IMPACTE

Food Rescue Pitch Deck

2025



Rescuing Food, Restoring Hope

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Problem Statement



Impact LA's Food Rescue Program addresses the critical issue of food insecurity, particularly for vulnerable populations like children and low-income families, who lack consistent access to nutritious meals.

Food Waste

The program also tackles the issue of food waste, as many restaurants, grocery stores, and distributors discard surplus food that could otherwise be repurposed for those in need.

Lack of accessibility

Additionally, there are gaps in meal availability, especially during weekends, holidays, and summer breaks, along with logistical challenges in food rescue operations.





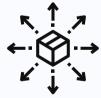
Our Solution



Our Innovative Food Rescue Services

The program seeks to recover surplus food from food rescue services, local restaurants, grocery stores, and distributors and redistribute it to underserved communities.

It involves creating partnerships with local businesses, nonprofits, schools, and government agencies to establish a sustainable food support network.



Distribution Channels

Through efficient distribution channels and community collaboration, the program ensures that children and families have access to nutritious meals, reduces food waste, and promotes sustainable practices.



Program Awareness

The program also emphasizes community awareness, volunteer engagement, and logistical optimization to make the food rescue efforts more effective.





Benefits to Participants

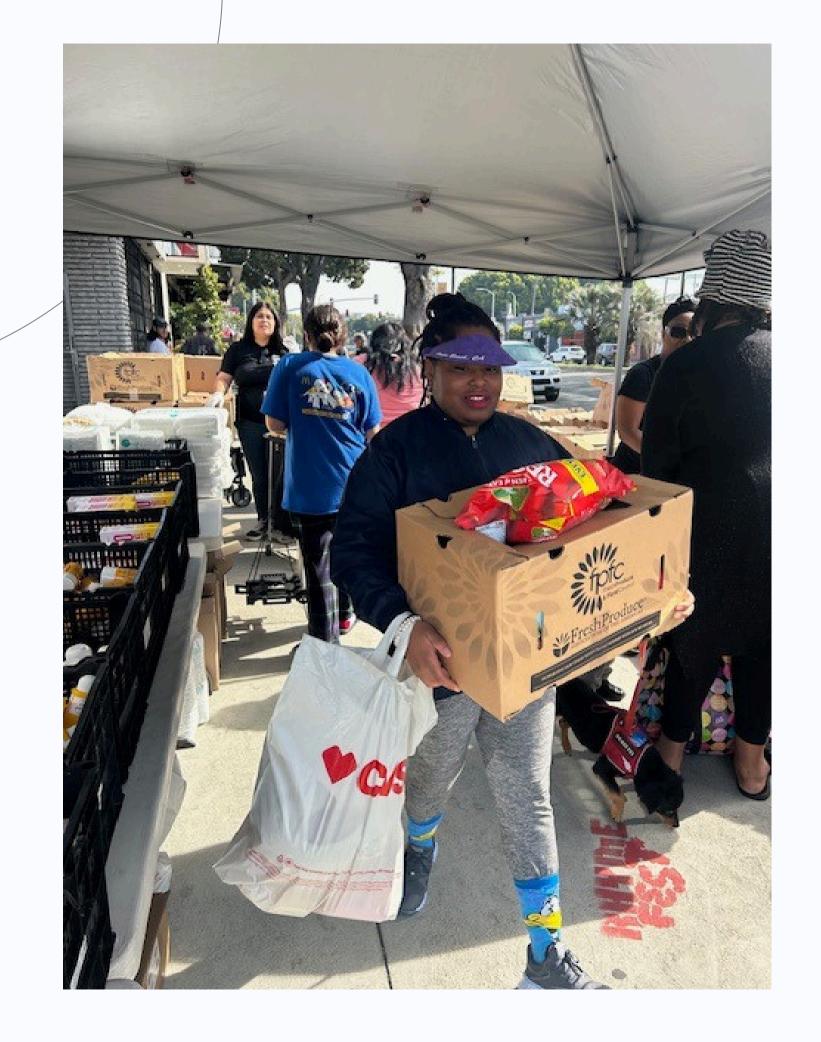


Food Rescue

- Access to Free, Nutritious Meals: Ensures that children and families receive high-quality food without financial burden.
- Improved Health and Well-being: Reduces hunger-related health issues such as malnutrition, obesity, and developmental challenges.
- Enhanced Academic and Social Performance: Supports children's cognitive and physical development, leading to better school performance and social engagement.
- Community Empowerment: Engages volunteers, businesses, and partner organizations in a shared mission to combat hunger and food waste.
- Environmental Impact: Decreases food waste by repurposing surplus food, reducing landfill waste and lowering greenhouse gas emissions.

Food Rescued Jan-March 2025 89,839 POUNDS **2025 GOAL**

400,000 POUNDS





Implementation Plan

Sustainable and Scalable Model



Year 1

- Establish partnerships with food donors, community organizations, and distribution centers.
- Secure funding for operational costs and facility leasing.
- Lease a warehouse to serve as a central hub for food rescue and storage.
- Implement pilot programs to assess food distribution efficiency.
- Launch volunteer recruitment and training initiatives



Year 2 - 3

- Expand the food rescue network to include more donors and distribution sites.
- Increase the number of organizations and community meal programs served.
- Enhance logistics and transportation capabilities to improve food delivery efficiency.
- Conduct community engagement and awareness campaigns to educate on food security and waste reduction.



Year 4 - 5

- Scale the program regionally, expanding operations to additional cities in California.
- Strengthen data collection and impact tracking to optimize program performance.
- Develop partnerships with policymakers to advocate for long-term food security solutions.
- Explore opportunities for additional warehouse locations to further expand food rescue operations.





Market Strategy



Strategic Market Penetration

The marketing plan for Impact LA's Food Recovery Program focuses on raising awareness, building strategic partnerships, and engaging the community to address food insecurity and reduce food waste. The plan includes a strong social media presence, storytelling, and advocacy to connect with local businesses, government officials, and community organizations.

Key Strategies

Secure partnerships with city and county leaders to access resources, funding, and logistical support, while also leveraging public endorsements to enhance credibility.

The program will also host community events, volunteer opportunities, and campaigns that align with government policies, ensuring a sustainable and impactful solution to hunger and food waste.





Financial Projections

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Projected Financial Performance

The warehouse will serve as a central hub for collecting, storing, and redistributing surplus food from retailers, restaurants, and producers to community food banks and other charitable organizations.

Revenue may primarily come from grants, donations, corporate sponsorships, and in-kind contributions, with potential supplemental revenue from low-cost distribution fees or partnerships.

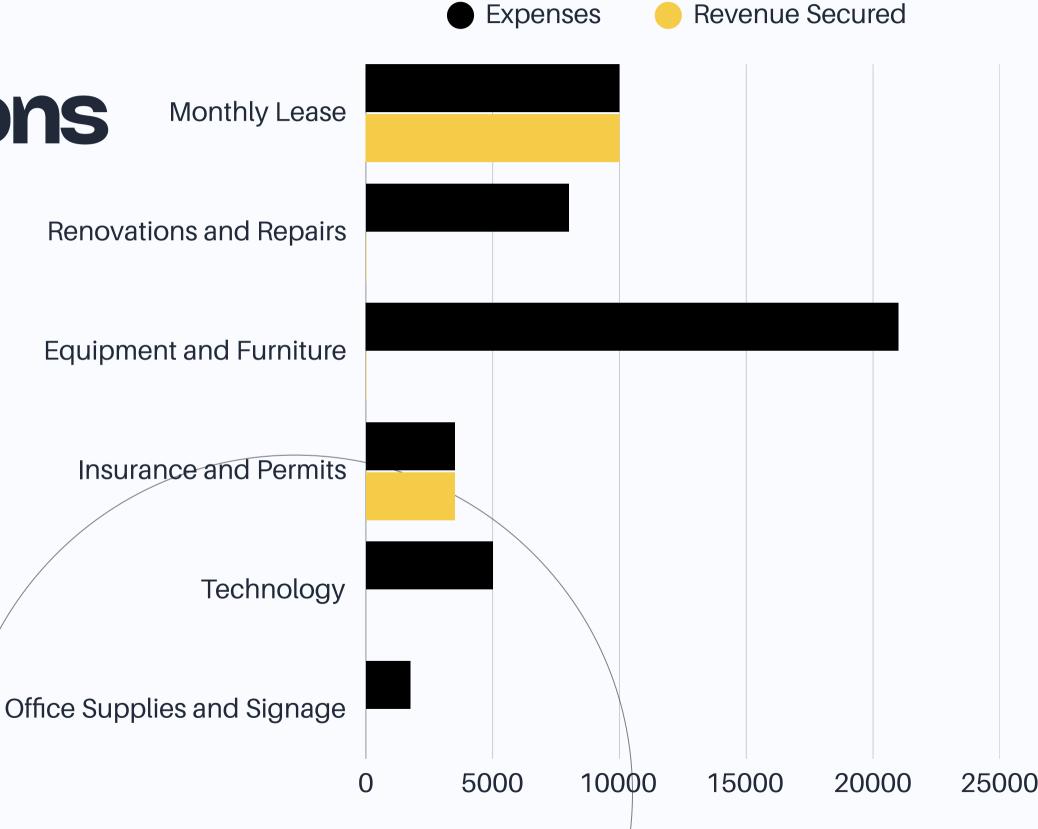
Key Assumptions ()

Steady supply of rescued food with minimal spoilage losses.

Supportive partnerships with local businesses, government agencies, and community organizations.

Incremental increases in grant funding and donation levels as operations expand.

A moderate level of operational costs that reflect facility rental/maintenance, staffing, utilities, transportation, and equipment.







Our Team

Meet Our Expert Team



Courtney Lockridge

Executive Director & Founder



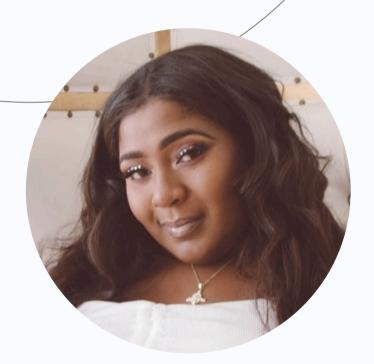
Emerita Flores

Program Director & Co-Founder



Cindy Argueta

Warehouse Operations Manager



Cassie Bonner

Nutrition Services Administrator

Food Recovery Partnerships







It's Time to Make an Impact!

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