



September 2, 2016

We Feed Virginia Beach General Scope of Work

Background

Food insecurity is defined as not knowing where your next meal is coming from affected 49.1 million Americans in 2013 including 15.8 million children. In Virginia our 12% food insecurity rate means almost 1 million of our neighbors go day to day not knowing where their next meal is coming from.

Furthermore, in some Virginia Beach neighborhoods the rate is significantly higher. Many wonderful organizations are trying to tackle this problem. And while they've done yeoman's work to date there is still a way to go before every child and citizen in our community goes to bed on a full stomach.

The Opportunity

It's estimated that as much food as is consumed each year is either thrown away, plowed under, or goes bad. What this suggests is that the solution to food insecurity is greatly NOT a production issue. We have the food. Rather, it's a distribution inefficiency. We Feed Virginia Beach brings new technology driven solutions to bear in the form of three programs:

1. **Church Rotation Program:** This is simple and effective. On the first of two consecutive Sundays pastors distribute We Feed bags to their congregations instructing them to return them the following full of food. When the congregation returns the We Feed bags volunteers sort the food for delivery to the Food Bank or to their own or nearby pantry. Faith-based organizations are asked to commit to running at least two such food drop-off events per year 'rotating' so as to create a steady stream of food. As the program accelerates and involves more churches, synagogues and mosques it can have a serious impact. From past pilots we project that 26 churches running 2 events each should bring in approximately 200,000 pounds of food in a year. That amount of food equates to 160,000 meals.
2. **Leftovers Program:** According to a variety of sources upwards of 40% of prepared food in the US is wasted every year. A 20% reduction in such food waste is enough to feed 25 million people. The Leftovers Program attacks this opportunity by establishing a platform that connects, in real time, businesses that have left over food with nearby shelters and food pantries that want it. It works like this:
 - **Business posts donation:** By making a simple entry via the app the food's availability, type, amount and location is broadcast.
 - **Non-profit 'claims' donation:** Nearby shelters and food pantries are alerted of the available food or they can follow a simple "stream" of information. The first to 'claim' the food gets it and subsequently sends a driver to pick it up.
 - **Documentation easily kept:** The We Feed system makes it easy to track and record all donations. This allows those businesses involved to get positive promotion as well as facilitates their tax deductions.

3. Food Insecurity Challenge: We challenge our community to come up with new and better ways to fight food insecurity by running one or more competitions. The best ideas win prize money and/or scholarships and the We Feed team then tries to incorporate them into successive versions of the platform. Benefits The City of Virginia Beach benefits by participating in We Feed in a number of important ways. These include:
 - Additional food for our hungry
 - Demonstrates leadership and innovativeness
 - Engages our youth in ways familiar to them
 - Mobilizes faith organizations in this and future endeavors
 - Teaches everyone what's possible with newer technologies

Financial Commitments

Church Rotation Program: \$15,000

- Bags
- Logistics
- Transportation support
- Training and administration

Leftovers Program: \$25,000

- App optimization
- Logistics and technical support
- Training and administration

Food Insecurity Challenge: \$10,000

- Prize / scholarship money
- Administration & marketing
- School support & outreach

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