



LEFTOVERS
RESCUE FOOD

2018 ANNUAL REPORT

Executive Director Report on Progress - Lourdes Juan

In October 2019, the Leftovers Foundation will be celebrating its 7th year of work in the community. Everyday, I am overwhelmed with the amount of support this foundation has behind it. 2018 was the year the Leftovers Foundation finally received charitable status. This was not an easy process for the organization, but with the help of the many volunteers, advice from the community, and our legal partners at McCarthy Tetrault, we received charitable status November of 2018, and we are now registered with Canada Helps, an online platform for donations. This new status allows the Foundation to be eligible for more substantial grants, and the ability to issue charitable tax receipts.

Looking back on 2018, we were able to meet many of our lofty goals we set out the year before. We completed work on our strategic plan, developed board committees, restructured the volunteer executive team and were able to hire folks on a project basis, allowing new blood into the organization, but also giving executives work opportunities.

Mid-2018, we began a pilot project supported by the City of Calgary named the Community Mobile Food Market, a project with the intent of deploying affordable food markets in marginalized and vulnerable communities in Calgary, neighbourhoods that don't have fair access to nutritious food because of barriers such as mobility, money, and time. What started as a pilot, with 8 markets a month quickly turned into 34 markets a month by the end of 2018. Partnerships with post-secondary institutions, Stoney Nakoda Nation, seniors complexes, and C-Train Stations started to emerge. The increase in demand, coupled with our new charitable status, gave way to a new non-profit organization, Fresh Routes Incorporated. The new non-profit programs all the markets and works to increase food access through a social enterprise model.

The Leftovers Foundation continues the food redirection efforts, and saw an increase in rescued food totalling 320,000 lbs rescued in 2018. This is no small feat, and is all thanks to our teams in both Calgary and Edmonton, comprising over 800 volunteers, an engaged board, staff, and advisory committee.

I'm excited this year to release the smart phone app that will help with our logistics and coordination, so we can scale the work of the Leftovers Foundation to cities across Canada.

As always, I will end with, I truly believe that our little organization can change the world, one rescued food item at a time.



Executive Team

Lourdes Juan - Founder & Executive Director
Rob Ironside - Lead Coordinator - Calgary
Morgan Allen - Lead Coordinator - Edmonton

Volunteer Executive Team

Anita Quach - Volunteer Coordinator
Anna Johnson - Fund Development
Claudia Wong - Operations Coordinator
Esther Cho - AHS Liaison and Operations Coordinator
Ang Lang - Marketing & Communications Coordinator
Jin Zhang - Events Coordinator
Jess Vo - Administration

Board of Directors

Barb Carra
Jillian Frechette - Board Chair
Donna Vecino
Aviv Fried
Brent Wisby
Jason Goodwin
Dana Silver
Portia Juan

Advisors

Lindsay Rousseau - Ollia Fine Foods
Julie Van Rosendaal - Author, Chef
Nathan Robb - McCarthy Tetrault
Maria Mayan - University of Alberta

End of Year Financials 2018

Leftovers Foundation Profit & Loss January through December 2018

| | Jan - Dec 18 |
|-------------------------------|--------------|
| Ordinary Income/Expense | |
| Income | |
| Community Mobile Market | |
| CMM Food Sales | 86,878.98 |
| Total Community Mobile Market | 86,878.98 |
| Donations | 85,842.63 |
| Error/Cancelled Transaction | 1,500.00 |
| Grants | |
| Operations Grant | 1,000.00 |
| Special Project Grant | 38,965.80 |
| Total Grants | 39,965.80 |
| Investments | 1.09 |
| Total Income | 214,188.50 |
| Expense | |
| Business Development | 3,512.35 |
| Contract Services | 73,798.48 |
| Marketing | 16,463.89 |
| Office and Vehicles | 35,349.88 |
| Operations | 42,343.55 |
| Other Types of Expenses | 1,500.00 |
| Special Projects | |
| CMM - Food | 28,963.26 |
| Total Special Projects | 28,963.26 |
| Total Expense | 201,931.41 |
| Net Ordinary Income | 12,257.09 |
| Net Income | 12,257.09 |

IMPACT

Marketing and Communications

Twitter

- Earned on average 22,000k tweet impressions per month
- 274 new Twitter followers in 2018
- On average, 44 mentions and 646 page views per month

As of January 2019:

- Followers: 2,277
- Following: 1,370
- Tweets: 2,630

Facebook

- January 2017 - January 2018: 1,838 followers - increase of 268 since 2017 annual report
- On average, we receive 5 new likes per week
- On average, our daily total reach is 386 accounts and weekly total reach is 2,000 - increase of 143 since 2017 annual report

Instagram

- 1,941 followers- increase of 229 followers since 2017 annual report
- 688 accounts following
- Audience type: 74% women & 26% men
46% - age 25-34, 29% - age 35-44
- On average, we receive 94 likes per post - increase of 88% since 2017 annual report
- On average, we receive 6.5 comments per post - increase of 225%

Goals for 2019

- Increase click through rate of email campaigns
- Received a \$120,000 grant for Google Adwords - Project plan and increase clicks to our website
- Develop quarterly digital marketing campaigns to launch on social media
- Publish two blog posts per month for Leftovers website
- Create branding to differentiate Leftovers YYC and Leftovers YEG



Special Projects – Anita Quach

Volunteer awards

4 award recipients for 2018

1. Volunteer of the Year: Marilyn Bridges
2. Inspiration Award: Tasina Pope
3. Outstanding Partner Award: Calgary Alpha House
4. Outstanding Corporate Award: Prairie Mill Bread Company

The 3rd Annual event is set for April 13, 2019 during National Volunteer Week.

Events – Jin Zhang



In 2018, the event team's focus was to identify Leftovers' mission and purpose – reducing food waste and increasing food access – and select events that align with such. As Leftovers attained more recognition through various platforms, we were invited to participate in increasing numbers of different events. Overall, 2018 was a successful year for events, with lots of opportunities and one limitation being the small team size.

Best Events

1) Charitable Pot Event with Lush: Leftovers partnered with Lush in Calgary to launch the Leftovers branded Charitable Pot products.

We went to the Lush store located in Market Mall

to promote Leftovers alongside Lush employees. The event was very successful, numbers of Charitable Pots were sold and attained at least 20 newsletter sign-ups. Lush would like to further the partnership with Lush employees to join Leftovers for out of store events.

2) Telus Sparks Adults Only Night: Leftovers presented on two different topics to fit with the theme of the night: Urban Survival. The first topic was food redirection, where we talked about the current core operation of Leftovers. The second topic, food preservation, we put together a quick little game to educate different ways of food preservation. Overall, the event was successful, and engagement of the crowd was high.

Other notable events:

Moonlight Market: This was the second year Leftovers was present at this market. The event went smoothly, with a recommendation to serve meals due to the market's concentration with food trucks attracting most of the audience.

Resource fair at St. Peter Elementary: Leftovers has a great relationship with St. Peter Elementary from the Fresh Routes' Mobile Market collaboration. Parents of the students were highly engaged. Received numbers of Newsletter/volunteer sign-up.

East Calgary Community Fair: Low traffic event with high engagement not only from the general public, but also other vendors.



Leftovers volunteers

Opportunities for 2019

- 1) Organize a team to assist with events. (currently underway)
- 2) Planning in advance to better prepare for the events. (currently underway)
- 3) With Leftovers obtaining Charitable Status, the event team can reach out to larger events with the potential of receiving donations.
- 4) Increase collaboration with corporations (i.e. Lush) to create meaningful events as well as to maintain sustainable relationships.

Operations - Claudia Wong (claudia@rescuefood.ca)

Redirection Routes

- Total Number of Routes Per Week: 78 routes (1-2 that are biweekly or once per month)
- Total Number of Vendors: 56 active, 70 total
- Total Number of Service Agencies: 38 active, 53 total



From 2017 to 2018, our redirection increased by a total of 10 active vendors and decrease of 1 active service agency. Some of our new vendors include Hoopla Donuts, Little Caesars Pizza, and Bike & Brew. New agencies include Mustard Seed Neighbor Centre and Eden Valley Church. Building off 2017 in terms of food access to First Nations reserves, our Cobs Towerlane route in Airdrie donates bread and bakery

goods to a reserve through Eden Valley Church.

Metrics*


- Weight of Food Saved in 2018: 320,056 lbs (145 US tonnes or 145,175 kg)
- Methane Diverted From Atmosphere: 1035 tonnes of methane (CH₄) due to 145 tonnes of food being diverted from the landfill
- Carbon Dioxide Diverted From Atmosphere: 368 tonnes of (CO₂) due to 145 tonnes of food being diverted from the landfill
- Water Saved: 11,004 m³ or 11,004,260 L of water due to 145 tonnes of food being diverted from the landfill
- Meals Provided: 266,714 meals

*Calculations and methodology can be provided upon request. Please note that 2017 metrics were estimated using a different methodology than 2018 metrics, therefore a comparison between both years was not included above.

2019 Objectives

- Restructuring of redirection of food to be more efficient/lean and to factor in healthiness of food donated
- Successful transition to Leftovers Rescue Food App & Desktop Site and end of life to Signup Genius
- Continue to meet (or surpass) 2018 metrics by onboarding more suitable vendors and service agencies

2018 Metrics



368
TONNES OF CO₂
DIVERTED FROM
THE ATMOSPHERE



1,035
TONNES OF METHANE
DIVERTED FROM THE
ATMOSPHERE

320,056 lbs
OF FOOD RESCUED
(145,175 kg)



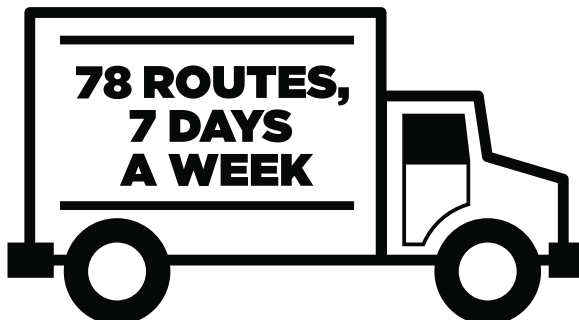
53
SERVICE
AGENCIES
SERVED



70
GENEROUS
VENDORS



266,714
MEALS PROVIDED



**78 ROUTES,
7 DAYS
A WEEK**



**11,
004,
260 L**
OF WATER
SAVED