

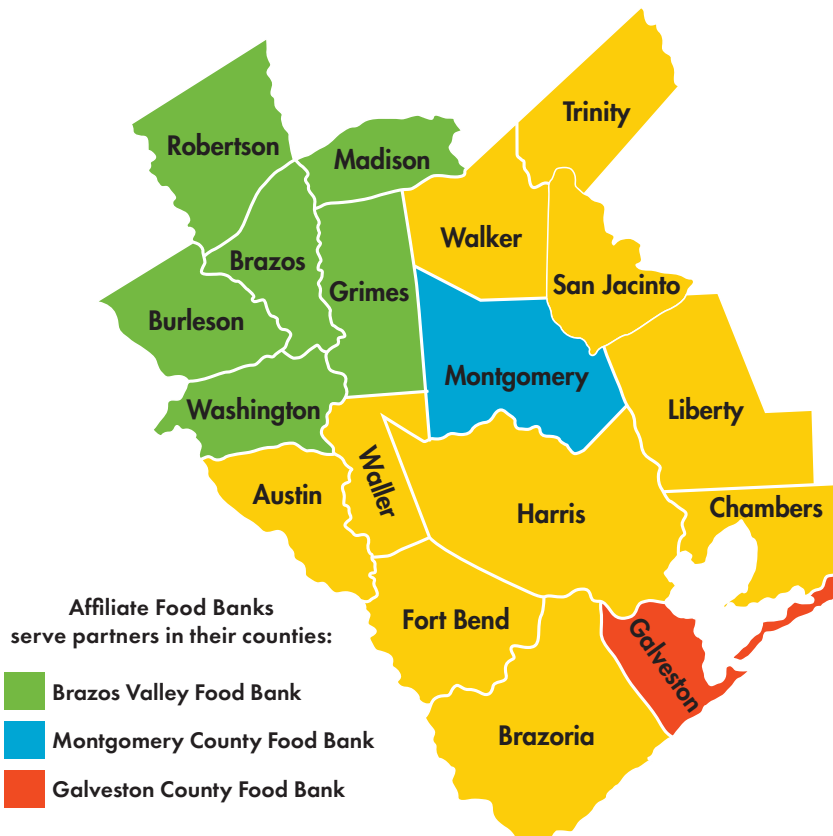
Customer Advocacy Packet

Thank you for showing an interest in advocating for
Houston Food Bank!

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For your convenience, please **print pages 3 & 4** when advocating to store managers. Page 3 is your talking points and Page 4 is a leave behind for store managers.



OUR SERVICE AREA

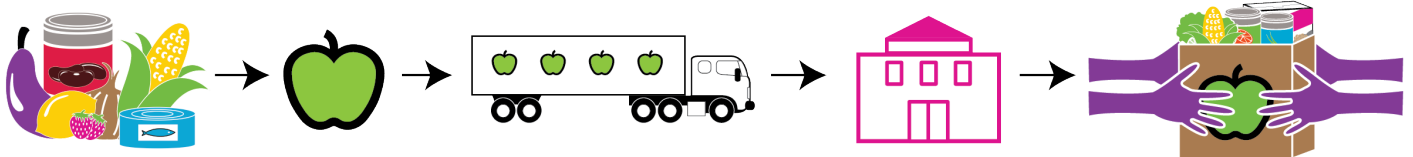
Through a network with more than 1,600 hunger relief charities, we are able to service 18 counties in the Southeast Texas area.

What is the Retail Rescue Program?

The Retail Rescue Program is a donation program in which grocers donate safe excess, short-dated, or otherwise unsaleable, perishable and non-perishable products to Houston Food Bank.

How does it work?

- Retail stores will collect surplus food and non-food items. These items are still safe for consumption but may not be sold due to factors such as shelf life, packaging, or overstock. Although these items are no longer suitable for retail standards, they are still perfectly edible. Afterwards, the products are packaged appropriately for donation.
- Houston Food Bank-affiliated vehicles and volunteers (or staff) pick up from grocery stores and bring it to Partners, who then distribute directly to our neighbors experiencing food insecurity.
- Partners include soup kitchens, pantries, schools, multi-service centers, and other hunger relief agencies.



How does this impact the community?

- The Retail Rescue program helps increase access to more nutritious food in the community that each retail store serves. This is one of the many ways Houston Food Bank partners with businesses in our communities to help fulfill our mission of Food for Better Lives. Retail donations can supply partners and communities with a complete nutritional mix of foods and non-food/household items that can help extend a neighbor's budget.
- Houston Food Bank rescues an average of 2.3 million pounds per month through this program.
- Reducing food waste helps our communities by conserving resources, protecting our environment, and ensuring more food is available for those in need.



For more information contact the Retail Team at:
RetailRescue@houstonfoodbank.org

Ways to promote food donations at your local retailer:

- **Promote Involvement:** Encourage your local grocers to participate in the Retail Rescue Program, which allows them to donate excess products to Houston Food Bank. Engage store managers by initiating conversations that highlight the program's benefits, stressing its positive impact on the community and the environment. By spreading awareness, we not only encourage more support and participation in addressing food insecurity but also minimize food waste in our communities.
- **Donate to Red Barrels:** Promote and encourage your fellow shoppers to donate non-perishable foods to the Red Barrels in stores, benefiting their local food pantries.
- **Awareness:** Share that the donations from the retailers goes directly into their local communities to provide nutritious meals to families in need. Rerouting their surplus to the Retail Rescue Program helps reduce environmental waste and promotes sustainability.
- **Utilize Social Media:** Raise awareness among your friends, family, and followers and encourage them to take action and advocate for the Retail Rescue Program to help support their communities.

Who can I reach out to?

- Ask to speak to a store or department manager at any grocery retailer, such as: Costco, Walmart, Randalls, H-E-B, Brookshire Brothers, Target, Sam's Club, Aldi, Kroger, Sprouts, Trader Joe's, Food Town, Fiesta, Food o Rama, Whole Foods, or Dollar General.

Sample questions to start a conversation to address food waste and food insecurity with your local store manager:

- "Are you aware that 1 in 5 kids in this community are food insecure? What measures do you currently have in place to minimize food waste?"
- "I'm passionate about reducing food waste and helping those in need. Are you currently participating in the retail rescue program with Houston Food Bank?"
- "I'm happy when I see local retailers support their communities by donating extra food. It shows they are committed to addressing issues like food insecurity. Would you be interested in partnering with Houston Food Bank to enhance food waste efforts?"
- "By donating surplus food, we can ensure that perfectly good food doesn't go to waste and instead goes to those who need it most. Have you considered partnering with Houston Food Bank to redirect your surplus and unsold food items?"
- "I understand that there may be logistical challenges involved in implementing a donation program, but I'm confident that the Houston Food Bank Retail Team can help you find a solution. Are you willing to discuss any logistical concerns with the Houston Food Bank Retail Team?"

How retailers can contact Houston Food Bank:

- RetailRescue@houstonfoodbank.org | 281-786-2676 | for more info: houstonfoodbank.org



Give Today, Change Tomorrow!
**You are invited to join over 500
retailers in supporting our mission
of providing “Food for Better Lives”**

**Did you
know?**

**Two-thirds of
food insecure
homes have a
working adult**



**1 in 7
Texans
are food
insecure**



**123 million
meals
were made
possible**



- Families that Houston Food Bank serves are experiencing food insecurity, indicating a lack of reliable access to sufficient nutritious food for maintaining an active and healthy lifestyle. These families often struggle to balance their budgets as they cannot predict where their next meal will come from. Food insecurity is a widespread issue impacting millions globally, but it's through the generosity of retail donors like you that we can help address this challenge. Our Retail program collaborates with you to safely collect these donations and arrange weekly pickups, ensuring a sustained positive impact on the lives of those in need.
- **Why donate?** By donating, retail stores can significantly reduce food waste by redirecting unsold products away from landfills and into communities, allowing families to stretch their budgets. This effort plays a crucial role in addressing food insecurity among families facing financial difficulties. Additionally, retailers that participate in donating play a pivotal role in nurturing a positive environment of goodwill and community engagement.
- **What to donate?** The Retail Program accepts a wide range of donated items including meat, dairy, produce, bakery, frozen, shelf-stable goods, as well as non-food grocery products like health and beauty or cleaning supplies. For more information on acceptable donation items, please scan the QR code provided below.
- **How to donate?** Contact our Retail Team at retailrescue@houstonfoodbank.org to schedule your donation pickups. Donations can be collected Monday through Friday during our regular operating hours. Your contribution, big or small, is valuable and impactful. Our team is here to assist you every step of the way. Together, we can make a difference for those facing food insecurity.



**Retail
Donation
Guidebook**

retailrescue@houstonfoodbank.org | 281-786-2676 | houstonfoodbank.org

Your generosity can help change lives. Thank you for donating to support our mission.

Our Partner

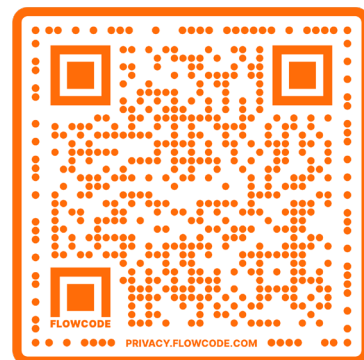
Here's a testimonial from a Houston Food Bank Partner about the value that the Retail Rescue Program brings to their community



“Cy-Fair Helping Hands is blessed by the Houston Food Bank through fostered partnerships with community agencies from which we receive nutritious food for our clients. As a ministry that serves the homeless and hungry in Northwest Harris County, we have experienced a drastic increase in the number of struggling individuals and families seeking food assistance. As the economy worsens, there is a critical need for food sources. The Retail Program provides meats, entrees, produce, dairy and baked goods that go a long way to sustain our clients. Additionally, the Red Barrel program allows us to further connect with store customers. We are truly thankful for our partnership with the Houston Food Bank.”

*Patricia Hudson
Cy-Fair Helping Hands*

**Do you know someone in need of food assistance?
Visit our pantry locator to find a pantry close to you.**



PANTRY LOCATOR

Your support helps partner pantries provide food to support neighbors in YOUR community!