

# rethink

**Staten Island Hunger Task Force**

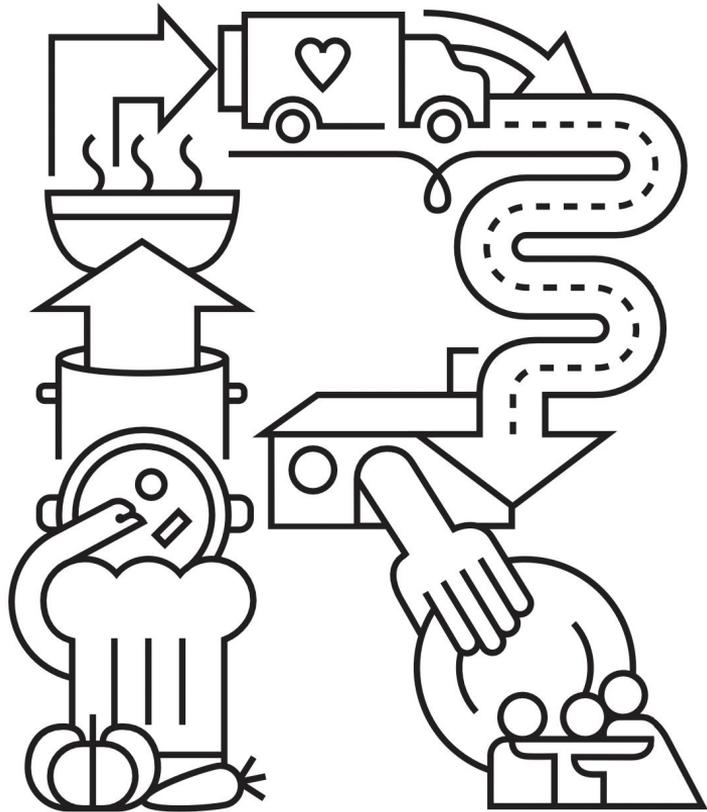
Presentation by Lauren Kaufman, Rethink Food's Director of Rethink Certified

December 6, 2021

## Lauren Kaufman, MPH Director of Rethink Certified at Rethink Food

- 10+ years of experience in community engagement and nonprofit operations with a food security focus
- Past employment with City Harvest and United Way
- Volunteer roles with Island Harvest, Hunger Free America, DC Central Kitchen, Big Brothers Big Sisters, and the Alzheimer's Association
- A member of her alma mater's Alumni Association Board of Directors
- Holds an MPH in Public Health Nutrition and a BS in Organizational Communication





**OUR MISSION IS TO CREATE A  
MORE SUSTAINABLE  
AND EQUITABLE  
FOOD SYSTEM**

## Who we are

Rethink is a nonprofit organization working to create a food system where everyone has access to **high-quality, nutritious, and affordable food.**

Founded in 2017 by chef Matt Jozwiak, who saw how much good food goes underutilized in restaurants, Rethink Food began with the objective of **transforming excess food into meals for communities facing food insecurity.**



# We are rethinking how the food system works.

*Our impact to date*

**5,600,000** meals distributed to food-insecure communities

**1,100,000** pounds of excess food diverted into meals

**\$25,000,000** directed into local small businesses

# Our programs feed communities

## Rethink Certified Restaurants

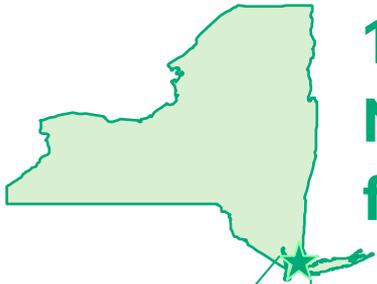
Rethink partners with fundraising champions to raise funds for local neighborhood restaurants. These restaurants and food establishments utilize their excess food to **prepare nutritious, culturally-sensitive meals**, which are then distributed via CBOs to neighboring communities impacted by food insecurity. In exchange, partners receive partial subsidies and other resources from Rethink to integrate community support into their daily operations.

Since its launch in April 2020, Rethink Food has partnered with **over 90 restaurants and food establishments** in all five boroughs of New York City as well as Chicago, San Francisco, Nashville, Washington DC, and Miami.





We make and distribute  
**50,000 meals / week**  
with help from our  
Rethink Certified network



# 1 in 10 people in New York faces food insecurity

## ***On Staten Island:***

**14%**

*of adults experience food insecurity over the course of a year*

**Only 34%**

*of residents live within a five-minute walk to fresh produce (vs. 49% citywide)*



## Our Current Partners on Staten Island:



**Mar Mar**  
*West Brighton*



**Nutrition Kitchen**  
*Tompkinsville*

# Our programs feed communities

## Rethink Certified Sustainability

Rethink partners with corporate partners, grocery stores, cafeterias, and other kitchens to **recover excess food and transport it to our Commissary Kitchen.**

Our Commissary Kitchen team sorts and organizes all excess food and safely converts donated food items into nutritious and culturally sensitive **meals that are delivered to local CBOs 6 days a week, at no cost.** On average, the Commissary Kitchen provides 10,000 meals a week.



# Our programs feed communities

## Rethink Cafe

Located at 154 Clinton Avenue in Brooklyn, the Rethink Cafe is **one of New York City's first pay-what-you-can community cafes**, inviting everyone and anyone to enjoy a nutritious meal for a **suggested donation of \$5**.

The [daily-changing menu](#) items are prepared by our professionally trained chefs, utilizing donated and excess food. Additionally, the site stocks a food pantry featuring shelf-stable food items and grab-and-go meals.

The Rethink Cafe is open 7 days a week, and serves breakfast, lunch, and dinner on weekdays, as well as weekend brunch.



# Opportunities to Engage with Rethink Food

- **Immediate:** Apply as a restaurant for the [NYS Restaurant Resiliency Program](#) to supply meals for an approved community group:
  - Community Health Action of Staten Island
  - Project Hospitality
  - SA - Stapleton Citadel
  - Stapleton UAME Church
  - Trinity Evangelical Lutheran Church
- **Long-Term:** Explore our Rethink Certified model and online interest form for [restaurants](#) and [CBOs](#)
  - Applications accepted year-round, however onboarding is dependent on budget availability and partner needs
- **Ongoing:** Learn about engaging with us beyond meal preparation (i.e., raising awareness/funds) to secure resources that can be invested back into the community

# Together we can **rethink** food

**Lauren Kaufman**

Director, Rethink Certified

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For more information, visit:  
[rethinkfood.org](https://rethinkfood.org)

And find us on:

