



## 2020 Impact Report

### A message from our ED

**4,180,212 lbs**  
*of food distributed on O'ahu*

Aloha Friends,

At this time in 2020, we were building on positive traction from the previous months and projecting a 20% growth over 2019. We had plans to launch several innovative new programs and were excited to celebrate our 20th anniversary. New leadership, new staff, new programs. 2020 was going to be our banner year.

As the COVID-19 pandemic hit Hawai'i and the government imposed shutdowns, we saw sudden, drastic changes in the volume and nature of need throughout our community. We immediately refocused and shifted our resources accordingly. It was challenging for our small team to scale quickly and take on new roles, but we were fortunate, and humbled, to be able to provide critical services to support our families in need. This report visualizes how we expanded our food rescue and redistribution work in response to this unprecedented crisis.

**Over 4 million pounds of food distributed. Over 200 community-based food distributions. And assistance to more than 50,000 households on O'ahu.** This response was made possible largely due to tremendous help from our funders, community partners, and leaders in local government. We cannot express enough our appreciation for your generosity and unwavering support. Mahalo!

This pandemic brought to light the issues that we already knew existed. Hawai'i's economy and food system are extremely vulnerable to disruptions in the supply chain. Whether it's a natural disaster or a global pandemic, our ecosystem is fragile. And, there are A LOT of food-insecure individuals and families in our community ... more than most of us realize. People who are already faced with hunger are affected the most in emergency situations and times of uncertainty. Nearly a year later, many are not yet back on their feet. National and local experts project a long road to recovery. Help is needed, now more than ever.

Our team remains committed to providing emergency assistance whenever and wherever we are needed. At the same time, we are working toward long-term solutions to create a more resilient community. We must do a better job utilizing our precious food resources. Food rescue IS a feasible and cost-effective solution. Our goal is to reach even more people this year, so we must expand the impact of our work – think Food Resilience Hub. TOGETHER, we can create a more efficient, equitable, resilient, and sustainable food system!

With sincere  
gratitude,

Augustus "Phil" Acosta

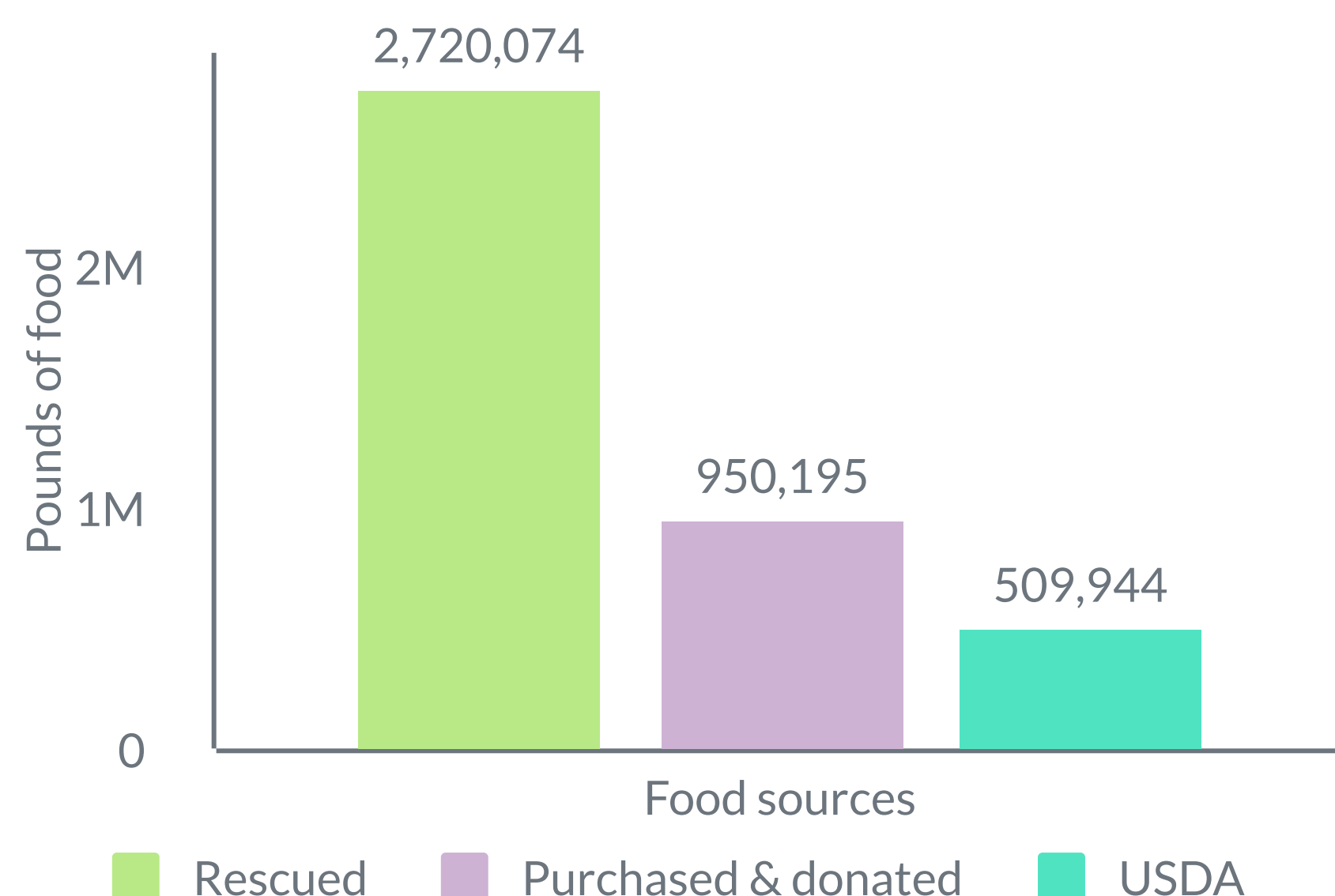




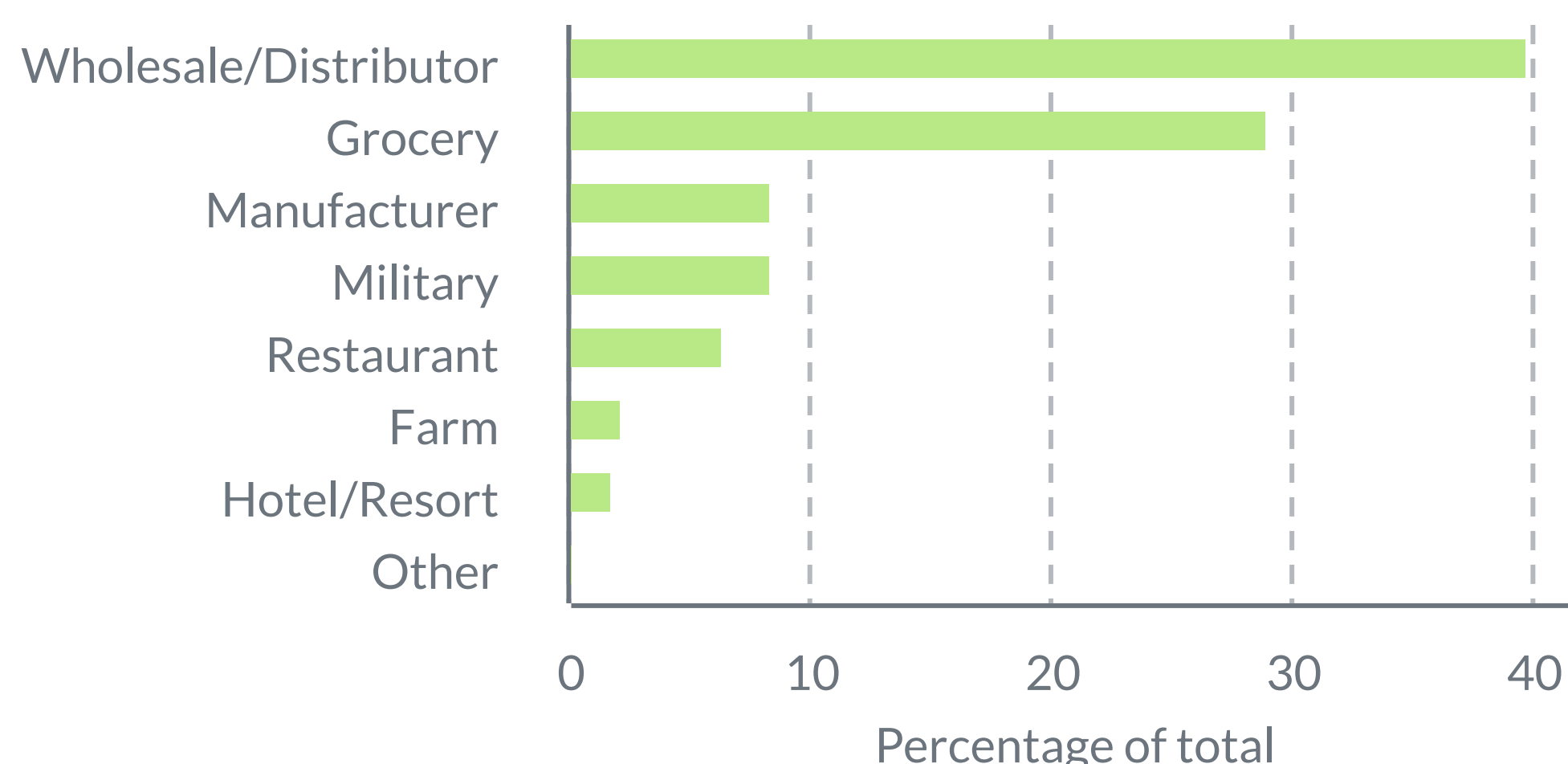
2020

# The big picture

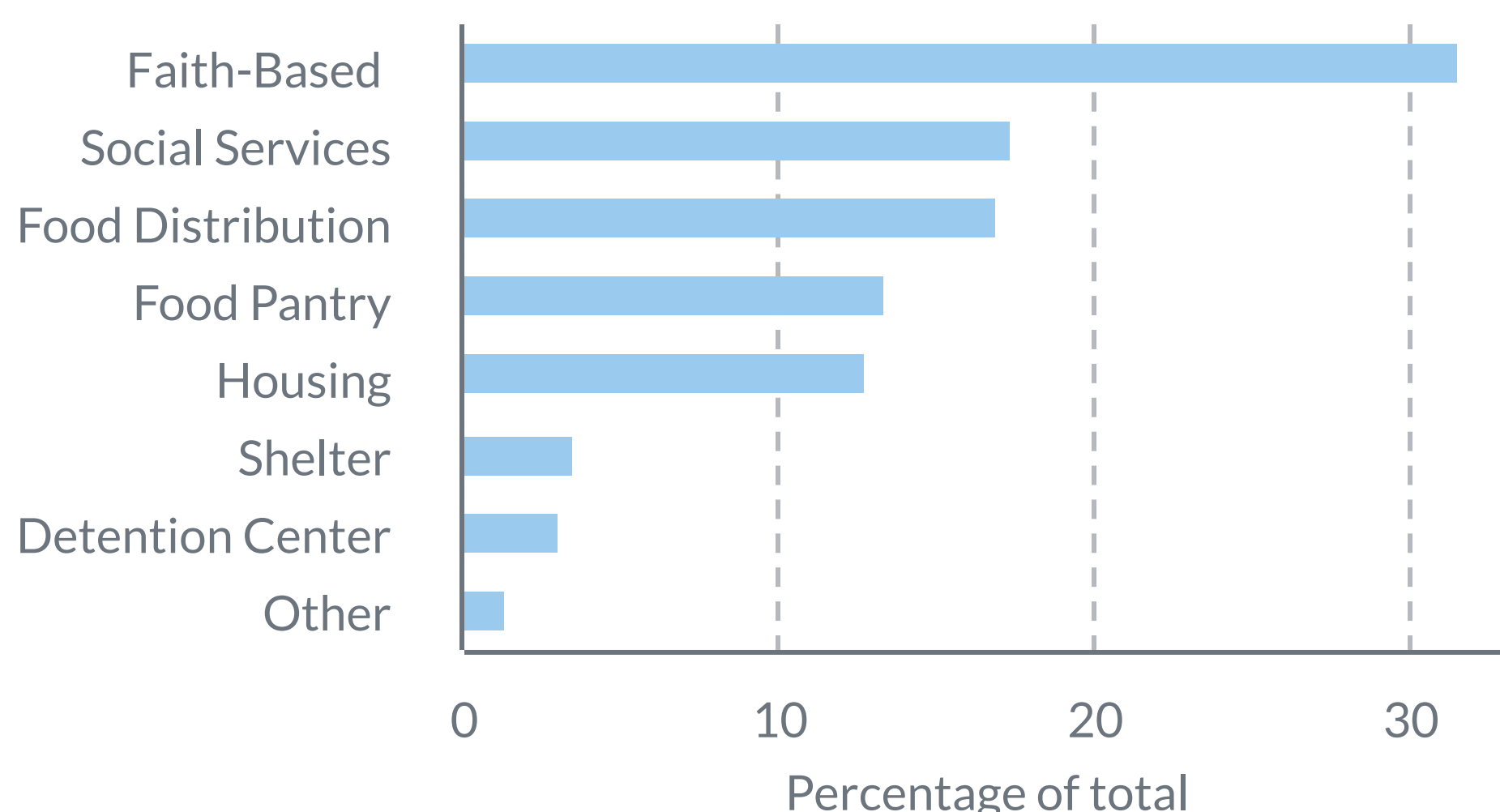
4,180,212 lbs food distributed



## Rescued food came from



## Food from all sources went to



+ 4

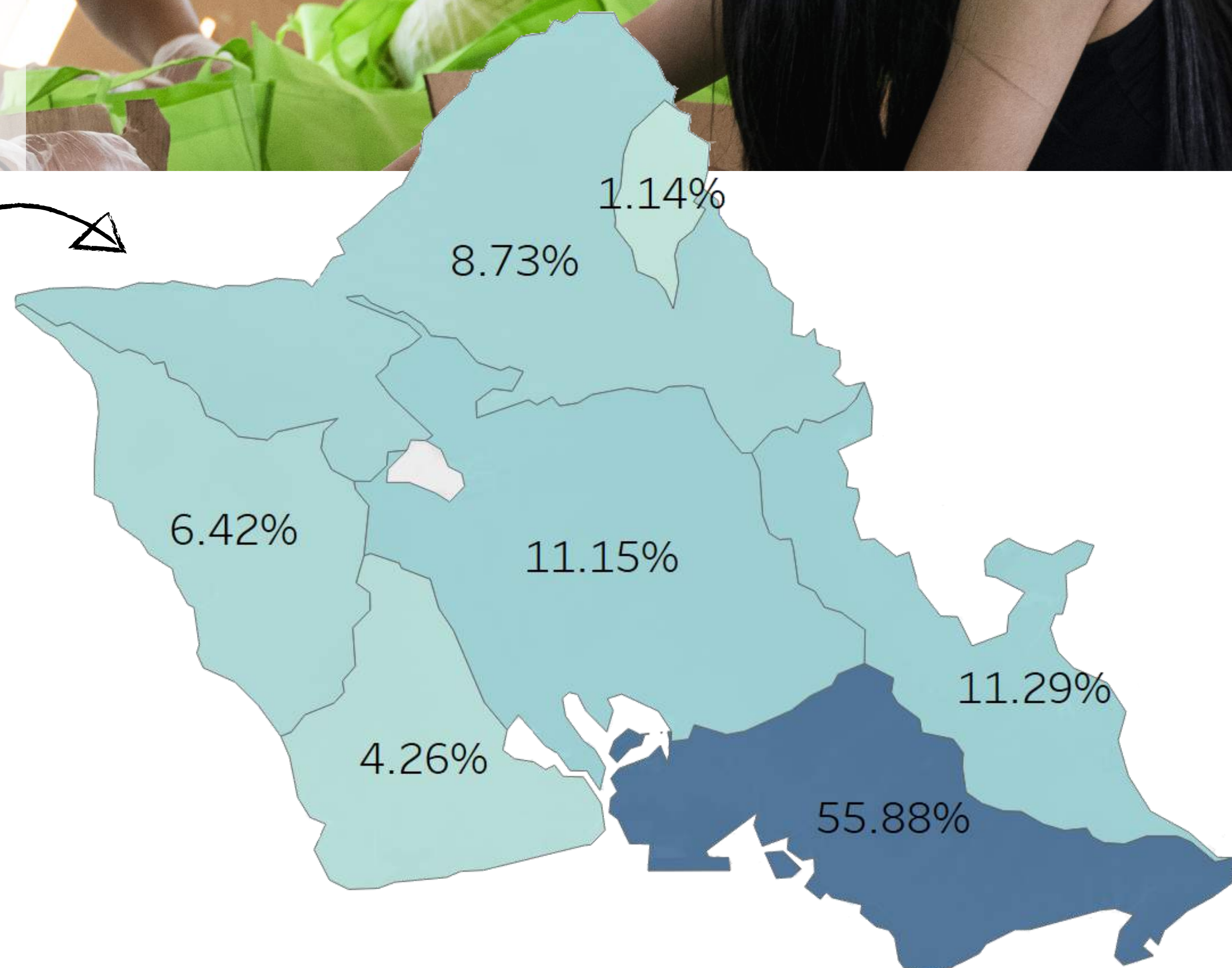
new programs  
in response to  
COVID-19

Chef Hui x  
Aloha Harvest

'Ohana  
Pack Food  
Distributions

Meals With  
Aloha

Buy Local,  
Feed Local



360  
food donors

including 144 NEW  
(first time) donors

### TOP 3:

1. FOODLAND
2. EGGS HAWAI'I
3. SCHOFIELD BARRACKS

273  
recipient  
agencies

including 103 NEW  
(first time) recipients

### TOP 3:

1. HAWAI'I CEDAR CHURCH
2. KALIHI VALLEY HOMES ASSOCIATION
3. 'OHANA, FAMILY OF THE LIVING GOD



Jan

Feb

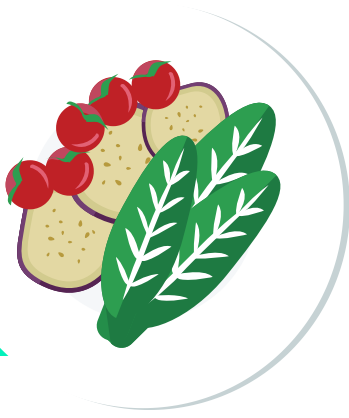
**March-  
April**  
 COVID-19  
 hits

**May-  
June**

- ① **214,568 pounds of food** rescued & redistributed, our highest monthly total in almost four years.
- ① Servco **loans us a van** for two years of use in rescuing additional food.
- ① Food rescued in March **increases over 100%** from the previous month. **54 new food donors added** as shutdowns cause food surplus at hotels & restaurants.
- ① **Chef Hui x Aloha Harvest** is born as our first collaborative COVID response program.
- ① **Kupu** and **Kapi'olani Community College** use their kitchens to prep thousands of free grab-and-go meals weekly. We provide delivery & logistics support from the prep facilities to meal distro sites.
- ① Unemployment in Hawai'i hits **22%**. We expand operations and begin purchasing food to support **large-scale food distributions**. We partner with Y. Fukunaga Products, utilizing their warehouse space for storage of food pallets.
- ① In partnership with the **USDA Farmers to Families Program** and Ham Produce & Seafood, we begin **'Ohana Pack Food Distributions**. 26 distros serve ~18,500 people in the first two months.
- ① New position created and filled: **Data Specialist!**
- ① With new software to manage our growing base, **alohaharvest.org/volunteer** goes live.



## Chef Hui x Aloha Harvest



## 8,832 individuals served

*Chef Hui x Aloha Harvest, in partnership with Pacific Gateway Center, initially worked to safely, equitably process the temporary spike in excess food resulting from canceled events and shutdowns. Then, April-June, da Chef Hui of local chefs and restaurateurs cooked! Our meals were made with rescued food (63.5%) + purchased ingredients (36.5%) About 80% of all purchased ingredients were locally sourced. Meals were given to community orgs like Mālama Meals, which delivered 3,200+ free meals/day to 37 locations island-wide during its run this year, prioritizing kūpuna and homeless communities.*



## 'Ohana Pack Distributions



## 24,060 food packs distributed May-Dec

*With support from the USDA, City & County of Honolulu, and Hawai'i Community Foundation, Aloha Harvest partnered with local businesses and orgs to host a total of 138 'Ohana Pack Distributions. Each event served anywhere from 30-1,500 people in need, primarily individuals and families affected by the COVID-19 economic downturn. Each 'Ohana Pack contained enough fresh produce, meats, milk, eggs, bread, and varying extras to provide several meals for a family of 4-6 people. We delivered the food, sometimes setting up our refrigerated trucks onsite for the duration of the events, and provided other logistical support.*



July

- Our partnership with **Kūpuna & Kōkua**, which started in June, continues. Weekly, K&K volunteers deliver hundreds of meals prepped by Chef Hui x Aloha Harvest to kūpuna island-wide.

Aug

- Longtime volunteer Ben Hertaus steps up as Project Manager for the development & implementation of **Salesforce** – our own instance of the **CRM**!
- With support from the ReFED COVID-19 Solutions Fund, The Freeman Foundation, and The Clarence T. C. Ching Foundation, Aloha Harvest is able to acquire **three new refrigerated trucks**.

Sept

- Meals With Aloha** launches as a collaborative effort to respond more broadly to the hardships caused by COVID.

Oct

- Whole Foods** gifts us a new refrigerated van as part of their Nourishing Our Neighbors Program. We are 1 of 21 food rescue orgs across the U.S. and Canada to receive a van, which increases our weekly food rescue capacity by 20,000 lbs.
- We partner with the City & County and Hawai'i Community Foundation on our **Buy Local, Feed Local** program to connect the state's agriculture industry and local businesses with those in need.

Nov-Dec

- Celebrating 20 years ... a year late! Our **Virtual Mahalo Event** highlights and thank some of the key partners who have made our COVID response possible.
- alohaharvest.org/data** goes live, hosting interactive dashboards. These visualizations allow users to filter by time periods, regions, and other criteria to find new insights about fighting hunger in Hawai'i.



## Meals With Aloha

We worked with Y. Hata & Co, KEY Project, Pig & The Lady, Kūpuna & Kōkua, Kōkua Kalihi Valley, and Pacific Gateway Center to provide food assistance and social services island-wide. In total, our cohort distributed 11,850 frozen meal kits and 5,850 prepared meals. This supplied 121,021 lbs of food for 55 distribution events. KKV and PGC both provided health and wellness checks, counseling, and enrollment in public assistance such as SNAP/EBT.

**11,850**  
frozen  
meal kits

**5,850**  
prepared  
meals

**+ social  
service  
support**

## Buy Local, Feed Local

We joined forces with Hawai'i Community Foundation and the City & County of Honolulu's Farm to Food initiative to offer "Buy Local, Feed Local" boxes of locally grown meats, eggs, vegetables, and fruits. These items were sourced directly from local farms, restaurants, and other businesses.

**5,200**  
meal  
kits/chef  
boxes at  
25 distro  
events



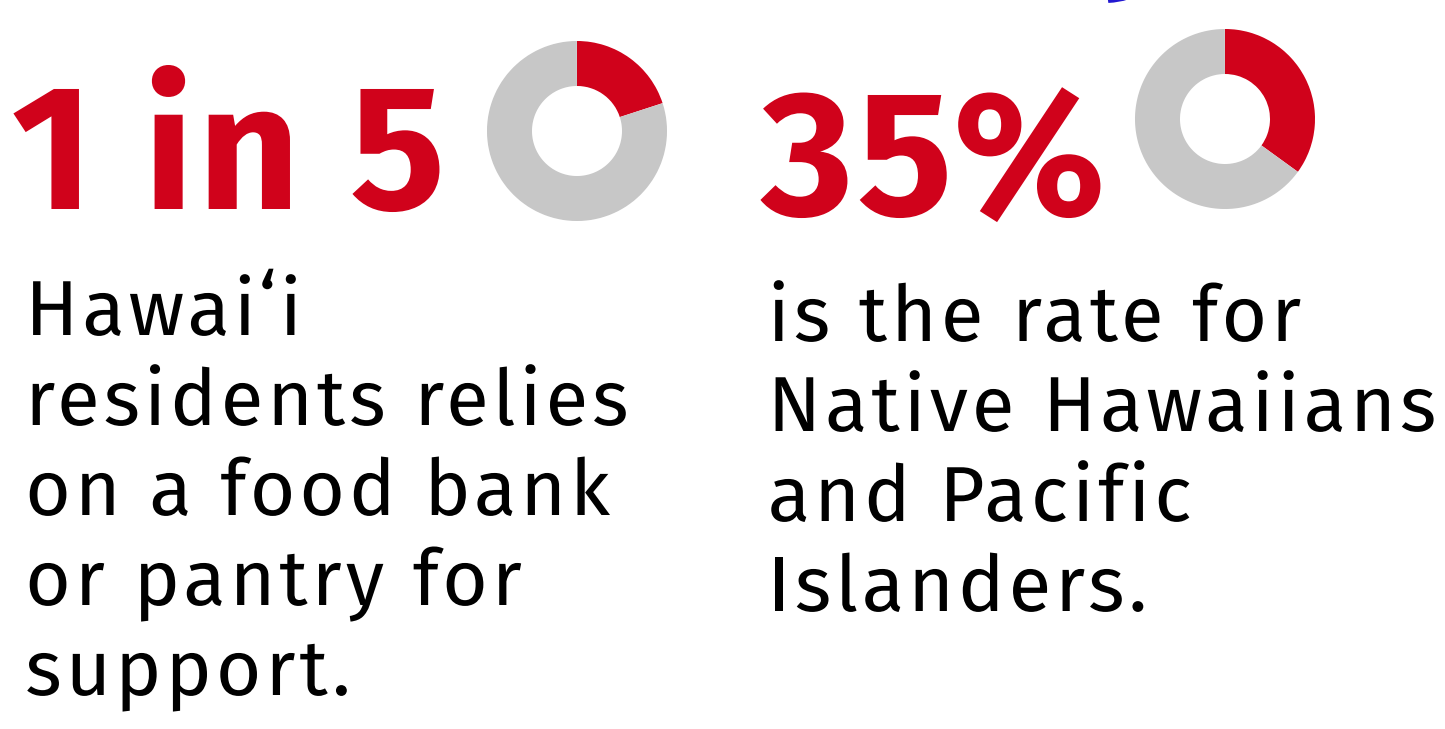




# Food rescue impact

Our COVID-19 response created new programs, but our primary focus is and always will be **food rescue!** Here are some interconnected ways food rescue impacts our community.

## Food security

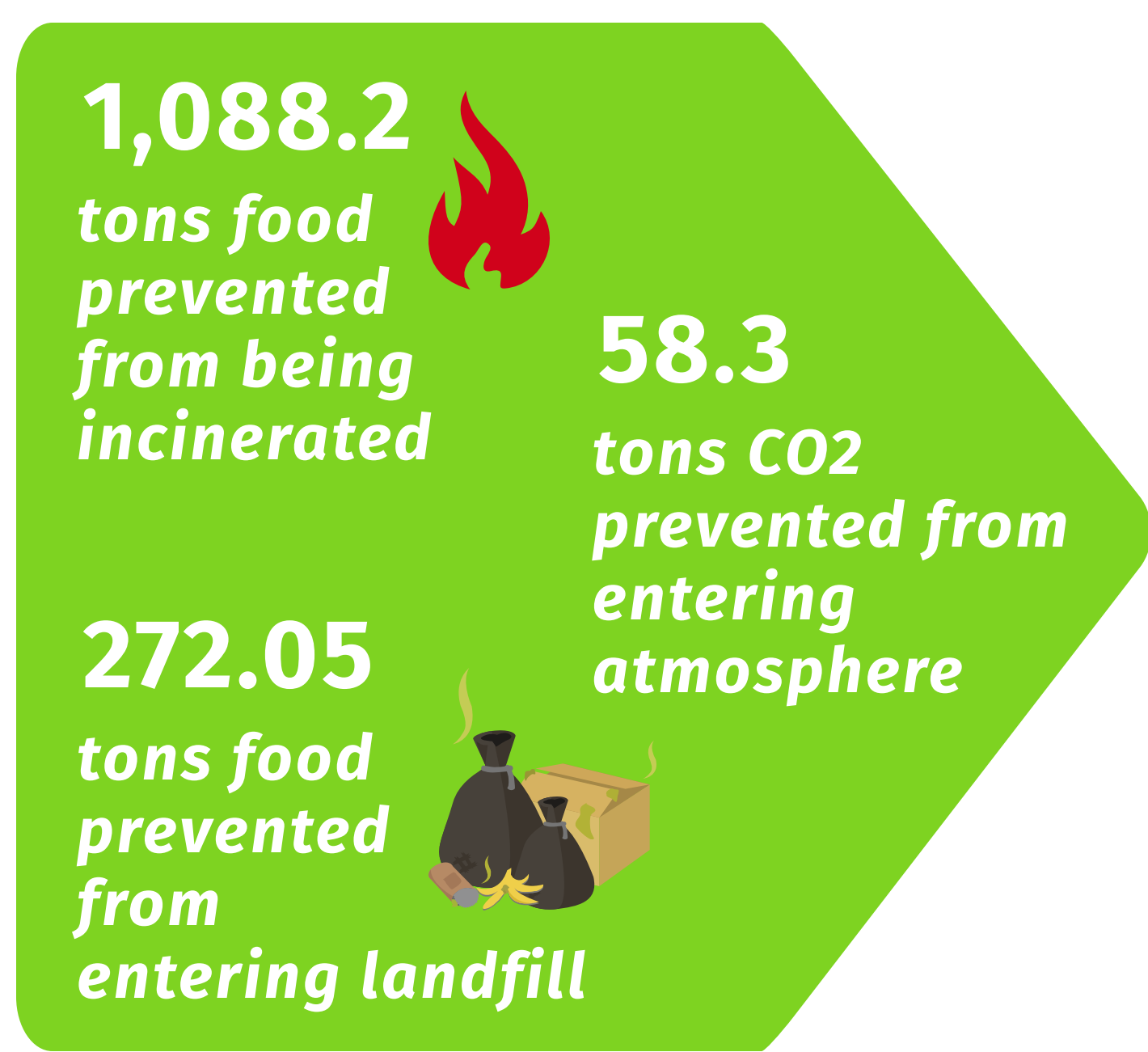
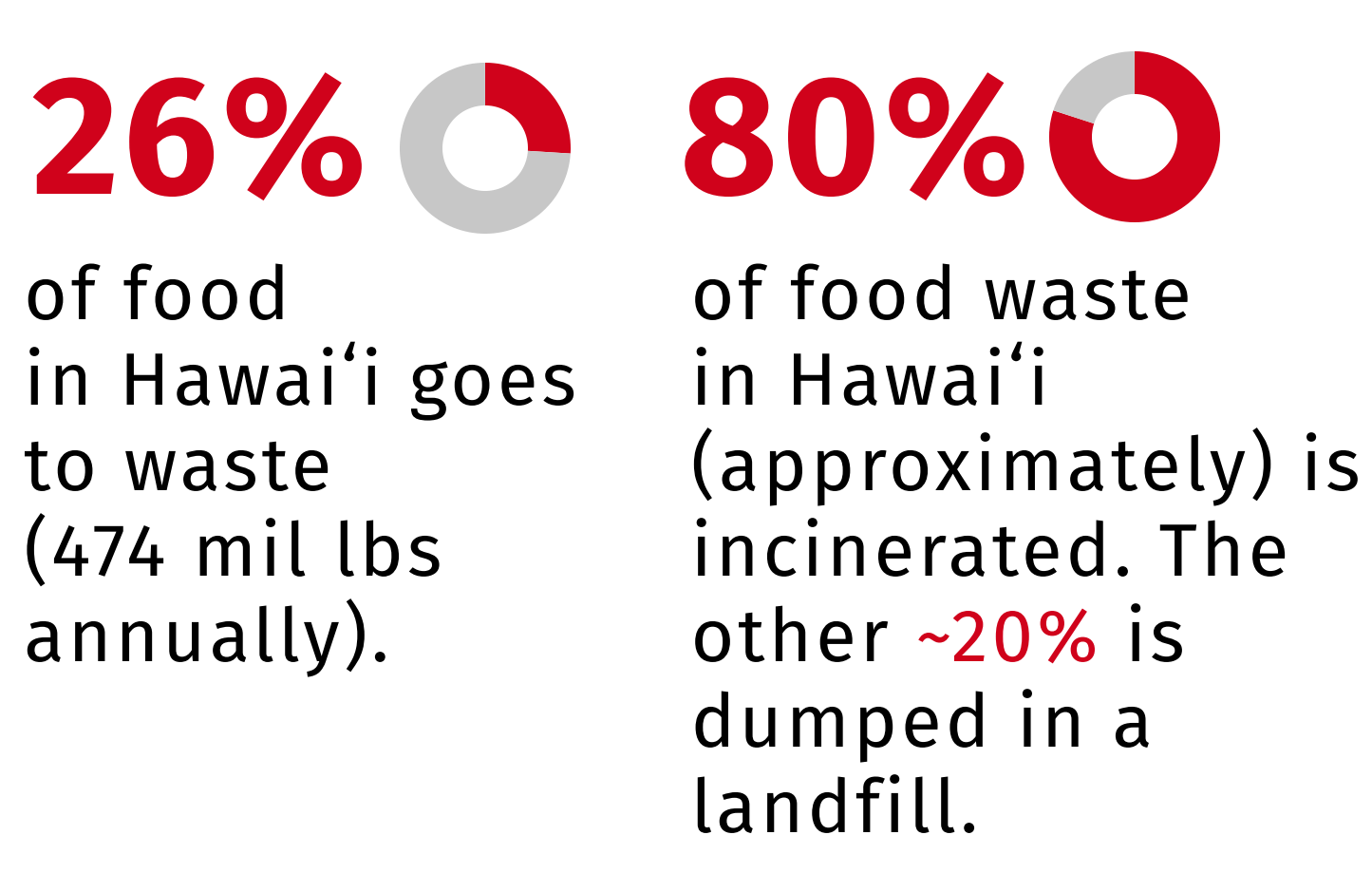


## 2020:



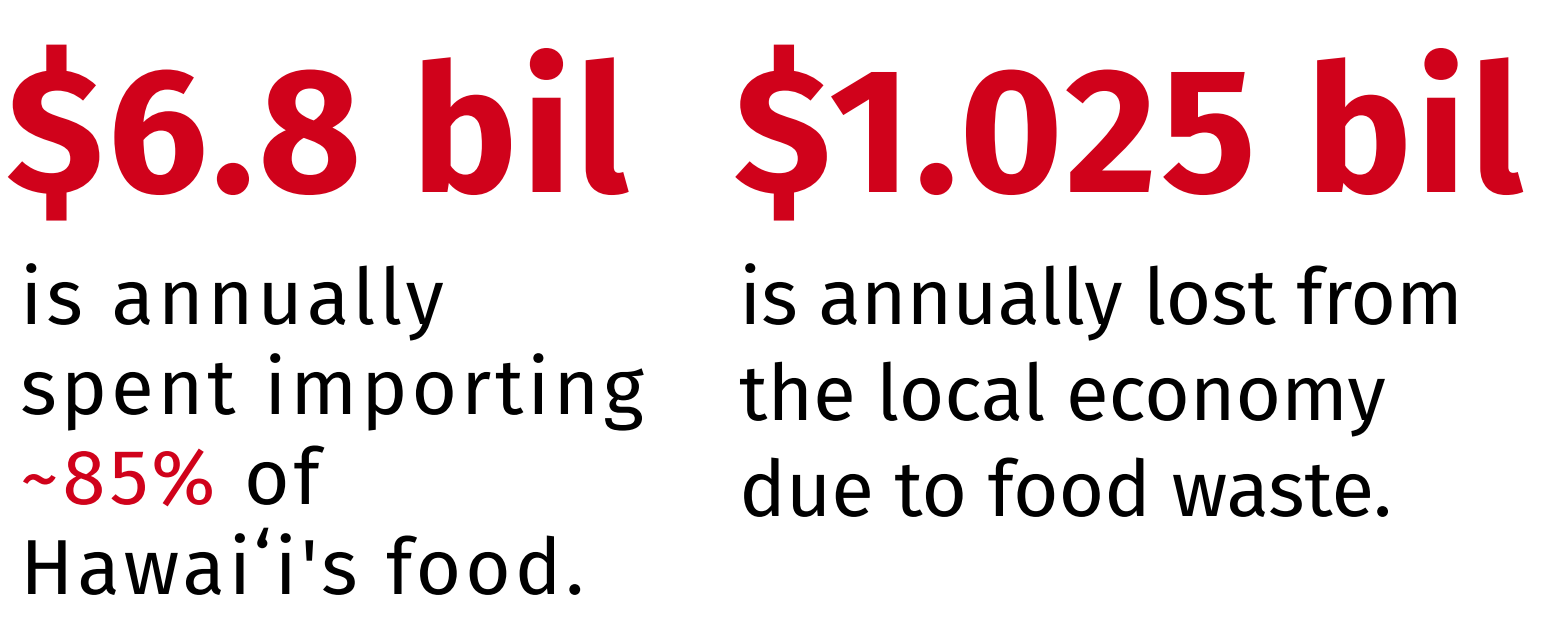
Food is not lacking – it simply must be utilized rather than thrown out when businesses have excess! 7 days a week, we use our refrigerated trucks to rescue quality, unsold/unused food from businesses and redistribute it island-wide to organizations serving the hungry.

## Environment



Unlike in most states, the majority of Hawai'i's food waste is incinerated, producing toxic ash. This ash + food that's not burned is dumped into our state's sole solid-waste landfill. Both the incineration process and the rotting food produce greenhouse gases that worsen climate change. In fact, according to Project Drawdown's spring 2020 analysis and report, large-scale reduction of food waste is the No. 1 most effective climate solution that should be increased on a global scale.

## Economy



Our reliance on imported food makes us vulnerable to events such as natural disasters – not to mention global pandemics. Furthermore, according to Feeding America, each pound of food wasted in Hawai'i represents a loss of around \$2.83. Food rescue saves the state money and strengthens our economy.







Through the challenges brought by the pandemic, our organization's vision and operations have grown tremendously. We are driven to achieve even more to support the community in 2021!

## Operations: Changing roles, added capacity



### Welcome!

**Tina** joined us in September to cover for our Operations Manager, Mele, who was on family leave. To kick off 2021, Mele is back and Tina is joining full-time in a new position: Field Service Coordinator. In this role, she strengthens our relationships with existing food donors and recipients and recruits new partners.

**Hannah** came onboard in September as a Project Coordinator for our COVID program Meals with Aloha. In 2021, we are breaking out the previous Community Resource Manager role into two positions: Volunteer Coordinator (Hannah) and Communications & Marketing Manager (Leslie).

## 2021 Projects

### Gleaning

Volunteer-driven food rescue from local farmers



### 'aiRescue

Crowd-sourced, technology-based, on-demand food rescue



### Food Resilience Hub

Permanent space(s) for food storage, processing, community involvement and collaboration



### Continued flexible COVID response