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REDUCING OUR POVERTY FOOTPRINT BY REDUCING OUR CARBON FOOTPRINT



SMM Webinar
Rock and
Wrap It Up!
April 19th , 2012

VAYIKRA 19:10

- ▶ You shall not pick your vineyards bare or gather the fallen fruit of your vineyards; you shall leave them for the poor and the stranger, I am the Lord your G-d
- ▶ “One man gathers what another man spills”
‘St. Stephen’, The Grateful Dead



OUR MISSION

- ▶ Rock and Wrap It Up! is an award winning anti-poverty think tank. Using greening tactics, we recover food and other assets, which are given to agencies fighting hunger and poverty, increasing their operating budgets. This allows the agencies to invest more resources in services such as, tutors for students, social workers, job placement counselors, mental health counselors and green collar job training to attack the root causes of poverty.



ABOUT US

- ▶ We have helped feed over one billion who hunger in the United States of America and Canada
- ▶ Founded in 1991
- ▶ National 1994, Canada 1996
- ▶ Staff of 5; Annual budget of \$400k
- ▶ 5,000 unpaid volunteers, 501 C (3) charity
- ▶ Recovering food & assets in 500+ N.A. cities



OPPORTUNITIES TO REDUCE OUR “POVERTY FOOTPRINT”

► Music

- Since 1994, we have partnered with over 150 bands that tour and include a stipulation in their contract requiring that food that is prepared but not served not go into landfill. We develop close relationships with bands who work with advocacy and school programs.

► Schools

- Since 1997, over 300 schools nation-wide have started Rock and Wrap it Up! School Programs to empower students to recover food and other assets from their schools for distribution in the local community. Snack Wrap! encourages younger students to share unopened snacks with children in latchkey and other after school programs. High School and College students recover food that is prepared but not sold in their schools and share them with agencies in their community who fight poverty. Our College Wrap! Give and Go Green asset recovery program recovers assets from graduates and shares them with the local poverty-fighting agencies



OPPORTUNITIES TO REDUCE OUR “POVERTY FOOTPRINT”

► Sports

- Since 2003, 40 sports franchises in the NFL, NBA, MLB and NHL have partnered with Rock and Wrap It Up! to participate in Sports Wrap! Food that is prepared but not sold from home games concessions, luxury box and or clubhouse is recovered to feed the indigent. NHL and all of its franchises have partnered with RWU

► Advocacy

- In November 2007, after researching, writing and introducing the Federal Food Recovery Act to exponentially increase excess food into the national pipeline, the Federal Food Recovery Act of 2008, passed unanimously in the House and Senate. The Act encourages federal buildings to donate food from their restaurants, cafeterias and from outside rentals to feed our nation's hungry. Hungerpedia.com added in 2011 to encourage donors to increase giving.



OPPORTUNITIES TO REDUCE OUR “POVERTY FOOTPRINT”

► Hotels

- Hotel Wrap! works with hotels to recover food, tissue boxes, toilet paper rolls, shampoos when re-stocking rooms and hard assets when re-doing rooms. Our Rock and Wrap It Up! Haiti Relief effort will recover full room assets when hotels are refurbished. We are looking into airports as a resource to recover collected unopened items for agencies that fight poverty.

► Entertainment

- NBC/Universal, HBO, Showtime and dozens of productions donate food from catering and craft services to Rock and Wrap It Up! Over 30 TV and Movie shoots in LA and NY have provided over 35,000 meals since 2009.



GOVERNMENT PROTECTION FROM LIABILITY

- ▶ The Bill Emerson Good Samaritan Act was passed in 1996 to protect all donors of edible leftover food from liability. Bill Emerson was a Congressman from Missouri who pushed for this legislation. His widow, JoAnn, replaced him in the United States Congress in 1997 and presently serves the constituents of the St. Louis area and is a Rock and Wrap It Up! Board Member.



GOVERNMENT PROTECTION FROM LIABILITY

- ▶ Federal Food Donation Act of 2008 Researched, written and sponsored by Rock and Wrap It Up! Lobbied for by Phil Schiliro, Assistant to the President for Legislative Affairs.



USING THE FEDERAL FOOD DONATION ACT TO FEED AMERICA'S HUNGRY

- ▶ This act can be used to get more partnerships to expand food recovery
- ▶ If the Federal Government is recommending food recovery, every state and city agency is a candidate for food recovery
- ▶ Donors are protected by the Bill Emerson Good Samaritan law
- ▶ All Fortune 500 corporations in America should be approached to save food from landfill



60 CURRENT SPORTS WRAP PARTNERS

- ▶ All 30 NHL Franchises in N.A.
- ▶ Boston Celtics
- ▶ Brooklyn Cyclones
- ▶ Chicago Bulls
- ▶ Chicago White Sox and Cubs
- ▶ Colorado Rockies
- ▶ DC United
- ▶ Detroit Tigers
- ▶ KC Royals
- ▶ Miami Marlins
- ▶ Milwaukee Brewers
- ▶ Minnesota Twins
- ▶ Minnesota Vikings
- ▶ New Jersey Nets
- ▶ New York Giants
- ▶ New York Jets
- ▶ New York Knicks
- ▶ New York Liberty
- ▶ New York Mets
- ▶ New York Yankees
- ▶ Orlando Magic
- ▶ Philadelphia Eagles
- ▶ Philadelphia Phillies
- ▶ Philadelphia 76's
- ▶ Pittsburgh Pirates
- ▶ Red Bulls
- ▶ Seattle Seahawks
- ▶ St. Louis Cardinals
- ▶ Tampa Bay Rays
- ▶ Trenton Thunder
- ▶ World Wrestling Entertainment



NY METS/RWU SNACK WRAP!

MARCH 2010



TAKING STOCK of the Snap Wrap bin with Principal Dr. Kenneth Forman, are, from left, Jeremy Glenn, Eugene Bowers and Kenny Yacinthe.

No. Two School's "Snack Wrap" delivers

A creative idea that came to Lawrence student Ryan Mandelbaum is now the force behind a neighborhood program at the Number Two School, where students now deposit their unwanted, wrapped, sealed snacks, into a brightly colored Rock and Wrap It Up! bin in the cafeteria.

Dr. Kenneth Forman, principal of the Inwood school, collects and delivers the donations every two weeks to local child-care programs at DeSibio Day Care and Five Towns Community Center.

Ryan, son of Rock and Wrap It Up! Inc. founder Syd Mandelbaum, said that as a middle school pupil, he always noticed kids tossing out snacks. He decided that there was a better use for the food, and encour-

aged his dad to set up the Snack Wrap. Rock and Wrap It Up! is the food recovery program that collects leftovers from schools, colleges, large scale entertainment venues, and private events and arranges deliveries to shelters to feed the needy.

Number Two School is the first of the elementary schools to adopt the practice with students like Jeremy Glenn, Eugene Bowers and Kenny Yacinthe, all fifth graders, volunteering to oversee the collection. Jeremy, who claims to be a chocolate-covered-peanuts snack fan, says he thinks the "Snack Wrap" is a "great way to save food and money" as well as deliver surprises to youngsters.

Nassau
HERALD

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Corporate Office

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URL: www.rockandwrapitup.org

We are a 501 C 3 volunteer hunger relief organization EIN 11-3258486 NYS Tax Exempt EX 215810

KEYS TO ARENAS AND STADIUM FOOD DONATIONS

- ▶ Team/Concessionaire partnerships are vital
- ▶ Anti-poverty agency vetting and selection is the key to a successful food recovery program
- ▶ Concessionaire is responsible for kiosk recovery as game ends, normally takes 20-30 minutes
- ▶ Food is recovered from stadium after event or refrigerated/frozen and recovered the next morning
- ▶ Monitoring of agency efforts should be on-going
- ▶ Use of documenting spreadsheet is mandatory
- ▶ Many teams offer tickets for agency volunteers



STARS PARTICIPATING IN OUR SCHOOL PROGRAM BY SIGNING CERTIFICATES OF APPRECIATION

- ▶ Dave Matthews
- ▶ Jewel
- ▶ Indigo Girls
- ▶ The Goo Goo Dolls
- ▶ Blink 182
- ▶ Matchbox 20
- ▶ Blues Traveler
- ▶ Avril Lavigne
- ▶ Usher
- ▶ Britney Spear
- ▶ Mike Maroth
- ▶ Eli Manning
- ▶ Nickelback



SCHOOLS AND COLLEGE OPPORTUNITIES

- ▶ Develop partnerships with schools with sustainability compacts in place i.e. Princeton Reviews 311 green schools
- ▶ Find and vet anti-poverty agencies in close proximity to schools
- ▶ Work top down with President's office and bottom up with facilities/concession management
- ▶ Involve students groups on campus
- ▶ Works best in stages ie first at holiday time, end of semester, then weekly
- ▶ Record food recovered in spreadsheets
- ▶ Empower school officials to work in pantries and kitchens near campus
- ▶ Expand asset recovery to include non-food items i.e. mini-refrigs, toaster ovens, small appliances



SOME OF OUR ROCK STAR FRIENDS



LIST OF PARTICIPATING BANDS AND FESTIVALS

1994: Rolling Stones, Aerosmith, Bruce Hornsby, Michael Bolton, Phish, Nine Inch Nails, MegaDeath, Bad Religion, Candlebox

1995: Page and Plant, Van Halen, Melissa Etheridge, Mary Chapin Carpenter, Queensryche, Tom Petty and the Heartbreakers, Hootie and the Blowfish, Grateful Dead, Bonnie Raitt, Beastie Boys, Peral Jam

1996: Allman Brothers, The H.O.R.D.E Festival, Bon Jovi, Lollaploozza, Soul Asylum, Rusted Root, David Bowie, Ozzy Osbourne, The Dave Matthews Band, Red Hot Chili Peppers

1997: AC/DC, Rod Stewart, James Taylor, Bush, The Smashing Pumpkins, Neil Diamond, Tori Amos, Linda Ronstadt, The Futher Festival, House of Blues Festival, Goo Goo Dolls, The Three Tenors, The Cure, Sting

1998: Santana, Styx, Alice Cooper, REO Speedwagon, Peter Frampton, Foreigner, Presidents of the USA, Jimmy Buffett, The Who, Soundgarden, Phil Collins, Stone Temple Pilots, The BoDeans, Metallica, The Wallflowers, Sheryl Crow, Fiona Apple, Counting Crows, US, Beck, No Doubt, The Lilith Fair, Boston, OZZ-fest, Supertramp, Jewel, Ani DiFranco, Fleetwood Mac, Jane's addiction, Billy

1999: Alanis Morissette, dc Talk, R.E.M., The Offspring, Journey, John Mellencamp, Cher, Bare Naked Ladies, Bruce Springsteen and the E. Street Band, Bette Midler



LIST OF PARTICIPATING BANDS AND FESTIVALS

1999: Alanis Morissette, dc Talk, R.E.M., The Offspring, Journey, John Mellencamp, Cher, Bare Naked Ladies, Bruce Springsteen and the E. Street Band, Bette Midler

2000: blink 182, Jonny Lang, Smash Mouth, Britney Spears, Christina Aguilera,

2001: Weezer, Backstreet Boys, Eric Clapton, Madonna

2002: Creed, CSN&Y, Bob Dylan, Linkin Park, The Who, Usher Brooks and Dunn, Paul McCartney, The Eagles, Phil Lesh, Korn, John Mellencamp, Alicia Keys,

2003: Avril Lavigne, The Dead, Good Charlotte

2004: John Mayer, Neil Young, Simon and Garfunkel, Josh Groban, String Cheese Incident

2005: Jack Johnson, Judas Priest

2006: Nickelback, Joe Satriniani, Kenny Chesney

2007: Will Hawkins, Justin Timberlake

2008: Jackie Green, Tealeaf Green, ALO, O.A.R.

2009: Rise Against

2010: Warped Tour, Vampire Weekend

2011: Jackie Greene, TAB the Band



RECOVERING FOOD FROM BANDS WHO TOUR

- ▶ Speak to bands manager
- ▶ Put request for food recovery into bands rider
- ▶ Identify and vet food recovering agencies in each city when the bands play
- ▶ Band must supply contact person on tour
- ▶ Keep a spreadsheet of donations from each agency
- ▶ Work with the band to publicize greening efforts on tour







- ▶ **ADVANCING COMPOSTING, ORGANICS RECYCLING & RENEWABLE ENERGY**

- ▶ BioCycle September 2011, Vol. 52, No. 9, p. 6

- ▶ **Hungerpedia Campaign To Boost Diversion**

- ▶ New York-based Rock and Wrap It Up! (RWU), an award-winning, nonprofit, antipoverty think tank, has launched Hungerpedia.com, an encyclopedia of vetted antipoverty agencies operating in North America. The encyclopedia offers an Excel spreadsheet organized by geography, agency name, location, contact information and asset needs. The idea is to enable potential donors to find suitable agencies to recover their unwanted or surplus materials, thus keeping them out of landfill. Items in demand include food, toilet paper and tissue, shampoos and toiletries, small appliances, kitchen items and dorm-room supplies. Recovering agencies are required to report asset recovery **statistics to RWU. Assets kept out of landfill will be listed on U.S. EPA's** WasteWise program (www.epa.gov/wastewise). Agencies vetted and listed by RWU must have health certification, transportation, refrigeration, cell phones, storage and either have or support ongoing antipoverty/hunger programs. Donors are protected from liability by the Bill Emerson Good Samaritan Act.



HUNGERPEDIA.COM

- ▶ An encyclopedia of anti-poverty agencies in the U.S. and Canada
- ▶ Advantages to be in Hungerpedia.com
 - ▶ No cost
 - ▶ Database for both National and Worldwide donors
 - ▶ Listed by Asset needs
 - ▶ Free advertisement for your food bank
 - ▶ Program you can offer your larger agencies
 - ▶ All anti-poverty agencies vetted by RWU to ensure liability protection for donors



U.S. EPA PARTNERSHIP



Rockin' to Fight Hunger Rock and Wrap It Up!

Rock and Wrap It Up! (RWU) is a nonprofit program that arranges the collection and local donation of leftover food from rock concerts, sporting events, political rallies, and college and school cafeterias. There's a lot of food leftover from these venues—as a rule, caterers prepare 10 to 15 percent more than they need for an event—and RWU makes it simple and satisfying to donate the leftovers.

How It Works

RWU provides contract language for bands, political figures, and sport teams to include in their contracts or permits requiring that all leftover food be donated to local soup kitchens. The contract clause is "All edible leftover food to go to local soup kitchens or shelters and Rock and Wrap It Up! will arrange for the removal." The 1996 Bill Emerson Good Samaritan Law protects the donors across the nation from liability for tainted food.

At the end of an event, an RWU representative organizes the safe recovery and delivery of all edible leftover food. More than 5,000 volunteers have worked with RWU in 500 cities since the program began, feeding more than 30 million people.

What Makes RWU Successful

Simplicity, simplicity, simplicity. Participating bands and groups only have to include the contract language provided by RWU. Contractual obligations ensure the donation of food, while the simplicity of the concept appeals to participants. Donations can help reduce or avoid disposal costs and having Rock and Wrap It Up! volunteers available simplifies the cleanup process. Unpaid volunteers are the gears that keep the machine running smoothly—RWU spends only \$15,000 each year to arrange meals that feed 2.5 million people annually.

Everyone Benefits

Participants not only avoid the cost of throwing away edible food, but also help their communities by donating food to hungry citizens. To date, 150 bands participate in the program, and RWU partners with Pi Lambda Phi fraternity and the U.S. Conference of Mayors (Mayors Initiative) to encourage donations.

www.epa.gov/organizationalmaterials/fd-study.htm



and set up donation programs. The movement has grown to include schools (Rock and Wrap It Up! School Program) and universities (College Wrap!). RWU offers resources that help teachers start programs at their schools and provides lesson plans about nutrition and the reality of hunger. RWU also works with professional sports teams (Sports Wrap!) and organizes collection events every congressional year in an initiative called Everybody Wins on Election Night!

Everyone benefits when leftover food is donated to local food shelters. At your next catered event, consider sending any extra edible food to your community food shelter or soup kitchen so that you can feed the hungry while keeping food from going to waste.

Type of Recovery: Donation

Company: Rock and Wrap It Up!
Non-profit hunger relief organization

Website: www.rockandwrapitup.org

Cool Facts:

RWU spends only \$15,000 annually to arrange meals that feed 2.5 million people

5,000 unpaid volunteers and 150 bands participate in RWU

October 2006
EPA 30-F-06-036



Rock and Wrap It Up! Helps Fight Hunger



What do the New York Giants, the Las Vegas Motor Speedway, and the Grand Hyatt Hotel in New York City have in common? They all rock—and wrap it up. Each of these groups has made a commitment to help fight poverty through the Rock and Wrap It Up! (RWU) program. RWU is a 501(c)(3) national anti-poverty think tank that arranges the collection and local donation of leftover food and other basic necessities, such as toiletries, from rock concerts, sporting events, hotels, corporate meetings, political rallies, and school cafeterias.

RWU began collecting leftover food in 1991 and was launched nationwide by MTV in 1994. Since its inception, the organization has:

- *Donated to over 41,000 shelters and places of need*
- *Collaborated with 150 bands, 200 schools and universities, and 30 sports franchises*
- *Collected more than 100 millions pounds of food*
- *Fed more than 200 million people*

Giant-sized Donations Feed Thousands

Each year, nearly 800,000 football fans pack Meadowlands Stadium in East Rutherford, New Jersey. In addition to running a full-scale concession program, the New York Giants corporate staff is also responsible for feeding the officials, players, front office staff, and assorted behind-the-scenes employees. Allison Stangeby, Community Director of the New York Giants, looked at all the leftover food one day, and realized that she should do something with it. "If anyone ever got word that we were just dumping out nearly 1,000 meals, it would be embarrassing." With such large food orders, however, it was impossible to correctly estimate the amount of food needed.

Fortunately, the RWU Program was able to help. For the past six years, representatives from the RWU Program have boxed up all the leftover meals in the locker rooms and corporate offices following Giants games—which over the span of a football season totals nearly 10,000 meals—and delivered them to the Bowery Mission, a New York City charity.

"They just made everything so easy. It was so very simple and straightforward. It just makes sense," says Stangeby. She became such a fan of the process and program that she recommended it to the New York Jets, Yankees, Mets, Rangers, and Islanders, as well as the New Jersey Devils and Nets. They are all now participating in the RWU program. Stangeby continues to promote the program to other area teams and universities as well. "There's no drama," she says, "Rock and Wrap It Up! couldn't be easier."



“Grassroots efforts such as these can provide an immeasurable boost to our eventual goal of ending hunger in the United States..There are over 95 billion pounds of food wasted by Americans each year in this country. Rock and Wrap it Up! has the answer.”

*-The Honorable Dan Glickman,
Former Secretary of Agriculture
RWU Tribute Dinner at World Trade Center, NY
(Windows on the World)
June 18, 2001*

