

Second Helpings Atlanta

“Driving Out Hunger One Mile at a Time”



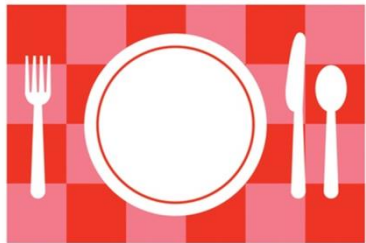
Annual Ei Partner Meeting
Joe Labriola
November 17, 2016

Agenda

- **The problem**
- **Our solution**
- **The impact**
- **How you can help**



SHA / Ei Partnership



**SECOND
HELPINGS**

ATLANTA

A NON-PROFIT, CHARITABLE
FOOD DISTRIBUTION ORGANIZATION

- SHA is a proud member of Ei's Strategic Ally Program
- Our paths crossed in 2009 when Holly Elmore & Myron Smith first connected
- Holly has been instrumental in getting SHA connected with key organizations:
 - Kim Charrick (EPA)
 - Boyd Leake (Mayor's Office of Sustainability)
 - Christy Cook (Sodexo)
 - and countless others

Ei

Elemental
IMPACT

Three Numbers to Remember

20 - 40 - 66

Hunger Issue

20%

Twenty percent of all Georgians live in a food insecure environment



84%

% of households served by Feeding America who purchase the cheapest food available to provide enough food for the family

Food Waste

40%

Forty percent of all food produced in the United States is never consumed



The Value of Unconsumed Food

\$165 billion

What could you buy with \$165 billion?



A fleet of nearly
1,000 Boeing 787s

Environmental Impacts



Uses 25% of fresh water



Creates 23 million tons of landfill waste



Requires 300 million barrels of oil

The Good News



If we rescued just **15%** of the unconsumed food we could feed **25 million** Americans every year.



Getting surplus food from the organizations that have it to the people that need it most.



That's where Second Helpings Atlanta comes in.

About Second Helpings Atlanta



SHA is a food rescue organization that started out as a social action project at Temple Sinai in 2004.

We became a non-profit in 2013.

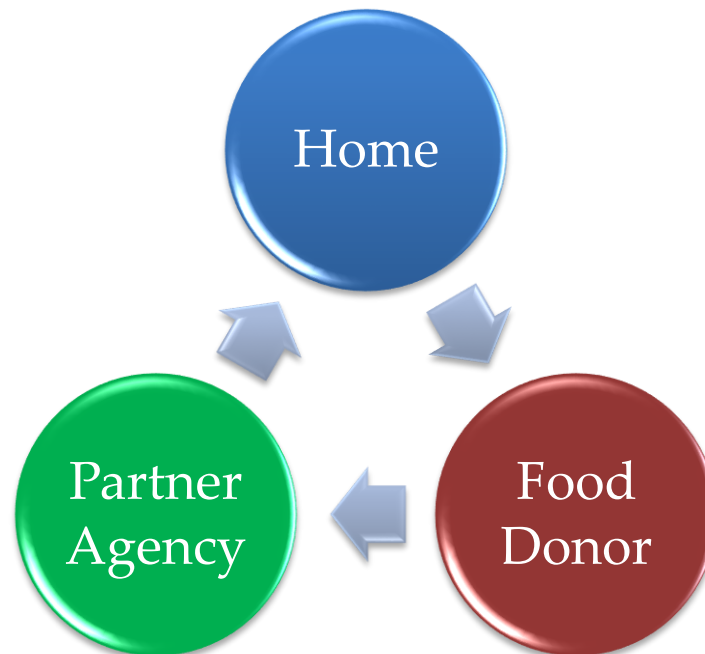
SHA acts as the link between our network of **63** Food Donors & the **32** Partner Agencies that feed the hungry on a daily basis.



We make these connections through our volunteer army of more than **360** drivers using our 90 Minute Model.

90 Minute Model

We match our drivers with routes that allow them to drive to a Food Donor's location, pick-up surplus food, transport & deliver it to a Partner Agency & return home in 90 minutes or less.

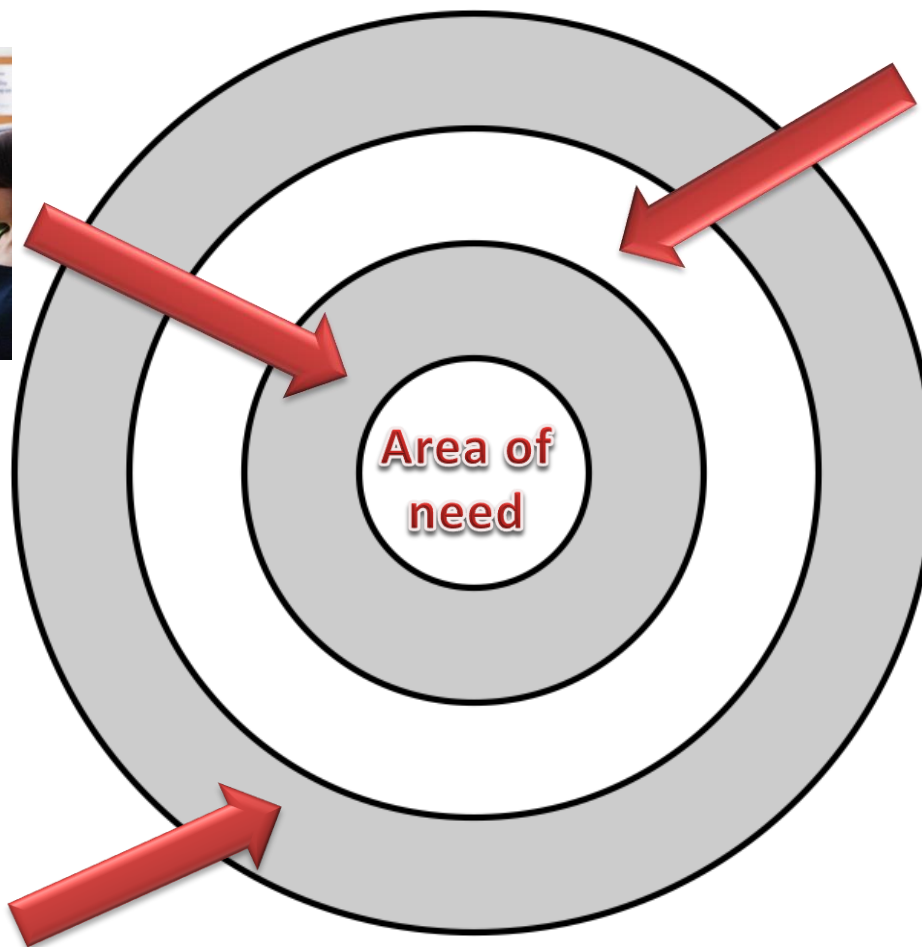


Recruiting Approach

**Partner
Agencies**



Food Donors



Volunteers



**Maintain 90
Minute
Model**



Where do We Get Our Food From?

Grocery stores



School cafeterias



Restaurants



Corporate dining halls



Farmers markets



What Type of Food Do We Rescue?

Produce



Proteins



Bread



Dairy & deli



Frozen prepared



Inbounds



Our Food Donors



Autotrader



Temple
Emanu-El



The Alfred & Adele
Davis Academy

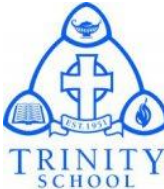


Garden Isaiah

HOLY INNOCENTS'
EPISCOPAL SCHOOL



TARGET



fiserv.



Lucy's Market



Where Does Our Food Go?

Food pantries



Community meal providers



Shelters



Our Partner Agencies



Wellspring Living



THE CAMPUS KITCHENS PROJECT



St. Francis Table



Sarah's Closet

Corporate Kitchen Food Rescue Program



Autotrader

fiserv.



Surplus food from corporate kitchens represents a large, untapped source of highly nutritious food

2015	2016	
	Through October	FY Projection
37,832 pounds	101,078 pounds	121,292 pounds

Food for Thought Program

- SHA's Food for Thought Program offers students the opportunity to make a meaningful difference in the lives of others
- Program objectives:
 1. **Educate** students about hunger, food waste and environmental impacts
 2. **Inspire** students, parents, teachers and school administrators to take action to provide nutritious food to those in need
 3. **Engage** students, parents, teachers and school administrators by providing meaningful volunteer opportunities



ATLANTA ACADEMY
Smaller Classes. Greater Learning.



Emerging Food Rescue Opportunities

TV & movie production



Office buildings



SHA's Impact

125

Pick-ups & deliveries per week



146,061

2x from
October 2015

Pounds of food rescued in October 2016

1,108,721

62% increase
from 2015

Pounds of food rescued in 2016



5,684,838

Pounds of food rescued since we started in 2004

2016 Highlights

- 1st 100,000 meal month (August)
- Doubled number of Food Donors in past 2 years
- Tripled number of Partner Agencies in past 2 years
- Rescued 1 million pounds of food in a single year (October)
- Rescued our 5 millionth pound of food since our 1st pick-up (May)
- Providing meals for 3,500+ people every day

It took us 15 months to rescue 100,000 pounds of food.

We're doing that now every 25 days.

The Last Number

66

SHA has rescued enough food to provide a meal for every man, woman & child attending sixty six packed home games at the Georgia Dome.



Over 4.7 million meals!

Where We're Headed

Transitioning from a volunteer led to a professionally managed, volunteer driven organization.



- Recruited a small staff of professionals to manage core business processes:
 - Volunteer recruiting, scheduling & management
 - Agency & Donor recruiting & relationship management
 - Fundraising
 - Operations
- Supplement professional staff with Volunteers as required

Where We're Headed



Harden core business processes



Increase levels of awareness & support of SHA



Expand the SHA Community



Build-out a scalable technology platform

How you Can Help



VOLUNTEER

ADVOCATE



donate

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