LETTER FROM OUR FOUNDERS

Fresh Truck got its start in 2013 by converting a single school bus into a Mobile Market with the goal of making sure everyone in Boston has enough healthy food. Over the past five years, we have grown and evolved to best serve the needs of our communities. Today, thousands of households count on Fresh Truck as a reliable source of fresh, affordable, healthy food.

Every year, we strive to grow and become smarter about how we carry out our mission and 2018 has been no exception. In July, we moved into our own base of operations in Roxbury, just in time for our third mobile market vehicle to hit the road. Our team has grown to ten, and everyone shows up to work with the shared mission of making Boston a healthier city. This growth has allowed us to double our food sales, expand key partnerships, and deliver on our mission with more precision and impact.

This year, Fresh Truck made sure that more than 10,000 households had nourishing food to put on the table. Our communities shared home-cooked meals, healthy eating triumphs, and generations of family recipes. Our team, along with our community of shoppers, partners, donors, and advocates, have made all of this possible. You empower us to make Boston a healthier and more equitable city.

This has been tremendous year of growth for us and we’re only just getting started. Thank you for being a part of our work.

JOSH TRAUTWEIN
Co-Founder & Executive Director

ANNIKA MORGAN
Co-Founder & Chief Operations Officer
MISSION & VISION

FRESH TRUCK IS ON A MISSION TO RADICALLY IMPACT COMMUNITY HEALTH BY GETTING FOOD TO PEOPLE THAT NEED IT THE MOST.

WE ARE WORKING TOWARD THE DAY WHEN EVERYONE HAS ENOUGH FOOD TO BE HEALTHY, HAPPY, AND HOPEFUL.
BY IMPACTING THREE KEY DRIVERS OF HOW HOUSEHOLDS NEGOTIATE FOOD SHOPPING – CULTURE, RETAIL ACCESS, AND PURCHASING POWER — FRESH TRUCK WORKS TO ENSURE THAT ALL BOSTON FAMILIES HAVE THE FOOD THEY NEED TO BE HEALTHY.

RETAIL ACCESS
Geographic proximity of healthy food retailers and restaurants to a community

WEEKLY MOBILE MARKET
Our year-round Mobile Market is a reliable source of affordable, healthy food across low-income Boston communities, operating at the same place at the same time each week.
CULTURE & BUILT ENVIRONMENT
Collection of history, daily habits, food/nutrition literacy, and built environment of a neighborhood that influences someone’s beliefs and attitudes towards food.

POP-UP EVENTS
Food and health-focused programs that activate our Mobile Markets for block parties, nutrition education workshops, and cooking demonstrations.

HOUSEHOLD PURCHASING POWER
Total amount of time and money a household has to spend on healthy food.

FRESHCONNECT
A smart gift card system where our network of healthcare providers, social service agencies, and funders can underwrite the cost of healthy food for families.
JULY 2013
First Fresh Truck Mobile Market hits the road for the Weekly Market Program

DECEMBER 2014
Launch of our Pop-Up Event program with community partners

SEPTEMBER 2015
Complete buildout of our second Mobile Market vehicle

JANUARY 2016
Pilot first food prescription program in the South End

AUGUST 2017
Expand Weekly Market to reach 18 Boston communities

JULY 2018
Move into our first base of operations in Roxbury

WEEKLY MARKET TRANSACTIONS ANNUALLY

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POP-UP EVENTS ANNUALLY

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2018 AT A GLANCE

13,436
Boston households served

$630,431
of food to families that need it most

HEALTHY INCENTIVES PROGRAM

Fresh Truck is a vendor for the Healthy Incentives Program (HIP) - a transformative program administered by the MA Department of Transitional Assistance that increases purchasing power for households enrolled in SNAP. Shoppers receive $40, $60, or $80 per month depending on their family size to shop for fruits and vegetables with Fresh Truck, farmers markets, and CSAs.

OUR TEAM

This year, we were lucky enough to welcome five new members to the Fresh Truck team. Together they coordinate and operate our Mobile Market programs.

OUR FLEET

In September, our third Mobile Market hit the streets. Named in recognition of our partnership with Boston Freedom Schools, Freedom Truck is our most advanced mobile market to date.
OUR VOLUNTEERS

We rely on an incredible network of volunteers to help keep our markets rolling. They work hard to restock our shelves, run the register, and make sure our shoppers have an exceptional experience at our markets.

297 volunteers served a record-setting 4,470 hours in 2018.

"SINCE FOOD IS MY PASSION, VOLUNTEERING AT FRESH TRUCK KEEPS ME CONNECTED WITH MY COMMUNITY THROUGH FOOD!"

- Chuck Olivieri, South End, Boston
Chuck has volunteered 72 hours since September.

OUR OPERATIONS ASSISTANTS

Our Operations Assistants are Boston-area high-school and college students who work alongside our Market Managers to get our trucks on the road every day. Their hard work and dedication keep our markets running smoothly.

"MY FAVORITE PART OF THE JOB IS TESTING NEW WEEKLY MARKET LOCATIONS ACROSS THE CITY."

- Jonathan Neal, Dorchester, Boston

Volunteer Chuck Olivieri and Operations Assistant Jonathan Neal checking out a shopper.
IN OUR SECOND YEAR OF HOSTING FRESHEST IN BOSTON AT COPPERSMITH, WE CELEBRATED ALL THE WORK THAT GOES INTO GETTING FRESH, AFFORDABLE FOOD TO BOSTON NEIGHBORHOODS. THE EVENT SHOWCASED THE PASSIONATE PEOPLE BEHIND OUR MOBILE MARKETS AND LAUNCHED ‘FREEDOM TRUCK’ - OUR THIRD VEHICLE TO HIT THE STREETS.

The event was the most successful in Fresh Truck history. We raised $300,000 to fund an entire year’s worth of food access programming for 12 Boston neighborhoods.
"We are definitely eating healthier than we ever did before. I never paid attention to it before Fresh Truck started here."

JULIA, BROOKLINE
Fresh Truck shopper for 2 years
I like that everything is fresh. The taste is totally different.

BARLINDA, DORCHESTER
Fresh Truck shopper for 6 months
"Fresh Truck is convenient and really helpful, especially with four kids. I come every week with my daughter."

LIZETTE, DORCHESTER
Fresh Truck shopper for 6 months
“It’s a blessing to have Fresh Truck in the community.”

DENISE, ROXBURY
Fresh Truck shopper for 1 year
ATHENA HEALTH was privileged to partner with Fresh Truck as part of our “Together We Grow” campaign. We were thrilled to be able to provide fresh produce to patients of Federally Qualified Health Centers across Massachusetts and highly valued the opportunity to get our employees out there helping the community. It was such a memorable and rewarding experience!

LUCIANA MARZILLI LORD, ATHENA HEALTH

Everything we do is powered by our incredible network of community partners. They make our wheels go round by securing parking spaces, pounding the pavement for community outreach, and hosting community building events.

- ACTION FOR BOSTON COMMUNITY DEVELOPMENT
- BOSTON CHILDREN’S HOSPITAL
- BOSTON HOUSING AUTHORITY
- BOSTON PUBLIC SCHOOLS
- BOWDOIN STREET HEALTH CENTER
- BOYS AND GIRLS CLUBS OF BOSTON
- BRIGHAM & WOMEN’S FAULKNER HOSPITAL
- CITY FRESH FOODS
- FREEDOM SCHOOLS
- HARBOR HEALTH SERVICES
- INQUILINOS BORICUAS EN ACCION (IBA)
- MASS HOUSING
- ROSIE’S PLACE
- ROXBURY TENANTS OF HARVARD
- UNITED HOUSING
- WINNCOMPANIES
- YMCA OF GREATER BOSTON

At Fresh Truck, we’re lucky to partner with some incredibly generous and innovative organizations as brand partners in our work. They stand by us in countless ways — from hosting community Pop-Up events, to co-developing new initiatives. In 2018, we continued our work with many amazing organizations including athenahealth, John Hancock, sweetgreen, Blue Cross Blue Shield MA, and Whole Foods.

"athenahealth was privileged to partner with Fresh Truck as part of our “Together We Grow” campaign. We were thrilled to be able to provide fresh produce to patients of Federally Qualified Health Centers across Massachusetts and highly valued the opportunity to get our employees out there helping the community. It was such a memorable and rewarding experience!"

LUCIANA MARZILLI LORD, ATHENA HEALTH
OUR MEASURE OF IMPACT DOESN’T STOP AT HOW MANY PEOPLE WE REACH OR HOW MANY POUNDS OF FOOD WE DISTRIBUTE. WE WANT TO BE SURE THAT WE ARE IMPACTING THE HEALTH OF OUR SHOPPERS AND THEIR FAMILIES. IN 2019, WE ARE EXPANDING ON A POWERFUL NEW PROGRAM TO HELP US BECOME MORE IMPACTFUL, INNOVATIVE, AND SUSTAINABLE. WE CALL IT...

FRESHCONNECT
WHAT FRESHCONNECT IS

FRESHCONNECT MAKES IT POSSIBLE FOR HEALTH CARE PROVIDERS AND OTHER ORGANIZATIONS INVESTED IN THE HEALTH OF COMMUNITIES TO PRESCRIBE [FOOD AS MEDICINE]. FRESHCONNECT ACTIVATES OUR MOBILE MARKETS AS [FOOD PHARMACIES], AND WE ARE GENERATING [DATA-DRIVEN INSIGHT] INTO NUTRITION AND DISEASE THAT CAN GUIDE PATIENT CARE.

FRESHCONNECT FUND

Enables foundations, corporate sponsors, donors, and healthcare institutions to cover the cost of food for FreshConnect shoppers

SHOPPER ENROLLMENT

Our implementation partners enroll FreshConnect households based on their financial and health needs. They receive a smart FreshConnect card that they can use to shop at any of our Mobile Market locations

DATA COLLECTION

Our point-of-sale system is equipped to collect FreshConnect data to share back with program stakeholders

REPORTING

Our partners analyze program data to measure key health indicators among their community of FreshConnect shoppers
OUR TEAM

SUNNY CHEN, Chief Operations Officer*
MATHEUS DACOSTA, Market Manager
NIKOLAS ERWIN, Operations Team Lead
CORBIN GEARHART, Market Manager
NATHAN GREENBERG, Development Associate & Volunteer Coordinator
MEGAN HUANG, Program Manager
RAYA JACKSON, Program Coordinator Intern

ANNIKA MORGAN, Co-Founder & Chief Operations Officer
JONATHAN NEAL, Operations Assistant
VICTORIA TORRES, Market Manager
JOSH TRAUTWEIN, Co-Founder & Executive Director

*Transitioned in May 2018
2018 DONORS

**$100K+**
Anonymous, Krupp Family Foundation, Shah Family Foundation

**$50K - $99.9K**
athenahealth, Ted English

**$25K - $49.9K**
Anonymous, Anonymous, Blue Cross Blue Shield MA, The Boston Foundation, Coppersmith, Cummings Foundation, sweetgreen

**$10K - $24.9K**
American Heart Association, Brigham and Women's Faulkner Hospital, Connors Family Office, Eversource, The Foundation To Be Named Later, Highland Street Foundation, Income Research & Management, Kelly Family Foundation, Mass Housing, Massachusetts General Hospital, Linda McQuillan, Red Sox Foundation, Whole Foods

**$1K - $9.9K**

**$0 - $999**
KEEP ROLLING WITH US ALL YEAR ROUND

HUNGRY TO HELP?
Donate: www.freshtruck.org/donate
Volunteer: www.freshtruck.org/volunteer

@FreshTruck