
FoodCross

— *Help the homeless, Change the world* —

Mission

Reduce food waste

Feed the less fortunate

Environmental impact

Industry

non-profit organization

collects surplus food from high
schools, restaurants, and buffets

Provide meals for the homeless



Marketing

Social Media: Blogs, Instagram, Facebook, Snapchat

Traditional Media: Newspaper, Radio, Magazines

Partnership with Food Recovery Network

Fundraising events

Donations

Offer volunteer work/ community service hours for students

Financial plan

Revenue: donations, funds (\$80,000)

Annual Costs: \$120,000

Competition

FOOD
RECOVERY
NETWORK