FoodCloud
Hungry for a kinder world

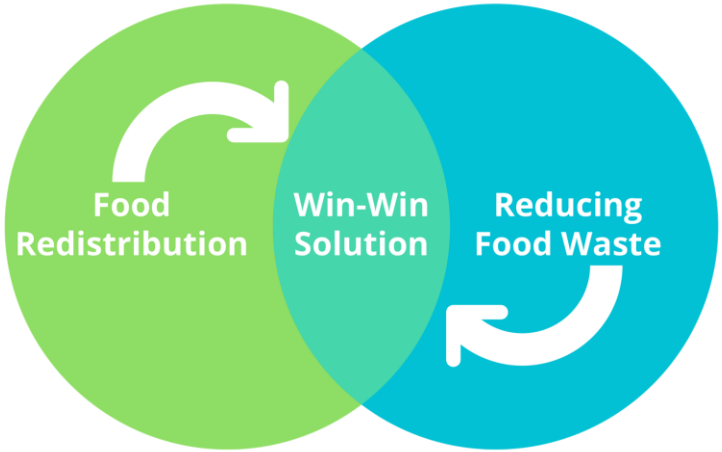
'Using food to enhance community resilience in a crisis and beyond'

Context

In Ireland

1 in 12
people in Ireland
experience food poverty

1 Million
tonnes of food
is thrown out
by Irish consumers
and businesses
every year



About FoodCloud

TESCO

ALDI

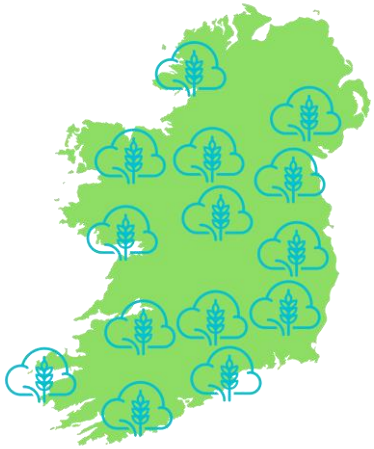
LIDL

FareShare
fighting hunger, tackling food waste

CALL CENTRE

SMS

CHARITY APP



FUND FOR EUROPEAN AID TO THE MOST DEPRIVED

ROI

2500+ Tonnes of Food distributed so far in 2020

540 Store partnerships
3 Distribution Hubs
600+ Charities & Groups

Impact In Ireland

FoodCloud enables a community of **over 600 community groups in Ireland** to access good food and create long lasting, local relationships

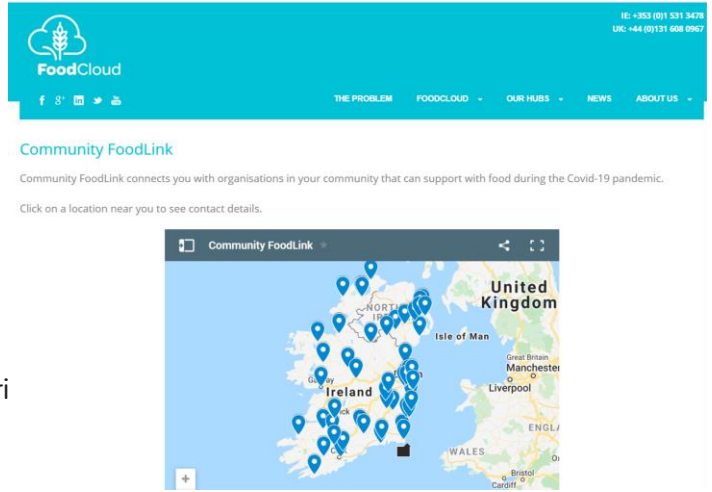
Community Groups In Ireland report **reducing their food spends** by up to **30%** since receiving surplus food...

... **87%** of Community Groups surveyed say that working with surplus food helped their organisation to **support more people in their communities**

Ireland Surplus Impact to date to 08/10/2020		
10,644	650	> €31.9m
tonnage redistributed	community groups	estimated monetary amount of food (1kg = €3)

Covid- 19 Response : Existing Infrastructure

- **March : Phone survey** with over 300 (open organisations)
  - *Who was open, closing, scaling down*
  - *Who needed more food*
- Committed to continue ‘Business as Usual’ for those open
- FoodCloud App helped to link food to organisations who needed it
- Launched the Community Food Link



FoodCloud Operational Capacity

- Streamlined our operations to supply for increased number of unprecedented ri organisations providing food parcels
- Hired four new warehouse operatives and reduced volunteers on site

Covid- 19 Response : Community Engagement

COVID-19 Community Response:

- Launched Food & Funding Appeal for donations
- Offered our support to the Government led Community Call initiative/CC's
- Suspended Membership fees for all organisations who contribute to the running costs FoodCloud

- Developed a partnership with ILDN to make sure that we had links in every county of Ireland
- Where infrastructure existed already we worked to create links between FoodCloud Members and and LDCs
- Where infrastructure for emergency food provision was missing we developed 30 strategic partnerships with LDC's and large organised groups who were well placed to identify local needs and manage logistics

<u>Our biggest challenge was to sustain the volume of food and get a good nutritional balance to meet the growing demand</u>

Ballyfermot Chapelizod Partnership

'Building an inclusive community'

Covid- 19 Response : Food Supply

FoodCloud Survey July 2020

47% of respondents told us that they were providing some form of food distribution to families and clients before Covid hit. With the help of FoodCloud, the FEAD Programme and buying supplies, they were able to scale quickly, but sustaining this became difficult when supply did not meet demand and funds began to run out

65% charities are concerned that the food need to rise again

Iseult Ward, CEO and Co-Founder of FoodCloud and Andrew Shaw, Country Manager at Nestlé Ireland

Nestlé Ireland has announced that it will invest €110,000 in FoodCloud, on behalf of its 850 employees in Ireland.

Learning from Covid-19

The Family Resource National Forum Survey:
FRCs had to adapt quickly in response to Covid-19 restrictions and to meet emerging needs within their local communities, including a sharp rise in demand for food and essential home supplies.

The National Covid-19 Food Survey :
20% of respondents reported eating a limited variety of foods and 10% reported consuming food that they didn't want due to a lack of food availability

The community and advocacy groups reported a significant impact of COVID-19 on the vulnerable members of society, due to :

- Missing School Meals Schemes
- Increase cost of staying home on families
- Increased pressure on charitable services due to restrictions

FoodCloud Survey July:
70% - Saw an increase in Demand (some or significant increase) Our partners also told us that in their opinion this increase in demand was driven by 3 main factors : *Impact of Covid on Household Income (77%), Closure of Schools and loss of community meals/snacks (33%), Self Isolation (37%)*

family resource centre
national forum

FRCs: Supporting Families During the Covid-19 Crisis

Learning from Covid-19 : Resilient Communities

Local Responses

- Importance of informal food distribution networks
- Develop a better understanding of how food insecurity plays out in Ireland
- Mapping and sharing : community food services
- Local and national networks working together
- Identify local gaps and opportunities on an ongoing basis to ensure we have the right infrastructure in the right place, at the right time.

National Responses in Crisis

- Recognition of food support as essential in Government Emergency Responses
- Greater support of Food Banks who fill gaps in government social protections
- Support with funds *and* food supplies for food banks to meet increased demand for good nutritious food, by those who need it most

FoodCloud

- Better understanding of the FoodCloud Community Network
- Diversify our own food sources away from only surplus food
- Provide efficient systems that support all local responses to food insecurity

Thank You!

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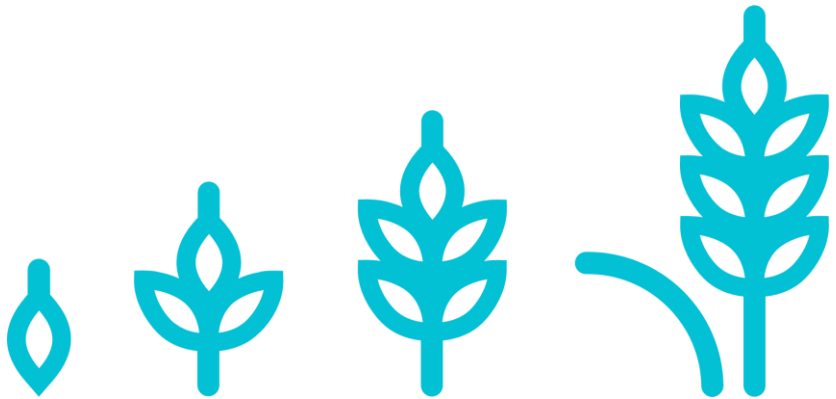
@foodcloud

/foodcloudireland

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