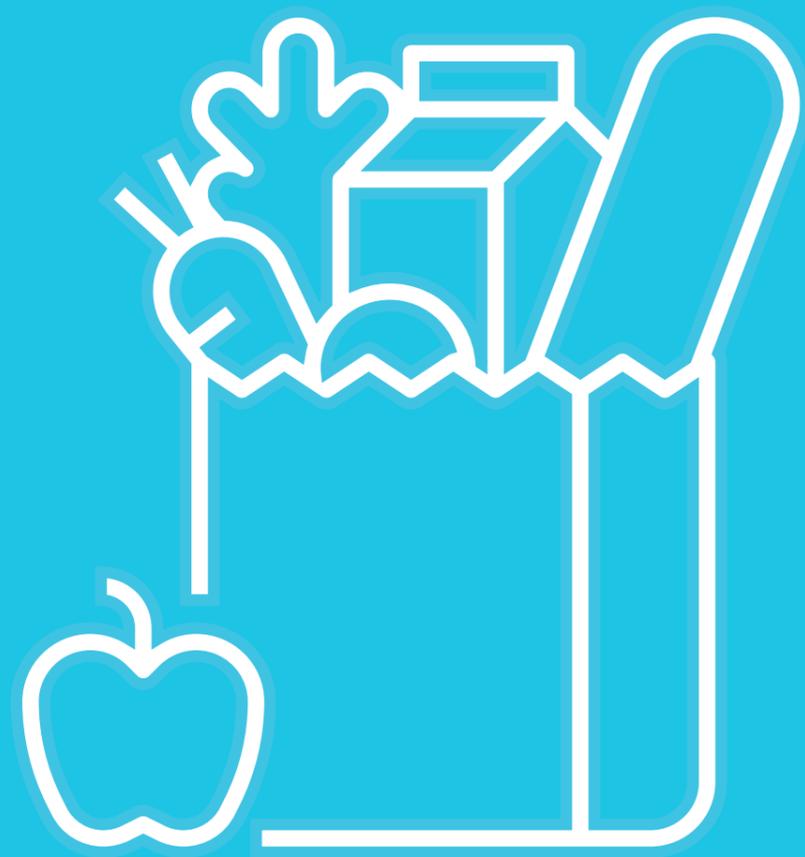


2020 IMPACT REPORT



RESCUING
LEFTOVER
CUISINE



LETTER FROM THE CEO

Dear Fellow Food Rescuers,

In its 7th year of operation, Rescuing Leftover Cuisine remains as committed as ever to our mission of **fostering community connections and providing a reliable food rescue service** to ensure that excess food goes to those in need instead of the garbage.

In 2020, the impact of COVID-19 was felt across our operations and through all of our relationships. As multiple industries shut down overnight and various operations were reduced, millions of Americans lost their source of income. The influx in the demand felt across food assistance programs **doubled and sometimes even tripled** in our partner organizations. The impact of COVID-19 is difficult to overstate, and the work of Rescuing Leftover Cuisine has never been greater.

I am proud to say that Rescuing Leftover Cuisine was able not only to adapt to the changes but also was able to provide more excess food than initially planned. Our organization faced limited supply in a time when food donations were desperately needed, but we were able to find sources of excess food and get food donations from businesses that were still operating such as grocery stores, food manufacturing companies, and consumer packaged goods. Throughout the year, RLC was able to **donate more than 1.5 million pounds of food** that would have otherwise gone to waste, and RLC hit a **cumulative 5 million pounds of food**. This is all thanks to the generous continued support of our Board of Directors, Associate Board, donors, partners, and our dedicated Rescuers.

We were also able to tap into a few new areas of growth which has had an enormous positive impact to RLC. The first new area that we've leveraged is: **private and public partnerships**. I'm enormously proud of what the team was able to accomplish here. A few partnerships worth calling out is our partnership in NY and Boston with Grubhub, which was extended until the end of 2021, and our partnership with the Boston Public School System. The **second area of growth** was in **expanding our work through our branches**. It is through these additional activities that we were also able to expand the team. Two key hires that we made were: Lauren Basler, whose role is to help continue to grow our branches and our impact across the nation, and Rebecca Reagan, who will help lead our development. We are excited to continue to grow and expand our infrastructure to continue to fight food waste and hunger.

We look forward to fighting the impacts of COVID-19 together in 2021 and beyond, and thank you so much again for supporting Rescuing Leftover Cuisine!

Sincerely,

Robert Lee
CEO, Rescuing Leftover Cuisine



OVERVIEW: OUR STATS

2019

VS

2020

\$205,090 Raised



\$390,990 Raised

669 Donors



1,677 Donors

1,929 Rescuers



1,415 Rescuers

10,196 Rescues



7,863 Rescues

1,638,328 LBS Rescued



1,541,183 LBS Rescued

1,365,273 Meals Provided



1,284,319 Meals Provided

2020 brought on many fundraising challenges and in a time of financial recession we prepared for difficult times, but we were able to overcome significant hurdles for an incredibly successful year. RLC onboarded a Development Director to explore new fundraising strategies and restructure our approach. With her guidance, we launched a new CRM software enabling us to communicate and build relationships with our loyal supporters, and letting us routinely connect with our community in ways we had never before – don't be surprised if you receive a call from us in 2021!

In addition, we placed an emphasis on increasing our online presence with our first social media challenge, Clean Out Your Fridge Challenge, and a subsequent 6 hour livestream held on YouTube. We also renewed our focus on grassroot campaigns, resulting in records we could not have imagined in the beginning of the year. Our nearly 1,700 individual active donors in 2020 is the most in our 7 year history. Our work also secured us a top 3 ranking in 2 international GlobalGiving campaigns, including Giving Tuesday which was the most successful 24 hours of fundraising in RLC history with \$121,801.00 raised by 421 individual donors.

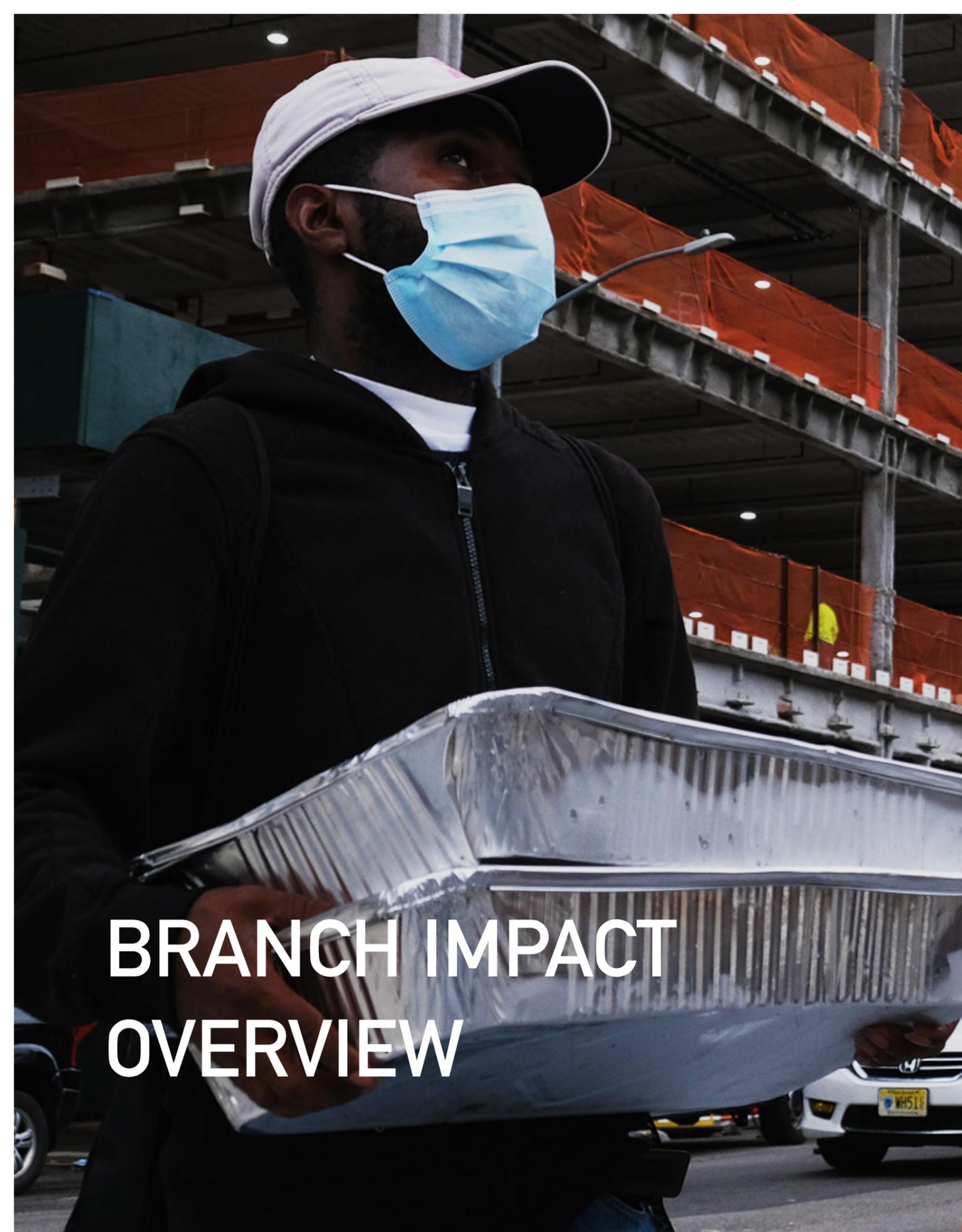
FUNDRAISING & DEVELOPMENT HIGHLIGHTS

After a very strong end to 2019, RLC Operations picked up where they left off in the beginning of 2020 and continued the momentum throughout the year. In The first quarter of the year, we were adding 10+ pickups per month and released technology features that gave our various partners more access to RLC requests, donations, information, and communication. Throughout the year, we also found ways to more effectively engage with our Rescuers and Volunteers to ensure we were maximizing their efforts and passion to rescue as many food donations as possible.

In a response to the pandemic, we began providing more safety equipment and regulations to ensure that our Rescuers and partners were able to stay safe on rescues. Many of our food donor partners closed their doors and provided the occasional one-time donation as opposed to the weekly donations they were previously providing. However, many of our food recipients now needed donations more than ever. In an effort to combat this, we began adding larger one-off type food rescues and recruited Driver Rescuers to be able to handle these larger rescues. In this way, we were able to rescue more food and provide them to the partners most in need in the most efficient and safest way possible.

Throughout the year, we found ways to increase pickups, make things safer, more efficient, and ended the year strong with partners beginning to resume their operations. We expect 2021 to continue this trend.

OPERATIONS RECAP



BRANCH IMPACT OVERVIEW

For all the hardships that COVID-19 presented to all of us in various ways, it provided an opportunity for us all to take a step back and figure out what we want for our future, when we finally recover from all this. RLC implemented a formal program for our branches across the nation and hired Lauren Basler, the former Branch Head for Massachusetts, as the Director of Branch Strategy & Development. The purpose of the hire was to put in place a training program, support the branches in a way best understood by a former branch manager, and increase RLC's growth around the United States. Although we are somewhat limited in our ability to expand at this very moment, a formal program will be in place once our country is able to begin safely reopening.

That's not to say that our existing branches have not been very active over the past year. The branches found ways to pivot and significantly increase their impact, despite the challenges they faced. As businesses across the country were shutting down temporarily or permanently due to COVID-19, we were right there to save food that businesses contemplated throwing out. In Massachusetts, we partnered with Grubhub and local nonprofits to bring meals to individual low-income households. Our Dallas branch raised money and partnered directly with restaurants to pay them to make meals for families. Our Columbus and New Jersey branches thrived during this time, making a huge impact in their communities, with New Jersey expanding their presence into a second city (they now operate in Hoboken & Jersey City). The New Orleans branch was brave enough to start up operations in the middle of a pandemic, and our Atlanta branch is weathering the storm with their existing loyal food donors. Despite the surging of the virus, nearly 350,000 pounds (290,000 meals) of fresh, excess food was provided for those that could use it amongst our branches, instead of ending up in our landfills.

GRUBHUB

As a part of the Meal Program Initiative this 35 Week partnership will donate 40,000 meals across NYC and Boston with an emphasis on rescuing food from Black owned businesses.

citi bike

\$15,000 grant to provide support for RLC's activities in NYC to empower and engage underrepresented and low-income communities.

PARTNERSHIP HIGHLIGHTS





LOOKING FORWARD TO 2021

2021 will be a year of laying down foundations and building on the work we've already completed to make sure that Rescuing Leftover Cuisine is poised to thrive when we actively expand. We are looking to build up and support our branches that are currently working hard to serve their communities, and will be looking to start popping up in new cities towards the end of the year.

We will be working on formulating new partnerships within the communities we serve and beyond, by engaging with food donors, the human service agencies we seek to empower, our supporters and our valued volunteers.

NEW ORLEANS

Total LBS Rescued:

Total Meals Provided:

Highlights:

- The New Orleans Branch spent 2020 getting ready for action.
- Many food donor partners have contacted the branch, interested in becoming partners and receiving food, and the community is starting to hear about RLC's work.
- The New Orleans Branch has had a constant stream of volunteers ready to help out and engage with developing the branch.
- They can't wait to bring on regular food donors!

NEW JERSEY

Total LBS Rescued: 10,866

Total Meals Provided: 9,055

Highlights:

- Launched in March 2020, not long before the COVID-19 pandemic hit the US, the NJ branch has focused their food rescue efforts on getting regular food donations to the social service agencies working to alleviate food insecurity during this global crisis
- Expanded to cover both Jersey City and Hoboken, covering 2 of the largest cities in New Jersey
- Established long term relationships with a few key partners including: Hoboken Hospitality Alliance

DALLAS

Total LBS Rescued: 35,226

Total Meals Provided: 29,355

Highlights:

- Established regular deliveries to 10 Food Recipient partners that serve families, children, and homeless individuals in need.
- Expanded rescued food deliveries to 6 cities (and counting) in the Dallas Fort-Worth metroplex.
- Over 50 volunteer Rescuers help rescue food every month!

ATLANTA

Total LBS Rescued: 5,574

Total Meals Provided: 4,645

Highlights:

- Developed new food donor partnerships to accommodate the closing of restaurants, hotels, and schools during the pandemic
- Maintained existing food donor and HSA partnerships
- Began implementing ad-hoc rescues

BRANCH RECAPS

MASSACHUSETTS

Total LBS Rescued: 209,690

Total Meals Provided: 174,741

Highlights:

- Rescued 130,000 pounds of food since the start of the COVID-19 pandemic
- In response to the pandemic, launched a new Home Delivery Service initiative
 - Through this initiative, RLC MA has rescued over 1,400 meals/week specifically prepared for donation to homes and human service agency partners in the Greater Boston Area since launch

COLUMBUS

Total LBS Rescued: 84,731

Total Meals Provided: 70,609

Highlights:

- Established an ongoing long term partnership with Levy Restaurants. This allows the team to rescue leftover food after OSU and Columbus Clipper games.
- Food Donor partner Bentos Catering was recognized for strategic leadership and has been a staunch supporter of RLC Columbus. Despite being negatively impacted by COVID-19, Bentos sustained their donations even when they had to halt catering services. Bentos expanded their donations to two locations once restaurants reopened.
- Partnered with Service Relief who developed a model to provide meals to restaurant employees who were not able to work during the height of the pandemic. They partnered with RLC Columbus to ensure there was no waste. Service Relief founder, Letha Pugh was recognized by the Columbus Urban League with the 2020 Individual Honda Empowerment Day.



2020 FINANCIAL SNAPCHAT

REVENUE

\$3,810,000

EXPENSES

\$3,486,000

% OF EXPENSES

Programs: 93.6%
Administrative: 6.4%



**SPECIAL
THANKS**

STAFF

Robert Lee CEO & Co-Founder

Catherine Smiley Program Director

Rebecca Reagan Development & Corporate Engagement Director

Lauren Basler Director of Strategy & Branch Development

Justin Robles Food Rescue Operations Director

BOARD OF DIRECTORS

Aditi Davray

Alexander Atzberger

Ashish Contractor

Carrie Goldin

Colin Kim

Edward Casabian

Hoi-Ling Wong

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Ying Laohachewin