



2025 Strategic Plan

VISION

A sustainable and food-secure future where no good food goes to waste, and every individual—particularly those from marginalized, vulnerable, and underserved communities—has equitable access to nutritious, familiar, and culturally relevant foods and meals that nourish both the body and the spirit.

MISSION

To rescue surplus, unsold yet good-quality meals and food products, thereby reducing food waste from food providers in Markham and the surrounding areas of the Greater Toronto Area (GTA), and to alleviate hunger and food insecurity by connecting local food businesses with organizations and facilities that provide direct health/medical and social services, as well as those offering activities, programs, and other resources for local populations and can utilize the collected surplus donations. The initiative also aims to reach individuals, families, and groups in the area who may not otherwise be served by these organizations and facilities.

VALUES



SUSTAINABILITY

Reduce food waste, conserve resources, and minimize our environmental footprint by promoting sustainable practices and a circular economy that benefit our planet and communities.



EQUITY, DIVERSITY, AND INCLUSION (EDI)

Ensure that all individuals, regardless of ethnic or cultural background, who face or may face hunger and food insecurity, have access to nutritious and culturally relevant food by partnering with diverse communities and establishments, including BIPOC-owned and/or -operated businesses and those offering a wide selection of cuisines and culturally diverse meals and food products.



RESPECT AND DIGNITY

Ensure that recipients of rescued food feel valued, supported, and cared for, with a strong emphasis on quality, cultural relevance, empathy, and compassion in all food provision efforts.



COMMUNITY AND COLLABORATION

Strengthen community ties by building strong, meaningful partnerships with food businesses, community centers, health, social, and community service organizations, nonprofits, charities, and communities at large to establish a resilient and reliable food distribution network that fosters stronger, more connected communities.



EDUCATION

Learn, adapt, and inspire change through education on food waste, sustainability, and the transformative power of collective action.

PRIORITIES

DETAILS

KEY ACTIVITIES/ACTIONS

1. Launch and Build Partnerships to Kickstart Food Rescue Operations

Build and establish foundational relationships with local food businesses—including restaurants, eateries, and grocery stores—and recipient organizations such as health care facilities, food banks, and community centres, with the goal that these initial partnerships will lead to securing commitments from local food businesses to donate surplus, unsold food that is still fit for consumption, creating the groundwork for a reliable food distribution network. By nurturing and strengthening these relationships over time, the aim is to establish long-term, collaborative partnerships that ensure a steady flow of surplus food donations, enabling a consistent and impactful response to food waste, hunger, and food insecurity in the community.

Research, identify, and partner with at least 20 local food businesses, establish formal agreements to collect surplus food, and lay the foundation for long-term collaboration.

2. Building Scalable Logistics, Reliable Food Distribution Networks, and Community Partnerships for Operational Excellence

Develop a robust and efficient system for the collection, transportation, and distribution of surplus food to maximize impact and minimize waste, laying the foundation for a reliable food distribution network that ensures the timely delivery of rescued food to health care facilities, charities, nonprofits, and community centres and organizations, as well as individuals, families, and groups who need it most. This logistics system will prioritize minimizing food spoilage during transportation while enabling rescued food to reach marginalized, vulnerable, and underserved communities. Through thoughtful planning and implementation, a scalable and adaptable food distribution infrastructure can be created to grow over time, supporting more communities and reinforcing the project's mission to address food waste, sustainability, hunger, and food insecurity effectively.

Partner with at least 25 recipient organizations to rescue and redistribute a minimum of 10,000 nutritious meals—or at least 1,000 meals per month—providing consistent food supplies to organizations and community members while scaling up to meet growing needs, contingent on available financial resources.

3. Educate, Empower, and Raise Awareness to Inspire Action

Educate food businesses and communities about the environmental, social, and economic consequences of food waste, as well as the importance of adopting sustainable practices at both the organizational and individual levels. This will primarily involve conducting workshops, educational outreach and awareness campaigns, and potentially some local events and also developing practical resources to raise awareness, inspire action, and foster a deeper understanding of the benefits of food waste reduction. By doing so, individuals and organizations will be inspired to reconsider their relationship with food and sustainability and empowered to make meaningful changes. These efforts will lay the groundwork for contributing to the development of more sustainable and equitable food systems for addressing the interconnected challenges of food waste, hunger, food insecurity, and environmental sustainability.

Host at least 10 educational workshops and awareness outreach campaigns, alongside partnership meetings and resource development throughout the year, all aimed at inspiring food businesses and community members to reduce food waste and adopt sustainable practices, with the goal of reaching a minimum of 500 people through these combined education, outreach, and advocacy efforts.

4. Foster Community and Volunteer Engagement

Foster community engagement by encouraging collaboration among food businesses, recipient organizations, and volunteers to create a united effort against food waste and hunger, while also building a strong sense of community, ownership, and connection among all stakeholders by actively involving volunteers, partners, and beneficiaries in the initiative's activities and decision-making processes. This year's focus will be on recruiting and involving a dedicated team of volunteers to support food rescue and distribution activities, with the aim of retaining their engagement and participation beyond this year. This collaborative approach not only strengthens community bonds but also reinforces efforts to create a resilient network that is empowered and dedicated to contributing meaningfully to the shared mission of reducing food waste, alleviating hunger and food insecurity, and creating a more sustainable and equitable food system.

Recruit and retain a dedicated team of at least 100 volunteers to support virtual campaigns, educational and awareness outreach efforts, and food rescue and distribution activities.