FOR IMMEDIATE RELEASE

CONTACT: Regina Northouse, Food Recovery Network, +1 (240) 615-8813
regina.northouse@foodrecoverynetwork.org, www.foodrecoverynetwork.org

FOOD RECOVERY NETWORK RECEIVES GRANT FROM TAPROOT FOUNDATION

College Park, Maryland – Food Recovery Network is pleased to announce it has received a Program Services grant from Taproot Foundation. FRN plans to add more sophisticated metrics to both qualitative storytelling and quantitative data to support communications that inform, inspire and engage staff, chapter leaders, volunteers, dining hall staff, partnering agencies and donors as well as increase collaboration between chapters and the National office.

Efforts to reduce and repurpose food waste have gained significant traction in recent years, thanks to large scale adoption of proven waste reduction solutions across the food supply chain; a groundswell of advocacy and movement building efforts; legislation that incentivizes and protects those who participate in food waste reduction efforts; and research that uncovers the societal costs of food waste. FRN plays an integral role in this broader movement: FRN is the organizational face of a massive student network, from which the movement’s next generation of leaders will emerge.

As FRN continues to shift the norm towards food recovery, it is investing in organizational infrastructure to ensure sustained long-term growth as more colleges and universities join the network. The Taproot Foundation grant will improve the foundation of FRN’s program measurement by providing strategy and structure around program objectives, key metrics and tracking, and reporting. Broadening and enhancing the scope and efficiency of our data collection will allow our national staff to establish a baseline standard of productivity for our chapters and better communicate our impact to the larger community.

“This opportunity with Taproot signifies a sea change for FRN,” said Regina Northouse, FRN Executive Director. “We will be able to build and improve systems that can put meaning behind the impact we know we are making to combat food waste, to changing behaviors and to supporting we provide to our communities. When we can better communicate our impact, we can “pour” our data into the mixture of the efforts across the country to move the needle on behavior change and decreasing food waste and the issues surrounding waste.”

In 2001, Taproot began developing a model to provide nonprofits with critical resources using business consultants trained to offer pro bono services. Two years later, the first Service Grant was awarded in San Francisco. Over the last 13 years, Taproot has expanded nationally, begun working with corporations to build in-house pro bono programs and developed a wide range of methods to offer high quality support to nonprofits and other social change organizations across the globe. Taproot awards annual grants through a competitive application and review process.

“Taproot is thrilled to support the Food Recovery Network’s efforts to measure and communicate their work,” says Elizabeth Schwan-Rosenwald, Taproot’s Chief External Relations Officer. “In fact just this year, we made a commitment to fighting hunger by engaging the expertise of business professionals in pro bono service. We look forward to seeing how FRN uses the talents of our consultants to build capacity and make change across the country.”
Led by John Canellakis, the FRN pro bono consultant team is staffed by five professionals from the DC, Maryland and Virginia areas who have made a personal commitment to strengthening the nonprofit sector.

“We crafted an ambitious project with FRN that tackles both administrative software systems as well as stakeholder reporting that includes greater collaboration and evaluation metrics,” said Canellakis. “We are proud to provide services that will help FRN expand its reach and impact.”

###

About Food Recovery Network

Food Recovery Network (FRN) unites and supports college student leaders in the fight against food waste and hunger in America. Since 2011, FRN students have recovered more than 2 million pounds of surplus food, that would otherwise go to waste, from their campus cafeterias and local restaurants to donate to hungry Americans. Food Recovery Network has more than 225 college campus chapters in 44 states and the District of Columbia. For more information about Food Recovery Network, including how the Food Recovery Verified program supports businesses who want to recover their surplus food, visit www.foodrecoverynetwork.org. Social media: Twitter @FoodRecovery, Instagram @FoodRecovery, and Facebook www.facebook.com/FoodRecoveryNetwork.

About Taproot Foundation

Taproot Foundation, a national nonprofit, connects nonprofits and social change organizations with passionate, skilled volunteers who share their expertise pro bono. Taproot is creating a world where organizations dedicated to social change have full access—through pro bono service—to the marketing, strategy, HR, and IT resources they need to be most effective. Since 2001, Taproot’s skilled volunteers have served 4,600 social change organizations providing 1.5 million hours of work worth over $160 million in value. Taproot is located in New York City, San Francisco Bay Area, Chicago, and Los Angeles, and is leading a network of global pro bono providers in over 30 countries around the world.

www.taprootfoundation.org