

PHILABUNDANCE

FOOD RESCUE: PERSONALIZED

TAILORED FOOD
RESCUE FOR
MULTI-LOCATION
BUSINESSES

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THE PROBLEM

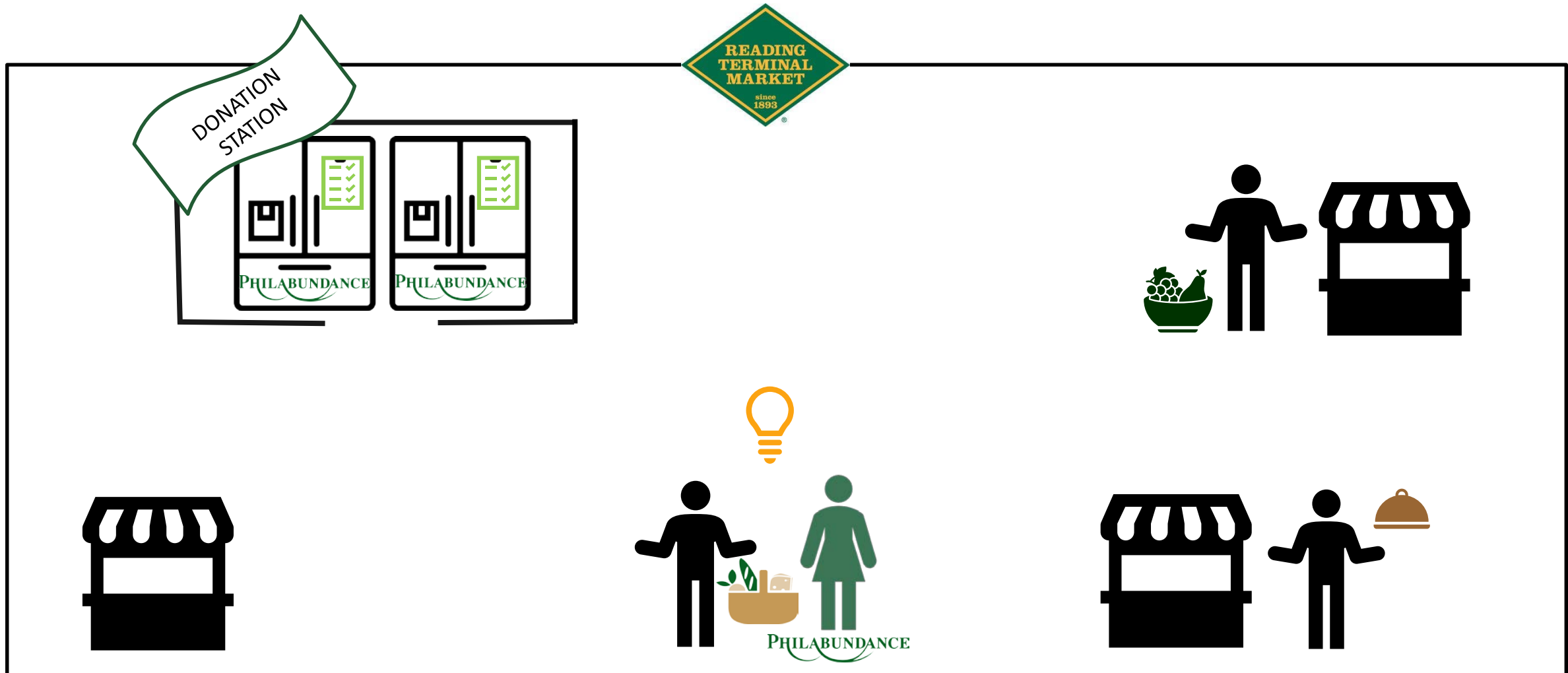


OUR SOLUTION

FOOD RESCUE: PERSONALIZED



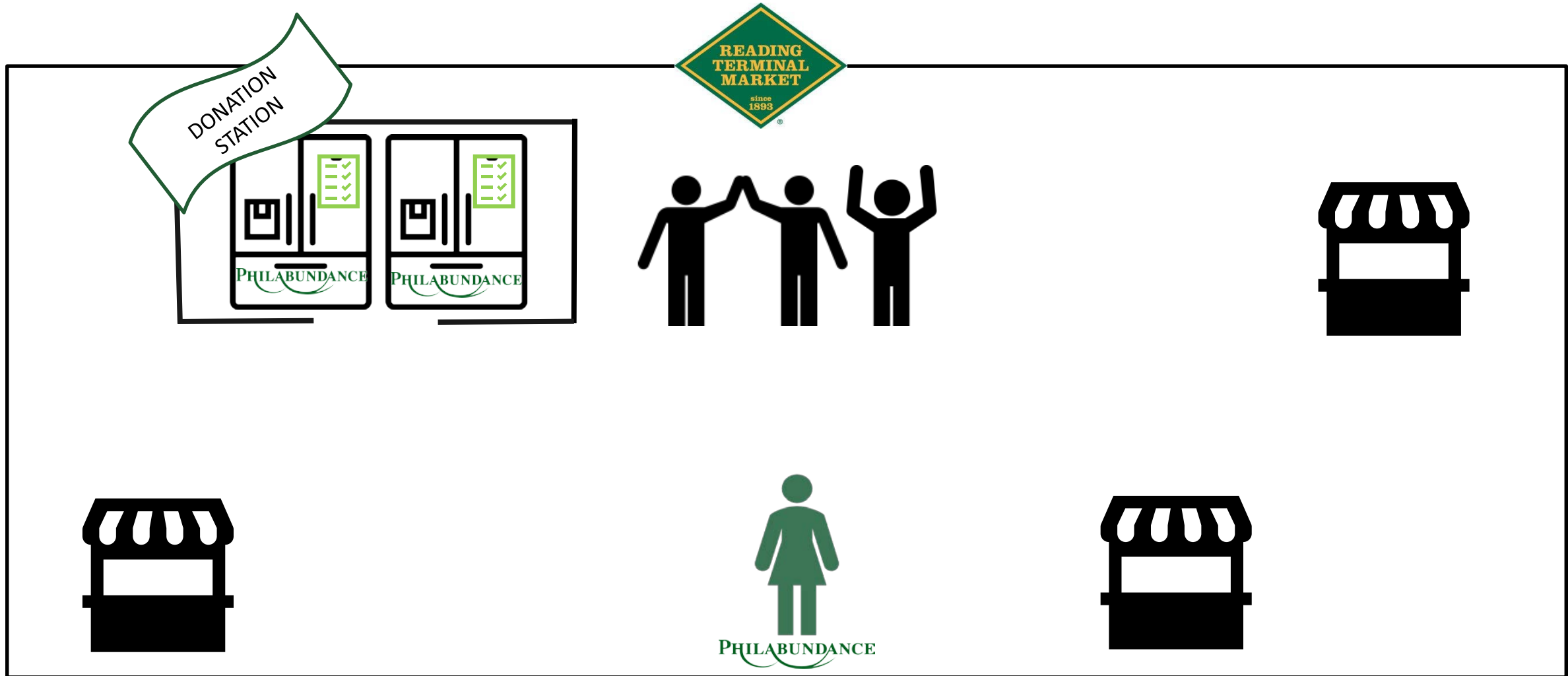
OUR SOLUTION



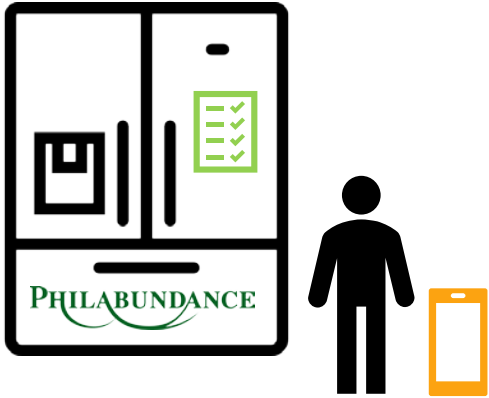
OUR SOLUTION



OUR SOLUTION



HOW IT WORKS



STEP 1
REPORT DONATION



STEP 2
DRIVER PICKS UP



STEP 3
PRODUCT DELIVERED

CUSTOMER SEGMENTATION



GOLD

\$30,000/year

Ex: Wawa

7 pickups/week

Chains w. > 20 locations

Customized pickup time

On-demand pickups

Monthly reports

> 3 marketing opps.

Tax reporting guidance



SILVER

\$15,000/year

Ex: Reading Terminal Market

4-5 pickups/week

Multi-vendor group

Rare on-demand pickups

Quarterly reports

2 marketing opportunities



BRONZE

\$5,000/year

Ex: Pret A Manger

1-3 pickups/week

~ 5 locations

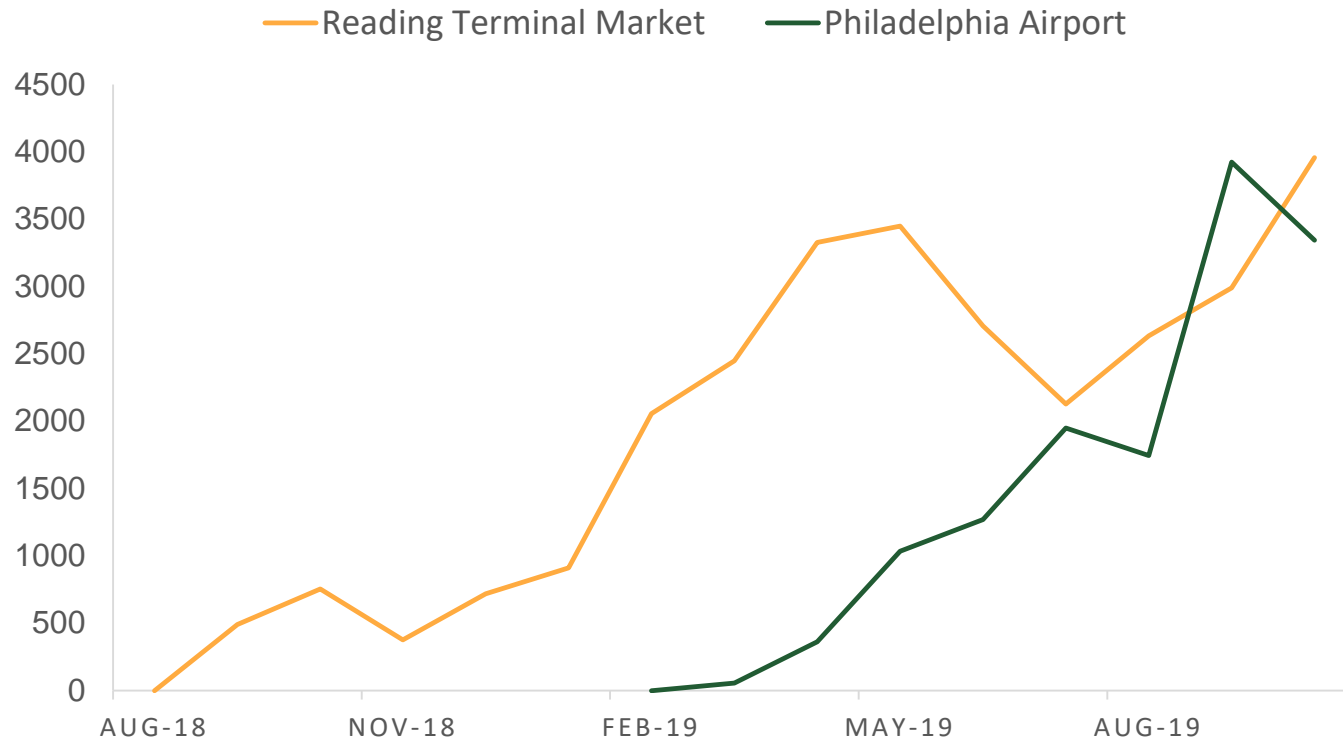
No on-demand pickups

Annual reports

Social media opportunity

MVP & MARKET VALIDATION

PILOT: 42,652 LBS. TOTAL



- ✓ Cut scale period to 6 months
- ✓ Currently 30% of vendors participating, so significant growth possible
 - ✓ PHL Donors: 18/84
 - ✓ RTM Donors: 15/50
- ✓ 1,200,000 lbs. rescued from all pilot food donors
- ✓ 50% of market survey responded interested in paid service

FROM 10 TO 10,000 LBS.

OUR VALUE

FLEXIBLE OPERATIONS
INTEGRATED TECHNOLOGY SUITE
SERVSAFE & AIB CERTIFICATIONS
COMMUNITY INTEGRATION
BRAND RECOGNITION
EXTENSIVE PROGRAMMING BEYOND FOOD

CUSTOMER BENEFITS

Brand & Liability Protection

Tailored Marketing

Maximize Donation Potential

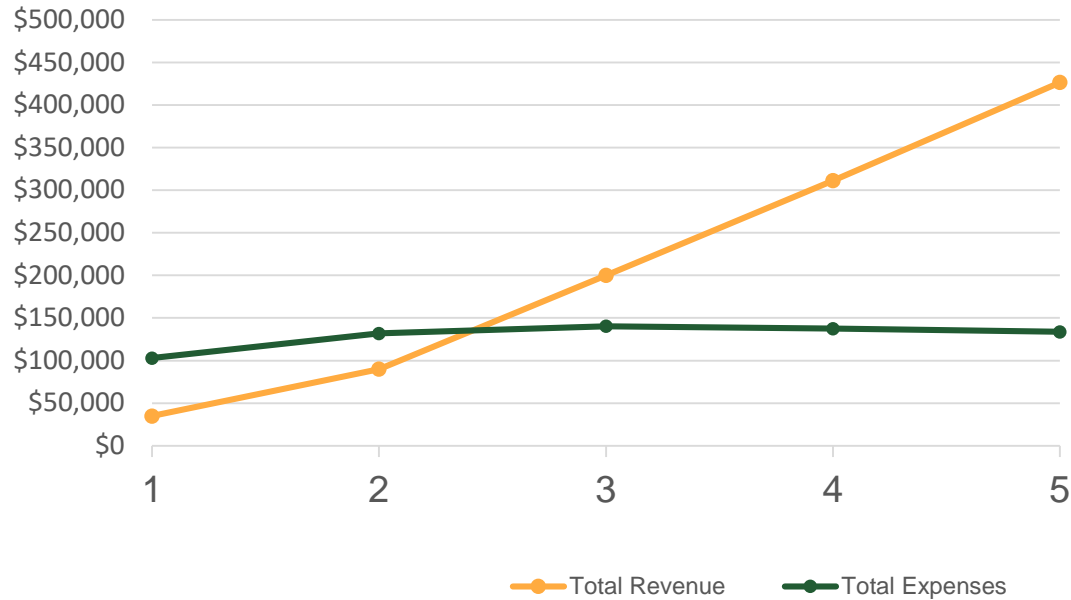
Staff Engagement

Personalized Metrics

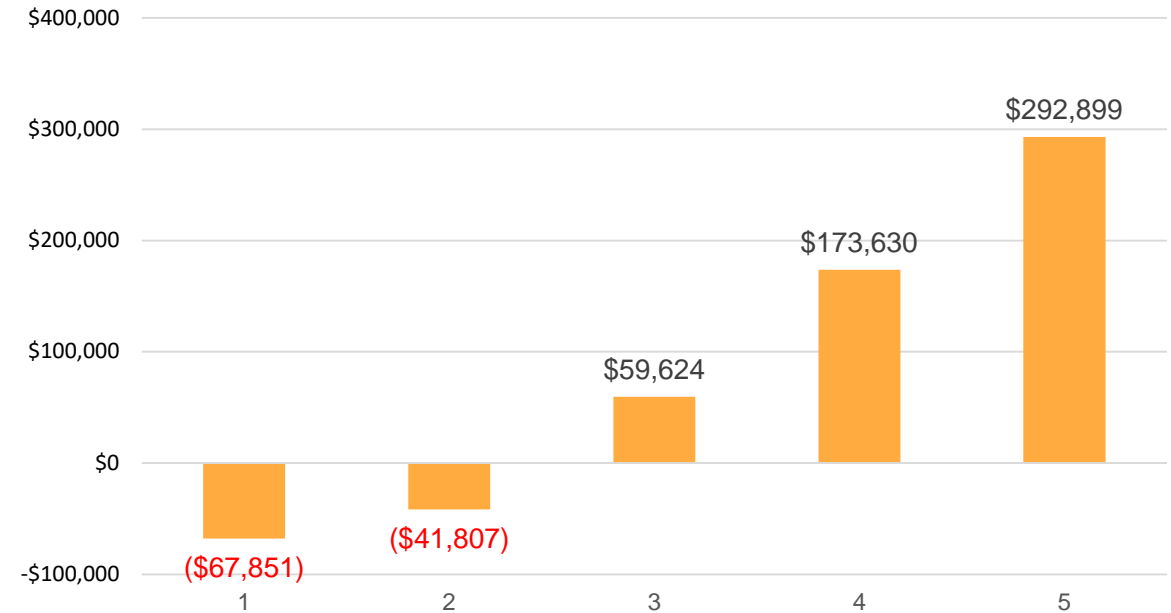


FINANCIAL PROJECTIONS

Revenue vs. Costs



Net Profit before Financing



- First Year: customer revenue only subsidizing on average 50% of associated costs
- Margins Year 1: - 149%, Year 3: 30% & Year 5: 69%
- See expected customer growth rate in appendix

MILESTONES

	POUNDS	# OF DONORS	OPERATIONAL IMPROVEMENTS
SHORT YEARS 1, 2	750,000	9	Continue market research Hire sales manager Build out benefits calculator
MID YEAR 3	3,367,000	27	Purchase anerobic digester Acquire sprinter van and hire driver Expand customers: grocery stores
LONG YEAR 5	4,995,900	91	Teach other food banks Expand to PA/NJ counties

PHILABUNDANCE

TOGETHER WE FEED.

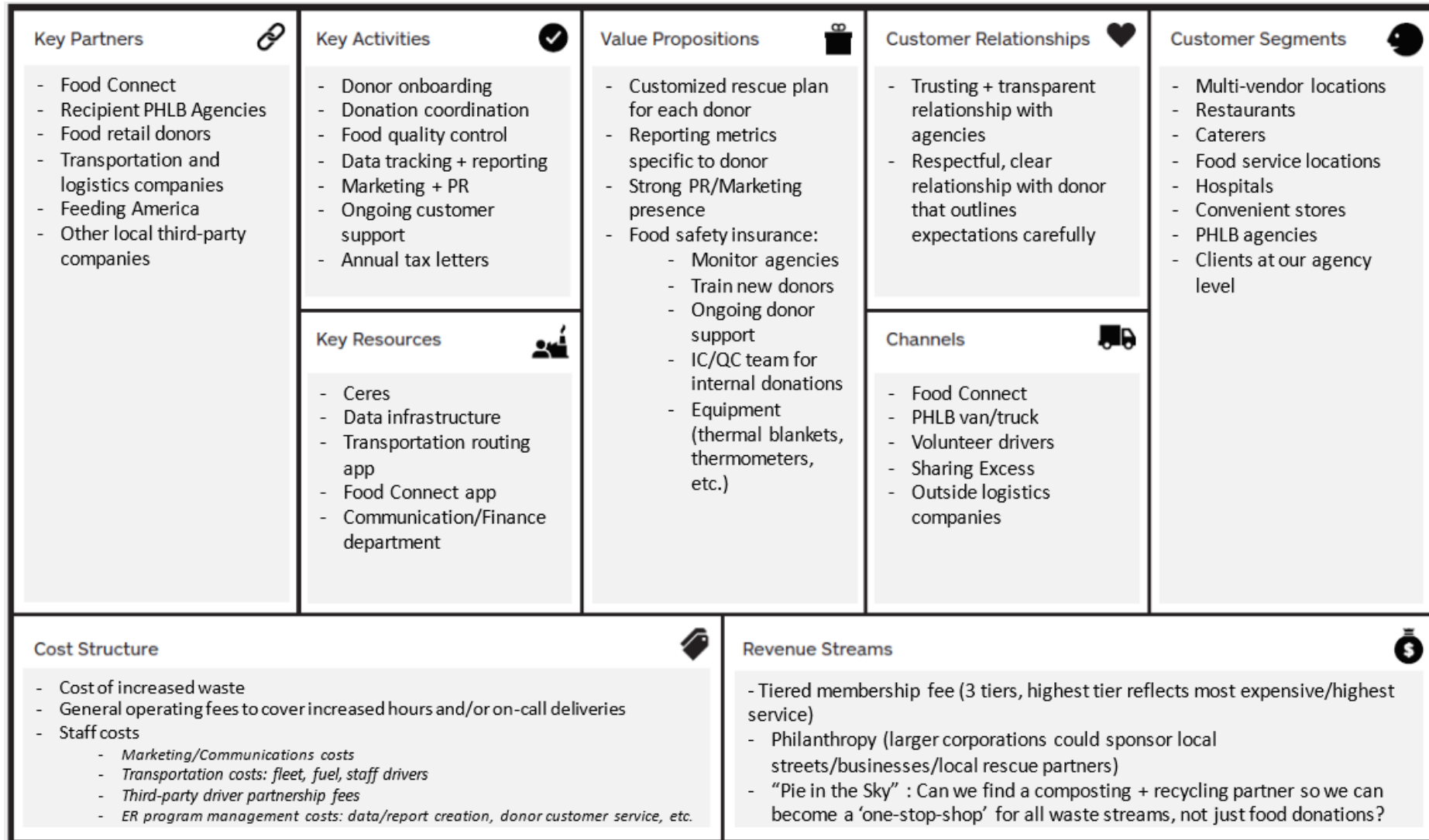
Interested in partnering? Contact us at sustainability@philabundance.org.



APPENDIX



OUR BUSINESS MODEL CANVAS



UNDERSTANDING OUR COSTS

We built an internal cost calculator to better understand the cost of servicing each donor depending on a number of variables.



EXAMPLE COST VARIABLES

- PHLB vehicle & driver
- Food Connect pickups
- Agency enabled pickups
- Donation pounds
- Program Manager
- Admin staff costs
- Marketing materials
- Safety materials (thermal blankets, thermometers, etc.)
- Warehouse space
- Number of pickups
- Time of pickups
- Mileage of pickup

BENEFITS CALCULATOR

Annual Tax Credit (capped at 2x cost of good)

\$ 11700.00

Maximum Annual Tax Credit

\$ 15600.00

Annual Hauling Costs Saved

\$ 260

Annual Environmental Impact: CO2 Reduction

4576 lbs

Annual Community Impact

6240 meals

We created a Benefits Calculator to show donors the annual financial, environmental and community impact of partnering with Philabundance.



RISKS & MITIGATION

Questions we are considering as move forward:

- Will this affect our brand reputation?
- Should we set up a subsidiary for profit company to protect brand?
- Will we lose current donors to a free service?
- If a customer pays for this service will their overall financial donations decrease?

SCALING IMPACT

Number of businesses participating						
	# of lbs. per customer type	Year 1	Year 2	Year 3	Year 4	Year 5
Gold	291,200	0.5	1.5	2	3	4
Silver	45,500	1	2	6	9	13
Bronze	7,800	1	3	10	16	19
Total New Customers		2.5	4	14	14	22
Total Customers		2.5	6.5	18	28	36

Pounds Rescued						
Gold		145,600	436,800	582,400	873,600	1,164,800
Silver		45,500	91,000	273,000	409,500	591,500
Bronze		7,800	23,400	78,000	124,800	148,200
Total		198,900	551,200	933,400	1,407,900	1,904,500

- Cumulative 5 year totals: **91 donors and 4,995,000 pounds recovered**
- Year 3: Expand service to additional donor types and new service provided with anerobic digester
- Year 4: Begin converting existing grocery stores partnerships to paid model

SAMPLE MATERIALS

DONATING FOOD *made simple*



1. PACKAGE

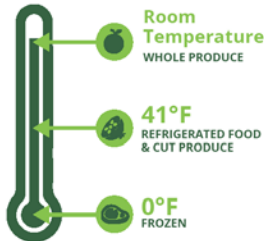
Merchant Name
USE BY DATE | FOOD TYPE

ALLERGEN WARNING: MAY CONTAIN WHEAT,
EGGS, PEANUTS, TREE NUTS AND MILK.

example label

- Each dish must have its own food safe container
- Foods containing allergens must be stored separately
- Food must be packaged in a food safe container
- Complete & attach pre-printed label to your donation

2. STORE



3. DONATE

PICKUP SCHEDULE

Customer HUB personnel will enter your donation into the Food Connect system.

Note: For urgent donations outside of the routine pickup schedule, inform Customer HUB for a special pickup request

M T W TH F S SU

admin@foodconnectgroup.com | cpritchard@philabundance.org | customerhub@readingterminalmarket.org



DONATION GUIDELINES

WE ACCEPT PERFECTLY IMPERFECT PRODUCT. NOT RETAIL QUALITY? THAT'S OKAY.
IF IT'S SAFE AND IF YOU WOULD EAT IT... DONATE IT.



DAIRY & EGGS & FRESH JUICE

- Refrigerated at 41° F or below (NO freezing)
- Incomplete dozens of eggs are acceptable

UP TO 3 DAYS (AFTER PRODUCT DATE)	≥ 9 DAYS	≥ 21 DAYS
Fluid dairy (milk, half & half, etc.) Yogurt, Sour Cream, Cottage Cheese, Refrigerated Juice, Perishable Beverages	Cream Cheese, Soft Cheese	Eggs, Butter, Margarine, Hard Cheese



PRODUCE

- At least 80-90% produce usable
- Use discretion for quality



MEAT, FISH & POULTRY

- Raw meat/seafood can be accepted if frozen before product date
- Cooked/prepared protein can be refrigerated
- Raw meat/seafood must be placed in freezer



BAKERY

- Must be in food grade packaging
- If frozen, accepted up to 60 days after product date



NON-PERISHABLE

- Room temperature
- Accepted up to 60 days after product date (soft packed)



PREPARED

- Prepared and packaged product that has been kept in staging area or refrigerator
- Thawed meals kept in a refrigerator at 41°F or below
- Frozen meals kept at 0° F or below



WE CANNOT ACCEPT:

- Foods that have been opened, placed out or served for the public
- Foods to be consumed raw
- Alcohol/food containing alcohol

FOOD FOR DONATION

DONOR, QUANTITY (LBS), DATE MADE

FOOD NAME/INGREDIENTS

WARNING! This container holds rescued food! This product may contain, have encountered, or have been produced in a facility which also has: milk, eggs, peanuts, tree nuts, fish, shellfish, wheat, soybeans and/or sesame seeds.



YOUR ROLE



1. PACKAGE

- All donations must follow food safety guidelines (see flyer in designated donation area)
- Attach a pre-printed label to your food donation
- Include: vendor name, pounds, food type & the allergen statement



2. STORE

- Take your donation to the designated donation area
- Ensure your donation is labeled and stored appropriately (fridge, freezer, shelves)



3. DONATE

- Pickups: Monday - Friday between 6:00AM - 2:00PM
- Philabundance will provide you with an annual donation report.



OUR TEAM

STACEY BEHM

Chief Programs Officer

20 years aligning people, process and systems for do-good orgs



CHEYENNE PRITCHARD

Program Manager, Sustainability

3 years developing innovative solutions and lesson plans to address social inequity in the U.S. and abroad



KAIT BOWDLER

Director, Sustainability

10 years as a serial intrapreneur with extensive experience in outcome measurement and program and grant management

OUR TEAM



TODD SILVERSTEIN

Director of Finance

35 years of financial and operational management in the non-profit and hospital industries.

CHRIS LUEBBE

Manager, BPI



PETER SLATTERY, PMP

Director, Business Process Improvement

13 years in business analysis, application development and project management

