Fighting Poverty? There’s an app for that

To join the audio portion, please dial:
888-942-9865
Passcode: 3178114
This session will begin shortly.
Tips For Participating

Audio available through your speakers
Phones are muted
  • Phones will be open for Q&A later
To ask questions, use the Q&A panel
To share comments and ideas, use Chat
  • Send to “All Participants”
Links and recording will be available after the session
Closed Captions can be viewed in the Media Viewer panel
Welcome to

Fighting Poverty?
There’s an app for that
Today’s Team

Mark Wilson
AmeriCorps VISTA

Molly Pelzer
AmeriCorps VISTA

Bethany Dusablon
Education Northwest
Activity

What’s your dream app for fighting poverty?
What would the app do?

[Enter your responses in the Chat panel.]
Today’s Agenda

• A look at gleaning
• What apps can do
• Creating an app
• Insights from app creators
• Question and answer
Gleaning in the mobile age

Salvaging food, preventing waste and collecting in-kind donations
What is traditional gleaning?

• Ancient practice of collecting left-over crops from fields after they have been commercially harvested.

• Today’s gleaning organizations still glean crops and also sometimes collect and distribute other material donations, such as clothing, hygiene products, and school supplies.
Donations and donation logistics

- **Logistics**
  The process by which donations are transported, stored, and distributed to maximize efficiency, prevent damage/spoilage, and ensure safety

- **In-kind donation**
  A material charitable donation, such as canned goods or office supplies
Crowdsourcing and apps

- **Crowdsourcing**
  Lowering the burden of completing a task by creating a system, often online, that allows multiple individuals to contribute toward a project’s results

- **App**
  A software tool designed to meet a specific purpose. Often refers to smartphone applications, but can refer to simple website tools or single-purpose computer software
What apps can do: Logistics

How do we make it easier to save food than it is to throw it away?

- Dumpster: It’s always there. Cheaper than storage
- Donation: Good will, tax deduction. Needs to also be convenient, cost efficient, and low risk

- Which bottlenecks can be fixed through having the right information at the right time?
What apps can do: Crowdsourcing

- Crowdsourcing is using the Internet to harness the power of community
- Connecting a volunteer to a task is getting the right information to the right person at the right time
- Starting small can turn a “like” into a “do”
  - It’s easier to get people to volunteer more than it is to get people to start volunteering, so a small start can lead to big things
  - Micro-volunteering: Short term, low commitment volunteer assignments organized via the Internet
Crowdsourcing examples

snowcreww.org  adopt-a-hydrant.org  vizwiz.org

Claim responsibility for shoveling out a fire hydrant after it snows.
What apps can do: Collecting donations

- Where is food being wasted? Where are other goods going to waste?
- Who has the ability to get the donation from where it is to where it needs to be?
- What information is required to get the donation from point A to point B?
Activity

What existing apps are you aware of that could be useful for VISTA service?

[Enter your responses in the Chat panel.]
What if we want to make our own app?

- Successful apps do one thing and do it flawlessly
- Users come first, second and last
  - An app just for the sake of creating an app won’t work
  - Others in your organization may want to tag on their own pet features, which could doom the app
Do-it-yourself, fund it or pro-bono?

- Do you have the skills and resources to do this in-house? Does the person with the skills have the time?

- Fundraising to hire a programmer – is this something that your donor pool would get excited about?
  - Would new user excitement cause it to make sense to use a fundraising “kick start” website?

- Would pro-bono programmers or the open source community make sense?
Presentations from app creators

Food Cowboy
FarmRaiser

Webinars for AmeriCorps VISTAs

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Food Cowboy

Barbara Cohen, PhD MPH
Food Cowboy Co-Founder
Food Cowboy uses technologies similar to Uber and Foursquare to route surplus food to charities and engage millions of consumers in the fight against hunger.
Our Focus: Recovering wholesome fresh fruits and vegetables from the supply chain and surplus fresh and prepared foods from supermarkets and local retailers

- 50 million Americans don’t always have enough to eat
  - 27% of food charities have to turn away families

- Disposing of food waste is getting harder
  - Disposal costs are rising
    - $750k/year (avg.) for Manufacturers*
    - $960k/year (avg.) for Retailers*
  - Food waste landfill bans are proliferating

- Wasted food = $6 billion in wasted tax deductions

*Source: Business for Social Responsibility

Disposition of U.S. Food Industry Waste*
- 48 billion pounds/year -

Fed to Animals, 64%
Spread on Land, 17%
Fed to People, 3%
Dumped, 8%
Composted, 4%
Other, 4%
Mobile technology allows us to take a decentralized approach to reducing hunger and waste and recovering food both in the supply chain and from local food companies without incurring unacceptable efficiency losses.

Today:
- National Chains
- Centralized
- Top Down
- Hub-and-Spoke Distribution
- Heavy reliance on canned goods

Tomorrow:
- Volunteers & Food Bank Clients: help identify and move surplus fresh and prepared foods
- Pantries, Shelters & Kitchens: will enroll local donors and recover food more efficiently
- Large Food Banks: become true supply chain partners

Encourage participation by suppliers, local managers and franchisees
**When Food Becomes Available:** A Donor alerts Food Cowboy, which alerts the most suitable charities. Larger charities can alert smaller ones. Soup kitchens and pantries can alert volunteers to pick up donations.

- We can route shipments to food banks or...
- … directly to smaller charities, saving larger food banks time and money
- We can help charities plan efficient pick-up routes...
- … and dispatch volunteers to transport small donations

**Supply Chain**

**Donation Alert**

**Retailer**
The Great Food Roundup

Send us a Tweet or text whenever you see food that could be donated or composted and we’ll add it to the map so charities and entrepreneurs can offer their services.

Who else uses crowdmapping?

- **Charities** – Set up regular collection routes
- **Supermarkets** – Tweet last minute deals
- **Warehouse Clubs** – Invite members to carry donations to charities near their homes*
- **Consumers** – Identify businesses working to reduce hunger in your community

100% Opensource

* Retail delivery model currently in planning at Walmart
Saddle Up!

You can’t change the status quo working alone. If you care about hunger and waste, why not partner up with us so together we can help our neighbors?

If you do your part, we’ll do ours.

That’s the cowboy way.

Roger Gordon
Barbara Cohen
Richard Gordon

info@foodcowboy.com
(800) 673-6916
How to Ask Questions

- By phone – dial *1 and record your name
- Online – use the Q&A feature in the bottom right corner

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FarmRaiser

CEO Mark Abbott

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FarmRaiser
Reinventing the School Fundraiser!
Connecting Student-led Fundraisers with Local Farmers & Artisans to Support Local Causes, Grow Local Economies, and Deliver Healthy Products.
It’s Easy and Everybody Wins

<table>
<thead>
<tr>
<th>Schools &amp; Organizations</th>
<th>Students</th>
<th>Farmers &amp; Artisans</th>
<th>Consumer &amp; Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost effective way to raise $$</td>
<td>Fun, mission driven sales</td>
<td>New Marketing/Sales channels</td>
<td>Value priced, healthy &amp; local</td>
</tr>
</tbody>
</table>

1. Register at FarmRaiser.com
2. Select Local Products to sell (we’ll provide lots of choices)
3. Give your students access to our Mobile Apps
4. Make selling fun, educational and community oriented
5. Students deliver healthy products
6. Collect the funds—90% stays in the community
Students Sell Online or In-Person Using Our App
Our Causes

- Parent Teacher Organizations
- Sports Teams
- Afterschool Programs
- Field Trips
- Non Profit Organizations
- Youth Groups
- Bands and School Clubs

Products We Sell

- Fresh Vegetables
- Fresh Fruit
- Preserves, Salsas, Sauces
- Honey
- Coffee & Tea
- Other Value-Added Products, depending what is available locally
FarmRaiser Platform is Free to use

- Education/Awareness
- Raise $$$
- Community Service
Reserve Your Market Today!

Register at: www.farmraiser.com

Email us: info@farmraiser.com

Connect with us: facebook & twitter
How to Ask Questions

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Webinars for AmeriCorps VISTA members

It’s Time Texas

Kristin Moore
and Heather Dearborn
AmeriCorps VISTA members

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IT’S TIME TEXAS

CHOOSE HEALTHIER APP.

February 18, 2015
Kristin Moore, Kristin.moore@itstimetexas.org
Heather Dearborn, Heather.dearborn@itstimetexas.org
AmeriCorps VISTA Project Development Coordinators
The Crisis.

2013 Prevalence of Self-Reported Obesity Among U.S. Adults

Source: Behavioral Risk Factor Surveillance Systems, CDC
Thousands of individuals, institutions, and organizations have stepped up to take action, but those efforts are often siloed and lack critical support.

A cause organization is needed to unite and accelerate these disparate efforts so that we can outpace and reverse the crisis.

IT’S TIME TEXAS is that organization, and together, we will make healthy the norm in Texas and beyond.
IT’S TIME TEXAS is a first-of-its-kind cause that empowers people to lead healthier lives and build healthier communities.
FEATURES:
- Available on iOS (Apple) & Android for FREE!
- Geolocation
- Detailed filtering
- Social sharing
- Favorites

KEY AUDIENCES:
- Appropriate for All Ages
- Families
- Community Members & Employees
CHOOSE HEALTHIER APP.

- Set the filters to accommodate your needs!
  - Type of activity
  - Age appropriateness
  - Skill level
  - Cost

- Allow the device to search and a series of healthy opportunities will be listed for you within the upcoming week!
q Tapping on an event presents you with a scrollable detail view for that activity!

q Simple and easy to read

q Detail view gives users all the additional information they would want about an event or activity

q Share the event to Facebook or Save it to your profile
Building Capacity.

- Create an infrastructure to support growth
- Have a product that people want
- Start small and expand gradually
Increasing Accessibility.

- Call the Choose Healthier Coach Hotline!

- Partnership with other community organization to increase user base

- Create a dialogue with a live coach to encourage engagement in a healthy lifestyle

- Free for anyone to use!
Staying Connected.

FOLLOW US on Twitter!
www.twitter.com/choosehealthier

LIKE US on Facebook!
www.facebook.com/choosehealthier

Are you on Instagram?
Follow @choosehealthier
IT'S TIME
to
MAKE HEALTHY EASIER!
www.itsstimetexastexas.org
Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!
How to Ask Questions

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Thank You for Your Participation!

Next Webinar:
Managing Up/Managing Expectations
March 12, 2015
2:00 PM ET

Join us:
National Solutions Summit
February 25, 2015
AmeriCorps.gov/VISTA50

Questions? VISTAwebinars@cns.gov

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