



Letter From The Executive Director

Dear Friends,

As we embark upon a new year, I am honored to share the remarkable achievements and impact Second Helpings Atlanta has made in our community in 2024.

2024 was a year of growth for our organization. We continued to expand our operations to address the surging demand fueled by inflation and soaring food prices across the Atlanta metro.

With the support of 803 dedicated volunteers, we distributed 5 million pounds of food - equivalent to more than 4.1 million meals - to a network of more than 113 nonprofit partner agencies who are providing food to families in need throughout the Atlanta metro.

These numbers are a testament to our community-led model that empowers communities to create a more sustainable future for the next generation while providing critical nutrition to their neighbors who need it most. Our volunteers are the backbone of our organization's success and I extend my heartfelt gratitude to each person who has contributed their time, resources, and support to our cause.

In 2024, we distributed the 1 millionth meal through our Meals with Meaning program in partnership with HelloFresh. When HelloFresh made difficult decision to close its facility in Newnan this year we knew our Meals With Meaning program would come to an end, and on Dec. 18, 2024 we hosted our last meal kit assembly and distribution. Since 2020, HelloFresh has been a valued partner, and we are proud of all that we have achieved together.

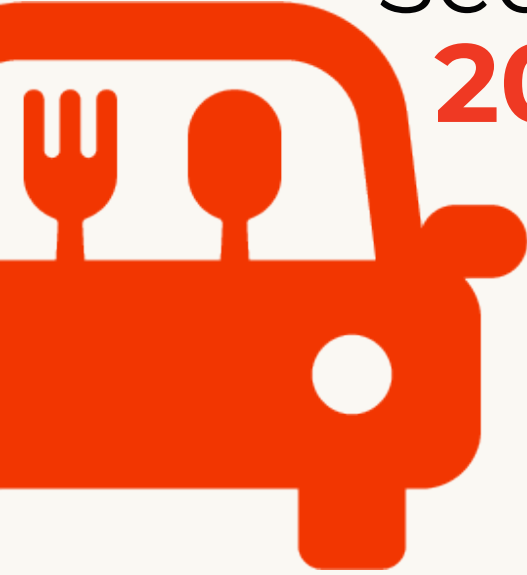
Last year, rising living costs and a 156% surge in demand for food assistance inspired us to innovate. In response, we launched our pilot Field to Fork program in partnership with Retaaza, rescuing fresh surplus produce from Georgia farms while reimbursing farmers for the costs of growing, harvesting, and transporting their produce. The program supported three BIPOC-operated farms, including a women-led, refugee-operated farm, providing healthier food options to our neighbors in need while reducing farm waste and ensuring the financial stability of Georgia farmers. In 2025, we will seek additional funding to continue and expand this impactful initiative.

Our future is bright as we continue to adapt and innovate to maximize the amount of rescued food we deliver. With support from an Impact100 grant, we will pilot a new food collection strategy by creating food rescue hubs, including installing a refrigerated unit in high-traffic areas like shopping centers or food halls. This unit will serve as a convenient drop-off point for food donors, while we manage the pickup and delivery process, introducing a more efficient and engaging way to support our mission.

As we embark on a new year, we invite you to join us in celebrating the resilience of Second Helpings Atlanta and the collective impact we can make in the fight against hunger and food waste. Together, we look forward to building a stronger, more connected community and continuing to provide nourishment and hope to those who rely on our support.

Paul Clements
Executive Director

Second Helpings Atlanta 2024 Impact Report



MISSION

Second Helpings Atlanta reduces hunger and food waste by rescuing healthy, nutritious surplus food and distributing it to those in need.

VISION

A **food secure world** with **zero food waste**.



129

Food Donors
Facilitated Fresh
Food Donations

113

Partner Agencies
Supported
Through our Food
Rescue Network



2,464

Tons of
Greenhouse
Gas Emissions
Avoided

Equivalent of
taking
587
gas powered
cars off the
road

SHA Saved our Partner Agencies:

\$9,653,510

In Food Costs.

IMPACT

5
MILLION

Pounds of
Nutritious Food
Distributed

4.1
MILLION

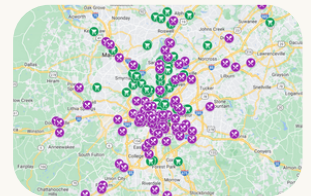
Meals Provided
to our Food
Rescue Network

SERVICE AREA

10

Counties
Served

Clayton • Cobb • Coweta
DeKalb • Douglas • Fayette •
Forsyth • Fulton • Gwinnett • Hall



VOLUNTEERS

803

Volunteers
Engaged with our
Mission

16,593

Food Rescue
Routes
Driven

400K

Meals with
Meaning
Kits Packed



FROM FIELD TO FORK

Rescuing produce from
Georgia farms to help Georgia families



Rising Costs: Inflation and higher interest rates have driven up the price of groceries and fresh food (which already costs more).

Fluid Markets: Farmers are sometimes forced to make the difficult decision to **throw out or plow up a crop** rather than harvest it when the market is volatile.



High Demand: Community food banks are busier than ever, serving 2-3 times more people than before the pandemic.



Speedy "Field-to-Fork": Second Helpings Atlanta and Retaaza deliver fresh food from farms to communities in just 2 days, reducing waste and optimizing freshness for the recipient.

Retaaza

Retaaza rescues the surplus produce from GA farmers



SECOND HELPINGS ATLANTA®

Second Helpings Atlanta distributes the fresh food to local food agencies

6 WEEK PILOT PROGRAM

224,300

Pounds of
Produce Rescued



ON-FARM RESCUED PRODUCE

- Corn
- Cucumbers
- Mustard Greens
- Satsumas
- Sweet Potatoes
- Yellow Squash
- Zucchini

Purchased
From

6

Georgia
Farms

We rescued this produce from six Georgia farms that were all facing the option of leaving their produce in the fields, on the trees, or dumping the product in a landfill.

IMPACT

"Was able to provide produce to our families in need at our partnering schools and sites. Produce was given out to families at a school/comm event, to families at ECE, K12 and afterschool sites and some used for cooking demos (like making zucchini noodles)."

"Clients have been very grateful and excited for the produce. Some stated how "fresh" it was. One student told our educator that she couldn't wait to go home and search for recipe ideas using zucchini."

"Many of the students we serve have stated that being able to get fresh produce from the pantry has been a benefit and they are looking for more. This initiative was great and Needs to continue."

Your continued generosity helps us take significant steps toward a more sustainable, food-secure future.

If you need a 2024 Donation Summary, please reach out to Jon McMurdo at JonMcMurdo@secondhelpings.info