

FRESH TRUCK

ANNUAL REPORT



2018



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.**



APPROACH

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

APPROACH

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

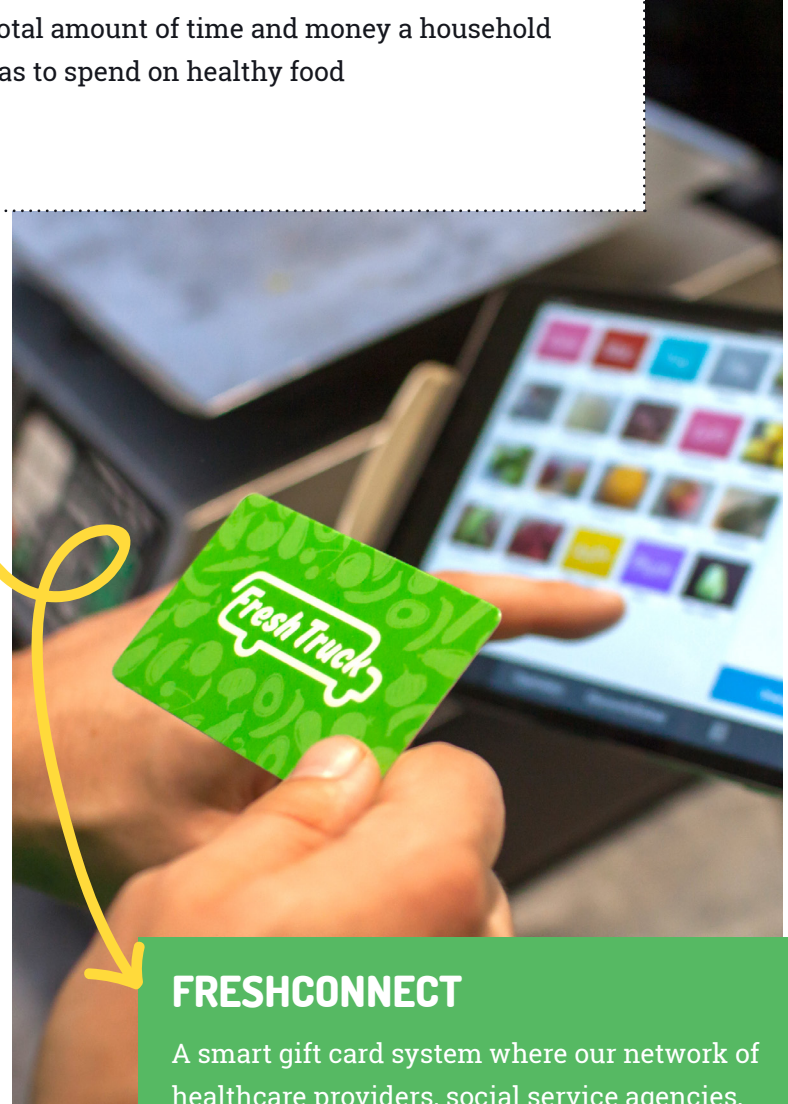


POP-UP EVENTS

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

HOUSEHOLD PURCHASING POWER

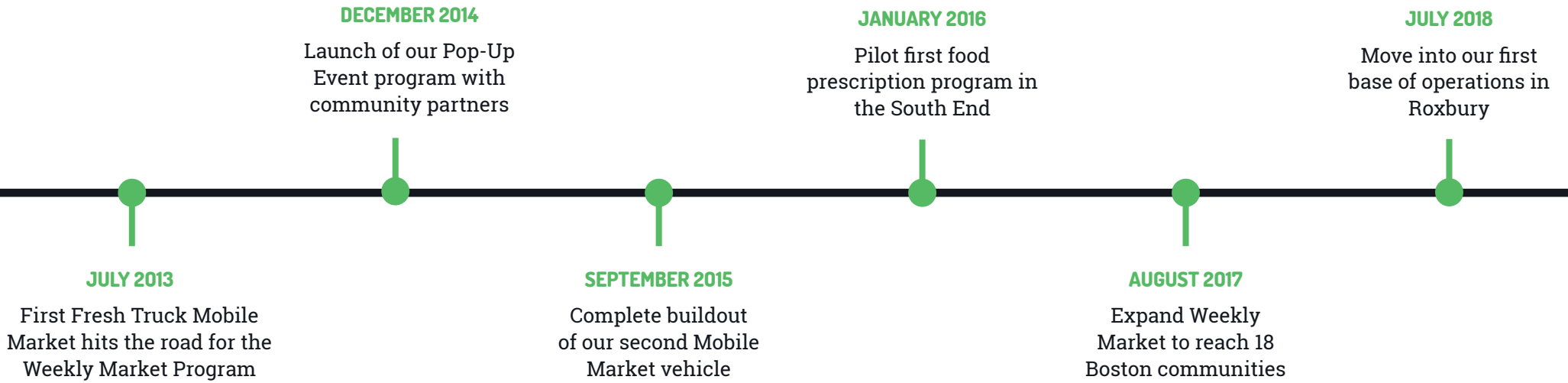
Total amount of time and money a household has to spend on healthy food



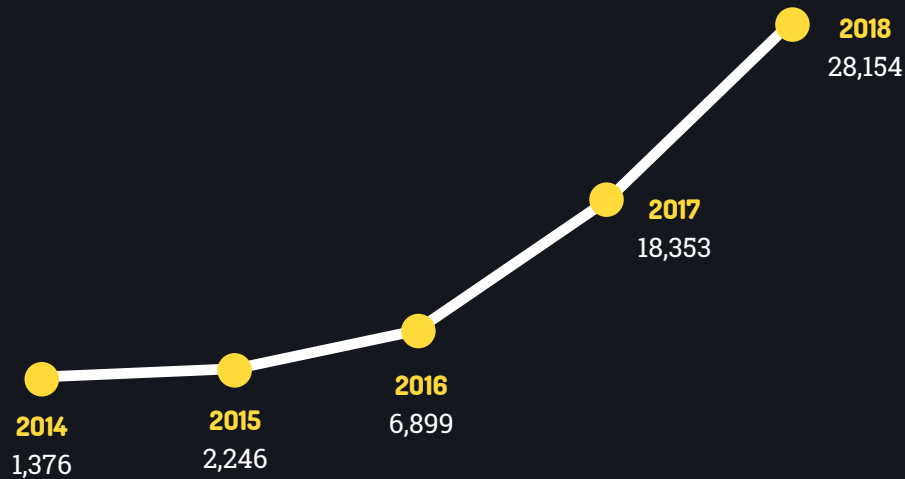
FRESHCONNECT

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

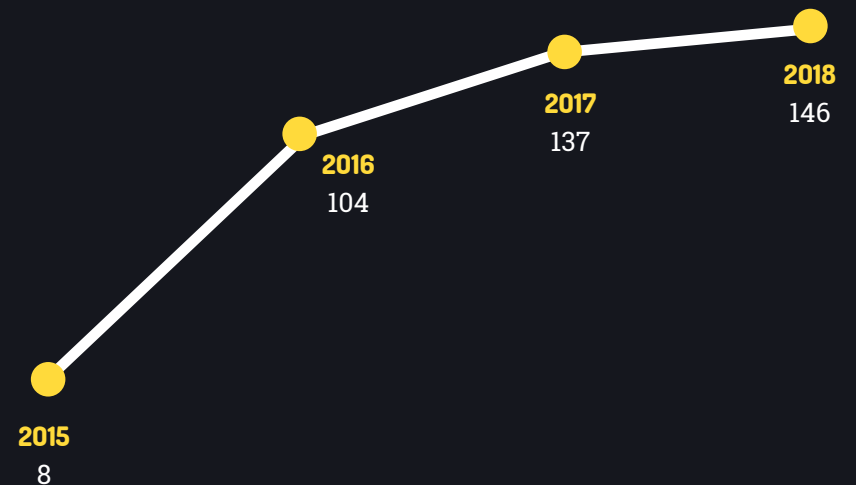
PROGRAM GROWTH



WEEKLY MARKET TRANSACTIONS ANNUALLY



POP-UP EVENTS ANNUALLY



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 AND OPERATIONS ASSISTANTS

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.

FRESHEST IN BOSTON

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



COMMUNITY PARTNERSHIPS

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)
- MASSHOUSING
- ROSIE'S PLACE
- ROXBURY TENANTS OF HARVARD
- UNITED HOUSING
- WINNCOMPANIES
- YMCA OF GREATER BOSTON

BRAND PARTNERSHIPS

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, ATHENAHEALTH

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.**



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



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

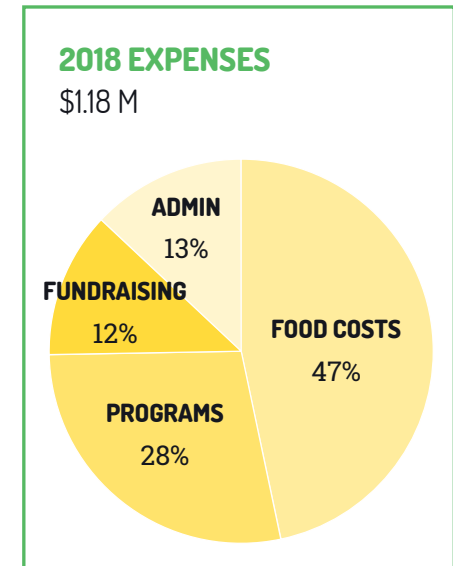
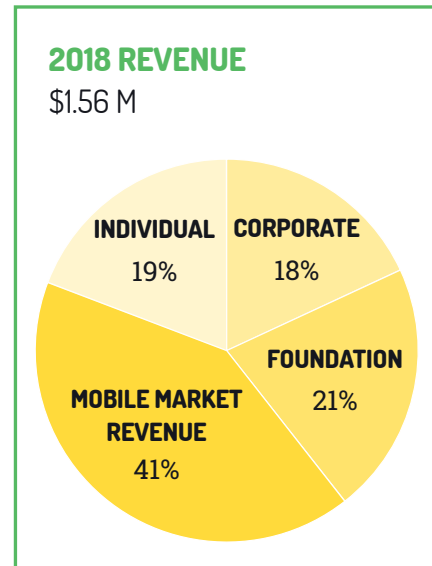
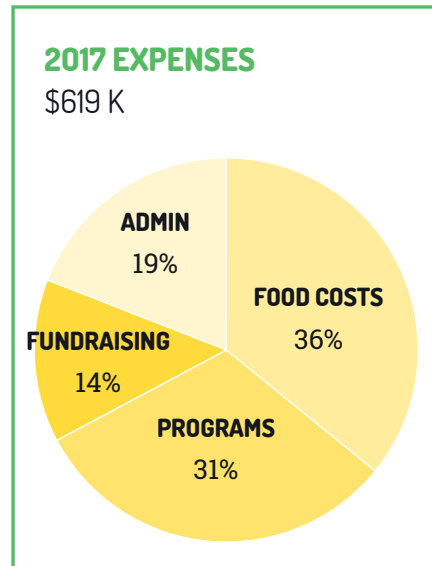
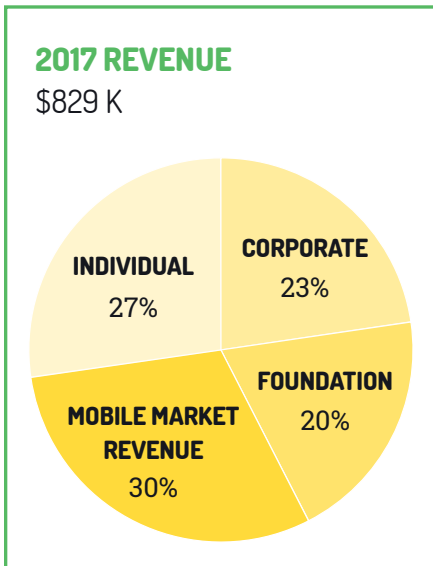
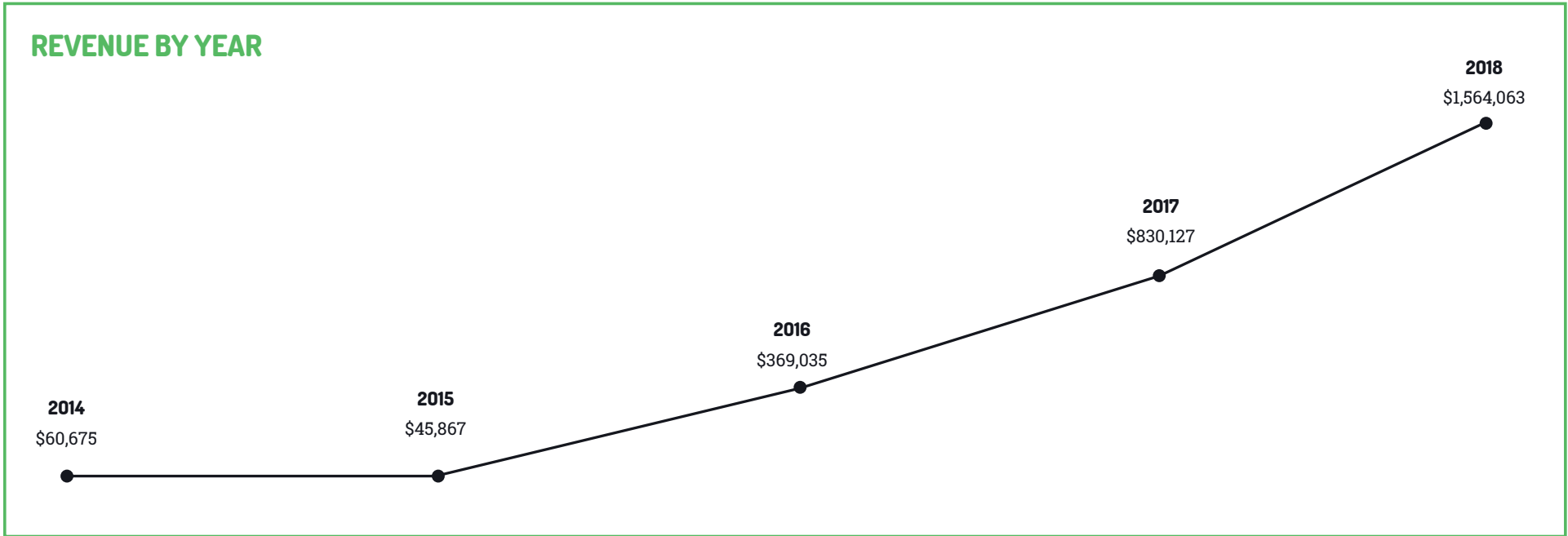


Our point-of-sale system is equipped to collect FreshConnect data to share back with program stakeholders



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

FINANCIALS



OUR TEAM



BOARD OF DIRECTORS

MICHAEL CARMEN

EDWARD FISH

ANDREW MANISCALCO

MICHAEL MINAHAN

JULIETA LOPEZ

JILL SHAH

NATE SOLDER

JOSH TRAUTWEIN

STAFF

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

Anonymous, Myra Anderson, Richard Armstrong, Jone Baley, Boston Children's Hospital, Karen Bressler, Jennifer Chunias, Citizens Bank, Mark & Dana DeAngelis, Barbara Evans, ezCater, Ed Fish, Avra Goldman & Steven Greenberg, Goodwin, Harvard Pilgrim Health Care Foundation, Des & Jen Havlicek, Will Humphrey, Irving House, Stephen Klar, Andee Krasner, Michael Minahan, Gabriella Mora, Partners Healthcare, Brendan Swords, Jean Tempel, TriMark United East, TwinFocus Capital, Windy Media, WinnCo, David Wong

\$0-\$999

Shameen Akhtar, Zacharia Bachiri, Dan Bagnall, Balungile Belz, Abhishek Bhatia, Garrett Blank, Cynthia Bonilla, Timothy Bowe, Joshua Breslau, Marco Carneiro, Carol Caro, Suzanne Chapman, Check Point Software Technologies, Nathaniel Chen, Helen Clement, Charlene Comeau, Michaela Connolly, Laura Ebbeling & CJ Nessralla, Rany El Diwany, Robert Fraser, William Galeckas, James Garrett, Jonathan Gay, Josh Glass, Matthew Godoff, Elie Goldman, Isaac Goldman, Jonah Goldman, Karla Goldman, Meeghan & Todd Goldman, Melanie Goldring, Rachel Goretsky, Barbara Gorman, Charles Greenberg, Jake Greenberg, Sam Greenberg, Patricia Griffin, Christopher Haffenreffer, Erika Hale, Eyal Hanfling, Moriah Hall, Victoria Hinchey, Howard Huang, Channing Hunter, Kim Jaffee, Matt Jiang, Molly Johnson, Samantha Katz, Amanda Keller, Adam Khaw, Mia Klinger-Powell, Tessa Komine, Jason Kravitz, Jen Lam, Colin Mansfield, Danelle Marable, Gregory Marmai, Phoebe McGonagall, Teresa McMahan & Barry Fishman, Gabriella Mendick, Angela Meringoff, Jenna Moulton, Shawna Oliver, Duncan Orlander, Elizabeth Orth, Emily Parent, Madeline Pensiero, Jane Perara, Erica Petersen, Katie Philippi, Amy & Noah Rachels, Scott Richardson, Elizabeth Roscillo, AJ Rose, Bailey Roy, Emmanuel Runes, Wendy Sachs, Claire Savage, Rudy Scarito, Arthur Schutzberg, Rose Shapiro, Hannah Sheaffer, Daniel Skiff, Gary & Lynne Smith, Joanna Sprague, Renske van Staveren, Linda Trautwein, Nola Waill, Zach Wainwright, Richard Walker, Kimiko Warlaumont, Christopher Wentworth, Phoebe West, David Woodruff, Marc Yanniello

KEEP ROLLING WITH US ALL YEAR ROUND

HUNGRY TO HELP?

Donate: www.freshtruck.org/donate

Volunteer: www.freshtruck.org/volunteer

@FreshTruck

