



Earned Income Business Planning Knowledge Sharing Session

January 26, 2022



meet OUR team



Julieth Callejas

Interim Administrative Director



Patrick Dowling

Resource Director, Full Shelves Initiative

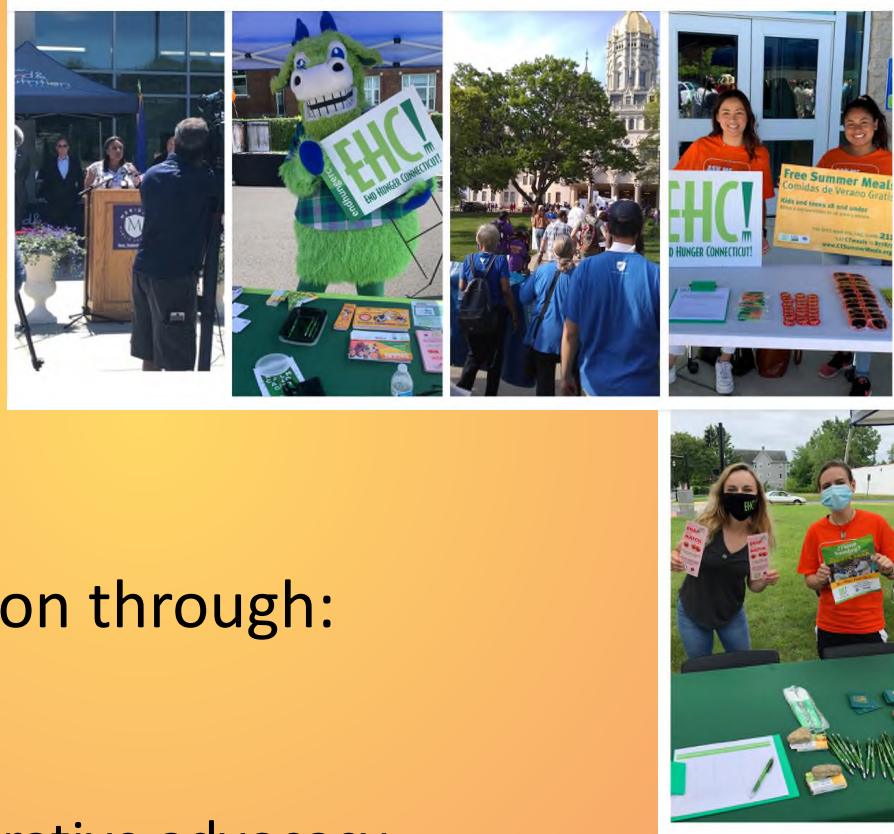


Dave Desjardins

Board Member



- Eliminate hunger
- Promote healthy nutrition through:
 - Outreach and support
 - Public education
 - Legislative and administrative advocacy



The Problem

There is no state-wide coordinated support system for the hundreds of food pantries across Connecticut

- To assist in purchasing food
- To efficiently share food between organizations
- To support pantries' logistical needs for supplies and services



The Problem

Food Pantries Face Shared Challenges

- Typically paying retail prices for food not provided by food banks and the donation network
- Shifting demographics which creates food challenges
- Gaps in aid for feeding undocumented families
- Contending with supply chain concerns in the era of Covid-19
- An absence of a coordinated state-wide support system



Our Solution



**FULL
SHELVES
INITIATIVE**



An entrepreneurial venture designed to efficiently and cost-effectively support pantries in feeding their communities.

The Full Shelves' Components Include:

A wholesale buying group offering contract pricing and direct deliveries to pantries

An online tool, "The CT Food Exchange," helping pantries to efficiently share surplus food

A comprehensive database of best practices, supplies, and services

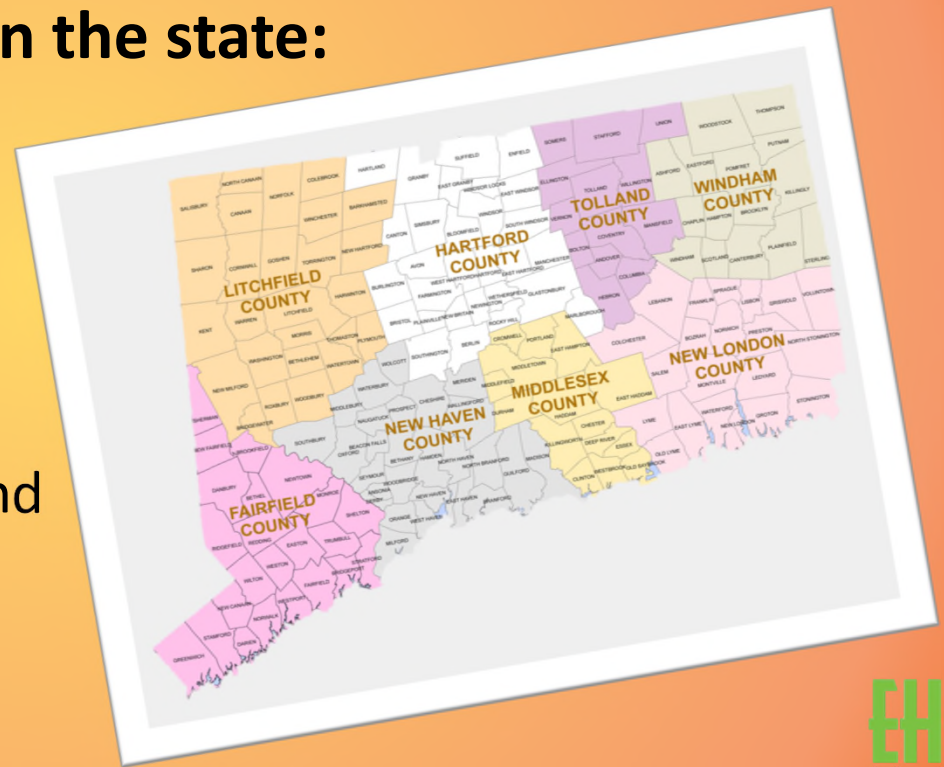
A platform for communication and crowd-sourced problem-solving

Our Target Market

All food assistance agencies in the state:

Approximately 1,000 in CT

- Food pantries
- Soup kitchens
- Mobile pantries
- Senior outreach and home-bound assistance
- After school/summer backpack programs



The Competition

- | | | |
|------------------------------------|---|---|
| • Food Banks | ➔ | • Cannot meet total food needs of pantries |
| • Local grocery retailers | ➔ | • Do not offer wholesale pricing or on-site delivery |
| • Pantries going it alone | ➔ | • Do not have the purchasing power a buying group offers |
| • Wholesalers | ➔ | • Not positioned to seek out opportunities/not cost effective |
| • Outside commercial buying groups | ➔ | • None currently exist in our state at this time |

Our Unique Advantages

Understanding the specific challenges facing pantries

Offering tools and services that fill gaps in the current supply system

The ability to harness the resources of 100s of independent pantries

Negotiating contract pricing with wholesalers to maximize leverage; benefit from economies of scale

25+ years experience managing wholesale supplier relationships

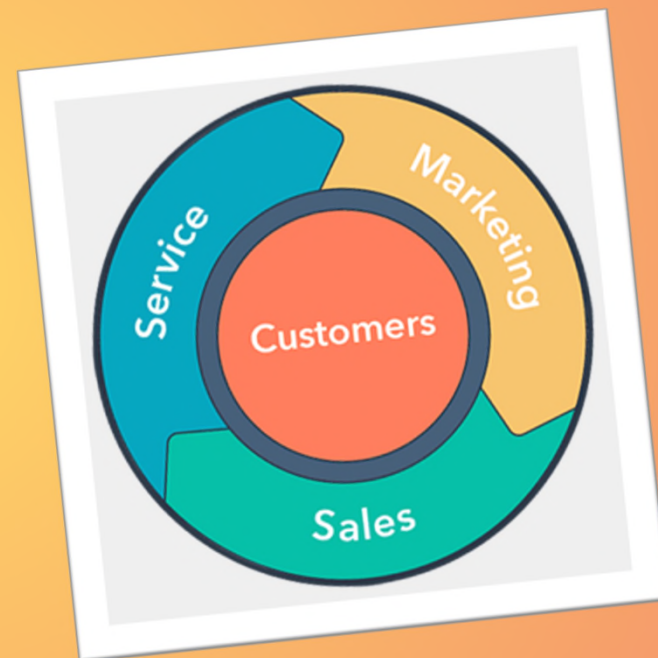
Marketing and Sales Approach

Marketing Activities

- Develop brand identity
- New website
- Social media
- E-mail marketing
- Collateral materials
- Partnerships and strategic alliances

Sales Activities

- Purchase CRM
- Identify prospects
- Business development outreach
- Secure agreements



Key Partnerships

- Community-based agencies
 - The Coordinated Food Assistance Network (CFAN)
 - Stamford and Danbury Food Collaboratives
- United Way
- CT Dept of Agriculture
- Midwest Food Bank



Our Business Model

- No upfront fees to join
- Buying group revenue:
 - Pantries pay a 3% surcharge on wholesale purchases through the buying group
 - Wholesalers pay FSI a 1% annual rebate on total sales
- CT Food Exchange revenue:
 - Pantries pay 3% fee on all CT Food Exchange transactions that include a charge



We've Been Busy...

- Building the Buying Group infrastructure:
 - Commitments from four food wholesalers
 - Have connected pantries to those wholesalers
 - Recruiting additional wholesale suppliers
- Building the E-Commerce Platform – The CT Food Exchange
- Connecting with over 125 pantries to date
 - With a plan to reach 750 by the end of 2022



Our Next Steps

- Launch the online CT Food Exchange
- Meet with remaining food assistance agencies
- Recruit additional wholesale food vendors
- Complete and implement our Business Plan
- Cultivate our FastPitch Donors/Investors
- Raise Startup Capital
- *Make a difference!*





Questions?



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Thank You!

