About Fresh Community,

This past year was one filled with tremendous organizational growth. Our programs brought healthy food to more than 10,000 households who were able to taste, prepare, and share delicious meals all year long. We achieved exciting milestones including launching our third mobile market vehicle and growing our staff to 13 dedicated team members. And, most visibly we expanded our brand to bring Fresh Truck and Fresh Connect together under the name About Fresh.

The MassHealth ACO rollout has started to change the landscape of healthcare by creating incentives to focus on the upstream causes of poor health. This transition to ‘treating the whole patient’ is paving the way for strategic partnerships between health systems and organizations like About Fresh that design programs to address the social determinants of health. We are honored to be working with committed partners at Boston Medical Center and Brigham Health to deliver high-quality programs to improve health outcomes and quality of care for patients.

As we expand our programs across large health systems, our heart will always be in our communities. About Fresh was born out of a community health center where healthy food was out of reach for patients. Even as we grow, our purpose will always remain rooted in this injustice and we will be driven by our mission to get our shoppers the food that they want to be healthy.

I am enormously proud of the hard work and innovation of the About Fresh team, our partners, and our shoppers over the last year. Collectively, we’ve managed to reach more households and sell more fresh healthy food, while honoring our communities and strengthening the delivery of our programs. In the pages ahead, you will see just how much Fresh Truck and Fresh Connect have accomplished in 2019.

To our day-ones and our new friends, thank you for believing in us and our work. It has been an honor to have your support. Our team is ready to hit another gear and we are excited to have you on board.

JOSH TRAUTWEIN
Co-founder & Chief Executive Officer
About Fresh is on a mission to strengthen communities by getting healthy food to the households that need it the most.

We are building a world where everyone has the food they need to be happy, healthy, and hopeful.
INTRODUCING:

About Fresh

DECISION TO LAUNCH ABOUT FRESH

In 2019 we launched About Fresh as the parent organization to our programs Fresh Truck and Fresh Connect. United behind the same mission of strengthening communities by getting healthy food to households that need it the most, About Fresh is the natural evolution of our organizational structure.

 Enables us to tell our story

We work with a wide range of partners, the About Fresh brand system allows us to more easily communicate our work to new partners, funders, and supporters.

 Structure our programs

We are constantly developing more effective ways to carry out our mission. About Fresh affords us the organizational structure to seamlessly add new programs and strategic partnerships.

 Think bigger

Beyond one individual program, About Fresh is oriented toward designing scalable solutions to address food insecurity for the 15 million US households that don’t have reliable access to affordable, healthy food.
We design programs to integrate food into community healthcare systems.

**Fresh Truck**
Mobile markets bringing healthy food into Boston neighborhoods.

**Fresh Connect**
Connecting patients to the food they need to be healthy.
2019 AT A GLANCE

Our Fleet

Each of our vehicles is named after an impactful force behind our programs. Our third bus gave us the opportunity to recognize one of our long time friends and advocates, Pam Hoyt.

17 Weekly Market Sites

42,406 Healthy food transactions

$818,408 of food to households that need it most

130 Community pop-up events
OUR VOLUNTEERS

We rely on our dedicated network of volunteers to keep our mobile markets rolling. They work hard to restock our shelves, run the register, and make sure our shoppers have a great time shopping at our markets.

476 VOLUNTEERS SERVED 1259 HOURS IN 2019

“I went to culinary school so I’ve always been passionate about food. I love the idea of healthy and delicious eating and making healthy options accessible to everyone.”

SUSAN PARIS
Fresh Truck Volunteer with the most hours in 2019
In 2019 we launched Fresh Connect as a solution for the moment when a person is encountering food insecurity. Fresh Connect enables healthcare providers to cover the cost of healthy food for patients and analyze related impacts on biomarkers, stability, stress, and other critical indicators of health.

**Program Overview**

**Enroll**
When a patient screens positive for food insecurity, a provider enrolls that patient through our web-based platform and administers a Fresh Connect card.

**Shop**
Patients use their individual Fresh Connect card to purchase healthy foods at any Fresh Connect retailer.

**Analyze**
Program engagement and transaction data is shared back with healthcare teams to inform patient care and measure impact.
**2019 AT A GLANCE: FRESH CONNECT**

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**Program Growth**

In 2019, Fresh Connect emerged as a population health-level solution for food insecurity. Over this past year, we worked with Brigham Health and Boston Medical center to make Fresh Connect available to their patients. Our team built features to make the program stronger and more efficient including a web-based enrollment form, an analytics platform, and a digital Fresh Connect payment card. In 2020 we’ll bring additional health systems online while rigorously measuring the impact of Fresh Connect on patient health outcomes.

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“I love being a part of this program, it’s easy and simple to use. Sometimes, when you live on a budget, you have to make decisions, to get either this or that. But with Fresh Connect I am able to get the healthy food I need.”

**Fresh Connect shopper**

Hyde Park

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“**At Boston Medical Center, our mission is to deliver exceptional care, without exception. Over the years, we have come to understand that exceptional care must include addressing root causes of poor health outcomes, such as food insecurity. Our partnership with About Fresh is a vital component of our strategy to address adverse social determinants of health for our patients and promote health equity across the City of Boston.”**

**Thea James, MD**

VP of Mission, Boston Medical Center
Our work is powered by our incredible network of community partners. From grassroots community advocates to large community health systems we depend on the skills, expertise, and resources of our partners to deliver exceptional programming.

Community Partners

- ACTION OF BOSTON COMMUNITY DEVELOPMENT
- BEACON COMMUNITIES
- BOSTON CHILDREN'S HOSPITAL
- BOSTON CENTERS FOR YOUTH AND FAMILIES
- BOSTON HOUSING AUTHORITY
- BOSTON PUBLIC SCHOOLS
- BOSTON MEDICAL CENTER
- BOSTON MEDICAL CENTER HEALTHNET PLAN
- BOWDOIN STREET HEALTH CENTER
- BOYS AND GIRLS CLUBS OF BOSTON
- BRIGHAM HEALTH
- CHARLES RIVER COMMUNITY HEALTH
- CHARLES ST AME CHURCH
- CODMAN SQUARE HEALTH CENTER
- CITY FRESH FOODS
- DOT HOUSE HEALTH
- EAST BOSTON COMMUNITY HEALTH CENTER
- FREEDOM SCHOOLS
- FOOD IS MEDICINE COALITION MASSACHUSETTS
- HARBOR HEALTH SERVICES
- INQUILINOS BORICUAS EN ACCION (IBA)
- MASSHOUSING
- SOUTH END COMMUNITY HEALTH CENTER
- ROSIE'S PLACE
- ROXBURY TENANTS OF HARVARD
- THE BASE
- TRINITY MANAGEMENT COMPANY
- UHM NEIGHBORHOOD NETWORK CENTER
- UPHAM'S CORNER HEALTH CENTER
- WINNCOMPANIES
- YMCA OF GREATER BOSTON

Brand Partnerships

We are fortunate to work with some exceptionally generous and innovative brands as partners in our work. They stand behind us in countless ways to help carry out our mission. A special thanks for their support in 2019 to John Hancock, Air Canada, and Night Shift Brewery.
FRESHEST IN BOSTON

This year at Freshest in Boston we put forth a vision for the future of food and health care. Our event co-chairs, Dr. Thea James VP of Mission at Boston Medical Center and David McCready, President of Brigham and Women’s Faulkner Hospital and About Fresh board member, shared the potential they see in Fresh Connect as a critical intervention for their patients experiencing food insecurity. Joined by special guest Congresswoman Ayanna Pressley, we celebrated with food, music, and our incredible community at Coppersmith in South Boston.

“I need you to not only sing and tell the stories of struggle of hardship, of hunger and food insecurity—hunger is violent—but to also sing songs of hope and resilience.”

Congresswoman Ayanna Pressley, honored guest
This year, we’ll get closer to our vision of healthy food for everyone. Here are two initiatives that we’re excited about in 2020.

**Healthcare Partnerships**

The MassHealth Flexible Services Program is a $149m ground-breaking investment to address the health-related social needs of MassHealth members. Flex Services empowers the MassHealth Accountable Care Organizations to provide housing and nutrition supports with the goal of improving the health of MassHealth members and reducing overall healthcare costs.

Thanks to the Flex Services Program, from 2020-2022, About Fresh will partner with Brigham Health to administer more than $1m in Fresh Connect funds to Brigham Health patients screening positive for food insecurity.

Maintaining our long-range approach toward impact measurement, in 2020 About Fresh will launch a pragmatic randomized control trial with Boston Medical Center over two years from 2020-2021. Our research will examine the impact of Fresh Connect on patient food security status, health and wellness, health care utilization, and total cost of care.
In 2019, the Fresh Truck fleet expanded to three mobile markets to meet the growing demand for additional market stops and longer hours at existing sites. With Fresh Connect expanding through our partnerships with Brigham Health and Boston Medical Center, we are experimenting with new ways to increase our retail capacity.

Our team is gearing up for growth by introducing solutions that increase Fresh Truck’s retail efficiency, enabling us to serve more shoppers at our mobile market sites. We are also looking towards opportunities for partnership with grocery retailers to build their capacity to offer more affordable, healthy, and culturally relevant food to our community of shoppers.

There are more than 100,000 people in Boston that don’t have access to the food they need to be healthy and more than 18 million people, nationally. About Fresh will lead bold innovation in pursuit of making sure that everyone has the food they need to be happy, healthy, and hopeful.
Sales Growth

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<th>Year</th>
<th>2015</th>
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Fresh Truck

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<tr>
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FINANCIALS

Revenue

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Expenses

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<td>Admin</td>
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2019 Revenue: $2.17M

2019 Expenses: $1.85M
OUR TEAM

MATTHEUS DACOSTA | MARKET MANAGER
CORBIN GEARHART | MARKET MANAGER
MEGAN HUANG | FRESH TRUCK PROGRAM DIRECTOR
RAYA JACKSON | PROGRAM COORDINATOR
MICHAEL LANTOW | FRESH CONNECT PROGRAM DIRECTOR
VICTOR MATTA | MARKET MANAGER
ANNIKA MORGAN | CO-FOUNDER & CHIEF OPERATIONS OFFICER*
JONATHAN NEAL | OPERATIONS ASSISTANT
JOHNATHAN NAVARRO | OPERATIONS ASSISTANT
LINDA PUOPOLO | FINANCE DIRECTOR
ADAM SHYEVITCH | CHIEF PROGRAM OFFICER
VICTORIA TORRES | MARKET MANAGER*
JOSH TRAUTWEIN | CO-FOUNDER & EXECUTIVE DIRECTOR

*TRANSITIONED IN NOVEMBER 2019

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EDWARD FISH
TED KATSIROUBAS
DAVID MCCREADY
MICHAEL MINAHAN
ANNIKA MORGAN
BEN PERKINS
JILL SHAH
NATE SOLDER
JOSH TRAUTWEIN

Staff
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$100k+
American Heart Association Social Impact Fund,
John Hancock, Krupp Family Foundation

$50k-$99.9k
Air Canada, Claneil Foundation Emerging Leaders Fund,
Fish Family Foundation, Pam Lederer and Michael Carmen

$25k-$49.9k
Cabot Family Charitable Trust, Cummings Foundation,
HarborOne Foundation, Social Venture Partners

$10k-$24.9k
Debra Smith Knez, sweetgreen, Brigham and Women’s Faulkner Hospital, HBS Harvard Business School Section G 2020

$1000-9,999
Andrew Knez, Becky Kidder Smith, Blue Cross Blue Shield of Massachusetts, Boston Children’s Hospital, Boston Medical Center HealthNet Plan, David Ledoux, David Woodruff, Gabriella Mora and John-Paul Hezel, Glenn Roe Family Fund, Hemenway Barnes, Irving House, Jessica Mae Knez, Jone Baley, Linda McQuillan, Lynn and David Eikenberry, MENTOR Charitable Fund, Michael Minahan, Project Bread Walk for Hunger, Reebok, Robert Klein, Robert Lentz, Winnco, Zachary Smith

$0-999
Adam Khaw, Alyssa Brassil, Amanda Keller, Andrew Seligsohn, Bailey Roy, Bethany Fitzgerald, Brian Suffredini, Carol Caro, Casey Ballin, Catyn Piver, Charles Nessralla, Christiana Deily and Ben Bungert, Christopher Kelley, Cortlandt Montross, Dana and Mark DeAngelis, Daniel Skiff, Douglas DellAccio, Duran Fernandez-O’Brien, Eve Perara, Gena Ricciardi, Heather White, Heidi Hughey, Jane Perara, Janet Quint, Jennifer Curran, Jon Gay, Jonathan Westcott, Joyce Vyriotes, Juliana Jackson, Julie Bogdanski, Julie Norton, Kaitlin Buckley, Kaitlyn Fox, Laura Ebbeling, Lauren Grimanis, Lauren Pamas, Leandro Matta, Linda Burnett, Lucy Davis, Madeline Burns, Mark Waksmonski, Morgan Pierson, Peter Riddle, Sam Smith, Sara Eardensohn, Sara Higgins, Shanna O’Berry, State Street Foundation, Stephanie Marchetta-Wood, Suzanne Chapman, Suzy Dolan, Tessa Komine
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www.aboutfresh.org/donate

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