporations
- 8% Other
- 6% Earned

2020 Expenses
- 87% Programs
- 6% Fundraising
- 7% Management

2019 Expenses
- 83% Programs
- 8% Fundraising
- 9% Management
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 Chancelor Humphrey and an Ode to Heroes by Veronica Corpuz, this book is a celebration of people stepping up for others.
Rescuing food helps save the planet.