



 **SUPPORT  
+ FEED**

# IMPACT REPORT

2024

 **SUPPORT  
+ FEED**

# MISSION

Support+Feed combats the climate crisis and food insecurity by working toward a global shift to an equitable plant-based food system.

# VISION

Based on IPCC guidance, we can reduce climate change and food insecurity by having plant-based meals become the standard in all food programs and 50% of all meals consumed in the US.

# THEORY OF CHANGE

If food systems that harm people and the planet can be fixed by a shift toward plant-based eating, and we partner with global leaders to increase demand, acceptance, and accessibility of plant-based food, then we will improve human and environmental health, support food justice, and benefit local economies.



© 2025 Support+Feed. All rights reserved.  
Printed on recycled paper.

# TABLE OF CONTENTS

- **LETTER FROM MAGGIE BAIRD** 2
- **DISTRIBUTE PLANT-BASED MEALS** 4
- **SUPPORTING LOCAL ECONOMIES** 6
- **SUPPORTING LOCAL ORGANIZATIONS** 8
- **ENGAGING COMMUNITIES** 10
- **SUPPORTING HEALTHIER EATING** 14
- **IGNITING COLLECTIVE ACTION** 16
- **FIGHTING CLIMATE CHANGE** 18
- **COMMUNITY PARTNERS** 20
- **RESTAURANT & FOOD PARTNERS** 22
- **BOARD OF TRUSTEES & OFFICERS** 24

“ Many food-focused organizations count their success by how many meals they can provide for a dollar. We count success by how many intersectional challenges we can address with that same dollar.

- MAGGIE BAIRD,  
FOUNDER & PRESIDENT



# DEAR FRIENDS

As I reflect on this past year with Support+Feed, I am both humbled and energized by what we've accomplished together. In a time of profound global challenge and local urgency, our core team, local cohorts, and volunteers across the country have continued to show up — with open hearts, creative ideas, and unwavering dedication to building a more equitable, compassionate, and sustainable world.

This year, thanks to your support, we increased our impact in 11 U.S. cities and globally, delivering hundreds of thousands of plant-based meals to individuals and families experiencing food insecurity. But these meals are just the beginning.

We've deepened our partnerships with grassroots organizations and visionary leaders on the ground, supporting not just a regular cadence of meal deliveries, but long-term transformation. We've continued to prioritize culturally relevant, locally sourced meals — prepared by local restaurants and purchased at equitable prices — to strengthen communities from the inside out.

We've implemented new strategies for gathering feedback from program recipients to refine our offerings and track impact. And we've seen how food education, when rooted in joy and justice, can empower individuals of all ages to become stewards of their health, their communities, and the planet.

In 2024, our Support+Learn initiative brought over 120 plant-based educational activations into schools, community centers, and public events — meeting people where they are, with tools to imagine a different future. Our fans, pledge-takers, and volunteers inspired us daily, **proving that the next generation is not just ready for change, they are leading it.**

And behind the scenes, our small but mighty team, along with passionate volunteers, chefs, educators, artists, and changemakers, continues to show what's possible when we work in solidarity. Support+Feed was born from a moment of crisis, but we are now part of a movement.

**At  
Support+Feed,  
we believe  
that food is  
more than  
nourishment  
—  
it is  
connection,  
it is culture,  
it is climate  
action.**

A movement that **recognizes that food justice is racial justice, environmental justice, and economic justice.**

A movement that knows that **every plant-based meal shared is an act of resistance — and a seed of hope.**

**As we look ahead, I invite you to keep building this future with us.**

Whether you take the pledge to eat one plant-based meal a day, donate, volunteer, or simply share our story, you are part of this community. And together, there is so much more we can do.



 *Love, Maggie*  
FOUNDER & CEO, SUPPORT+FEED

# DISTRIBUTING NUTRITIOUS AND DELICIOUS PLANT-BASED MEALS

## *But that is just the beginning!*

Since our founding in 2020, Support+Feed has come to play a recognized leadership role in advocating for climate action through innovative food interventions. Our programs are designed to help communities achieve affordable, culturally-relevant, scalable, and sustainable shifts — integrating plant-based food into local food systems.

From local restaurants, often at the heart of thriving communities, to the leaders of community institutions, Support+Feed's methods engage entire communities as collaborators in food system redesign, serving delicious, nutrient-dense, plant-based meals as the first educational touchpoint in making the connection between what's on our plates, and how environmental injustice informs those choices.



## 600K+

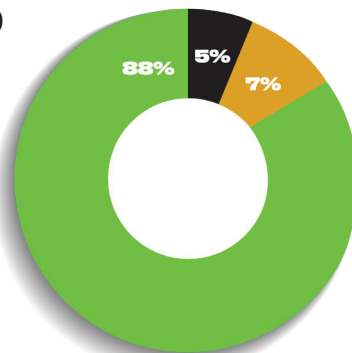
pounds of produce were rescued and redistributed, keeping good food out of landfills

### HOW WE SPEND DONATIONS

**PROGRAMS**  
\$3,093,483

**GENERAL**  
\$240,726

**FUNDING**  
\$180,151

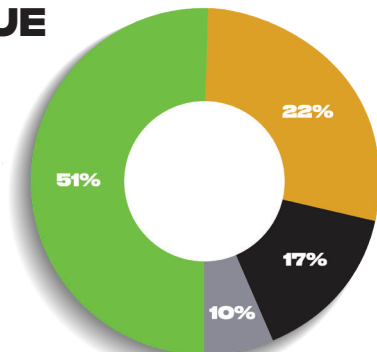


## 800K+

plant-based meals and pantry items distributed

### 2024 REVENUE

**INDIVIDUALS**  
**CORPORATE**  
**IN-KIND**  
**GRANTS**





## SUPPORTING LOCAL ECONOMIES



**65+**  
restaurants supported  
through meal purchases

Support+Feed purchases meals from minority owned and local restaurants — at a fair market price — for distribution to the food insecure and food pantries.

These restaurants are cornerstones of their communities: they create jobs, support their workers, and model ethical, climate-conscious business. In an industry dominated by unsustainable practices, our partnerships help ensure that values-driven businesses can endure — and that these restaurants remain visible, viable, and valued.

### LOOKING FORWARD 2025

As the environmental cost of single-use materials grows more urgent — and the need to support our restaurant partners shift to compostable becomes more critical — Support+Feed is initiating packaging pilot programming in fiscal year 2025.

**We've already made key strides.** All meals distributed through Support+Feed feature compostable stickers, allowing us to maintain consistent, recognizable brand awareness while reducing waste. For food distributions, we prioritize the use of reusable tote bags printed with educational messaging about food equity, plant-based nutrition, and climate action — combining function with purpose to spark awareness and inspire change.

### SPOTLIGHT: LIFE BISTRO

**Five years ago, Chef and owner Issa Prescott opened Life Bistro in Southwest Atlanta** in order to bring healthy, plant-based options to a neighborhood that's been described as a food apartheid. Life Bistro is a black-owned, plant-based, fine dining restaurant, emphasizing culturally-appropriate flavors, fresh ingredients, and giving back to the community that raised and still nurtures Chef Issa and his family.



“

If we have an opportunity to make the difference in the lives of those people that need it more than anything, we're fully on board.

- CHEF ISSA, on Support+Feed partnership

Scan  
to watch an  
interview with  
Chef Issa



# SUPPORTING LOCAL ORGANIZATIONS AND COMMUNITIES



# 100+

community organizations  
received free meals

We make a deep and lasting commitment in our target cities and engage with local organizational leadership, government officials, and stakeholders to develop comprehensive plans for systemic shifts in food systems that are culturally relevant and responsive to the needs of the communities we serve.

## SPOTLIGHT: SISTERS OF WATTS

When Support+Feed first approached the Sisters of Watts with an offer to provide plant-based meals for the community, the response was hesitant. Cautious, the organization initially declined the meals — unsure of how plant-based food would be received.

Instead of walking away, we got creative. Support+Feed made a second offer. Something simple and welcoming: plant-based donuts. This small but thoughtful gesture opened the door to conversation and curiosity. Through genuine relationship-building and a deep commitment to cultural relevance, Support+Feed began to earn the community's trust.

Rather than imposing solutions, we listened.

Surveys were conducted to understand what foods would be most appreciated. Pilot meal deliveries followed — and to the organization's surprise and delight, they were enthusiastically embraced.

Today, Sisters of Watts is not only a proud distribution partner but an active advocate for the benefits of plant-based eating, particularly in a community disproportionately impacted by diabetes and obesity.



## THIS IS THE HEART OF OUR MODEL:

We don't just drop off meals — we build trust, listen deeply, and co-create change. It's this commitment to long-term partnership, cultural respect, and systemic change that makes Support+Feed a model worthy of investment.

*"For donors looking to support more than just a meal —  
for those seeking to support transformation  
— this is where your impact begins."*

MICHELE DANIEL, PHD, DONOR



Your dedication to our cause has strengthened our organization's capacity to make a difference in Watts... they touch the lives and hearts of the individuals and families we are committed to supporting. As we look back on the past three years, we are overwhelmed with gratitude for your ongoing partnership.

**- ROBIN DANIELS,  
CEO OF SISTERS OF WATTS**



# ENGAGING COMMUNITIES



**350+**

volunteers



**9**

city coordinators

Support+Feed food deliveries are largely carried out by our network of volunteers in eleven anchor cities across the country.

Along with our local coordinators, volunteers pick up and deliver meals, expand our cohorts of restaurant and community organization partners, manage our educational classes and events, facilitate our community outreach, and lead our local fundraising efforts.

## ANCHOR CITIES

### *BUILDING RELATIONSHIPS & LASTING IMPACTS*

In our anchor cities, Support+Feed hosts community events that combat hunger while raising awareness about the benefits of sustainable food practices and promoting long-term food sovereignty and empowerment in underserved communities.

Through partnerships with food banks, shelters, and community centers, we reach a diverse demographic, providing urgently needed plant-based meals, educational engagement, and opportunities for collective action that expand access to nutritious food and help mitigate the climate crisis.

We also collaborate with policymakers, schools, and government agencies to advocate for policies that foster equitable food systems. From supporting community-led initiatives like urban gardens to championing food education in schools, Support+Feed is committed to addressing the systemic roots of food injustice and climate change.





## SPOTLIGHT: LOS ANGELES

### California: Intersection of the climate and food insecurity crises

Although the state produces **51% of the nation's food**, **1 in 5 face food insecurity**. Industrial animal agriculture contributes to California's rank as the world's ninth-largest greenhouse gas emitter, while extreme heat, wildfires, and toxins are making conditions unbearable. These impacts fall hardest on low-income and marginalized communities, who also suffer the greatest health disparities — conditions confirmed by LA County's Chief Sustainability Office.

#### Support+Feed serves LA's Southland

##### Food deserts are the norm:

94% of retail food outlets are convenience stores  
12 to 1 - fast food outnumbers grocery stores

##### The region faces high rates of:

33% obesity  
10% diabetes  
30% hypertension  
20% persistent food insecurity

#### OUR CALIFORNIA IMPACT:

Delivered over **70,000 plant-based meals** and **30,000 pantry items**.

#### SUPPORT+FEED GLOBAL FOOTPRINT

- |                 |               |                 |                  |
|-----------------|---------------|-----------------|------------------|
| • Los Angeles   | • Berlin      | • Manchester    | • Virginia Beach |
| • Chicago       | • Zurich      | • Frankfurt     | • Dublin         |
| • Detroit       | • Minneapolis | • London        | • Glasgow        |
| • Washington DC | • Nashville   | • Somerset      | • Amsterdam      |
| • Paris         | • New Orleans | • New York City | • Cologne        |
| • Birmingham    | • Atlanta     | • Philadelphia  | • Antwerp        |





# SUPPORTING HEALTHIER EATING



# 120+

onsite classes and events to  
share plant-based resources

Support+Feed introduces new audiences to how delicious plant-based foods can be, provides education on the health benefits, works with local businesses to carry plant-based options, and facilitates cooking classes and demonstrations to assist families with diet transitions.

Plant-based eating lowers risk of high blood pressure, heart disease, type-2 diabetes, and some kinds of cancer and may improve mental health and wellness by boosting gut health.



“We must ask ourselves: if we know that our food choices can drive significant change, then if not now, *when*?”

- DR. CYNTHIA AMBRES, MD, MS  
SUPPORT+FEED CHAIR, BOARD OF TRUSTEES

Hands-on classes are led by the chefs and owners of our partner restaurants and are hosted on-site at trusted local community organizations. Rooted in cultural relevance and community input, the plant-based recipes reflect local flavors and respond directly to the needs and interests of participants. With packed attendance from all age groups, each session becomes a space for connection, creativity, and empowerment — where food becomes a tool for health, wellness, and climate action.

These demos don't just teach cooking; they inspire lasting change by showing how food is *medicine* and how nourishing ourselves can also nourish our communities and the planet.



Chef Bryant Terry, world-renowned food justice activist, cookbook author and James Beard winner.

## LOOKING FORWARD 2025

With the success of our in-person cooking classes and high demand for our food demonstrations, we set the goal to complete 175 educational events across the country in fiscal year 2025.

## IGNITING COLLECTIVE ACTION



# 37.5M

impacted through digital education  
programs and calls to action



# 1.25M

followers across social  
media profiles

Support+Feed matches on the ground programming with digital educational content across our robust digital footprint, empowering individuals to make healthy food choices, serve as advocates for a more equitable and sustainable global food system, and collectively achieve measurable and important environmental impacts.



## SUPPORT+FEED PLEDGE: ON TOUR

Through powerful partnerships with artists and music festivals, Support+Feed has reached tens of thousands of new supporters and amplified our message on some of the world's biggest stages. From global icons like **Billie Eilish**, **FINNEAS**, **Blink-182**, **Coldplay**, and **Metallica**, to festivals including **Coachella**, **Lollapalooza**, and **Broccoli City**, these collaborators have generously invited us to table at shows, coordinate meal deliveries and food drives, and host special events. Together, we're showing how food, climate, and culture intersect.



With a generous investment from major sponsor PopSockets, nearly 20,000 people took the Support+Feed Pledge along Billie Eilish's Hit Me Hard and Soft tour, where we hosted info tables with educational activities, photo ops, and custom-designed PopSockets for pledge-takers. Our 19 food drives along the tour brought in donations equal to 3,000 plant-based meals.





# FIGHTING CLIMATE CHANGE

**1.8M+ PLANT-BASED MEALS  
+ PANTRY ITEMS DONATED TO DATE**

**1.5M+ PLANT-BASED MEALS SAVES:**



Compared to animal agriculture, plant-based food uses less water, produces more food per acre for human consumption, cuts down global greenhouse gas emissions, and protects biodiversity.

Plant-based eating helps fight inequitable food systems that contribute to food insecurity and climate change, which disproportionately affect already marginalized communities.



## OVERHEATED

Overheated is a summit that brings together climate activists, music fans, and other leading voices for panel discussions, community building, and resources to tackle the climate crisis through the lens of accessibility and action.

Held just two days before the 2024 election, Overheated Atlanta featured thought leaders in democracy, sustainability, climate science, activism, and more, including Dr. Ayana Johnson, Wawa Gatheru, Saad Amer, and others. Overheated also provides space for local organizations, artists, and other community leaders to offer hands-on experiences for attendees that further illustrate and embody the Overheated ethos.



# COMMUNITY PARTNERS

## ATLANTA

ATL Fridge  
Atlanta Community Bank  
GMEN  
Living on Purpose ATL  
Lost-n-Found Youth  
Motherhood Beyond Bars  
PAD Initiative  
So Far So Close  
Women on the Rise

## CHICAGO

Brave Space Alliance  
Brown People Foundation  
Collins Academy  
Community Outreach Intervention Projects  
Housing Forward/New Maywood Church of Christ  
Kennedy King College  
LetUsBreathe  
Love Fridge  
Neighborhood Food Pantries  
SlowBirth Foundation Inc  
The Cosey Project

## DC

Broccoli City  
Calvary Women's Services  
DC Food Project  
Dreaming Out Loud  
Housing Up  
Little Lights  
Maryland Food Bank

## DETROIT

Central Detroit Christian  
Crane Street Garden Total  
Detroit Black Community Food Security Network  
Detroit City Lions  
Detroit Food and Entrepreneurship Academy  
Detroit Phoenix Center  
Developing Despite Difference  
Eastside Community Network  
Mama Akua's House  
Park West Foundation  
Ruth Ellis Center  
Take My Hand

## LOS ANGELES

A Place Called Home  
Antelope Valley College Basic Needs Center  
Barrio Action  
BGC MLA - Bell Gardens

BGC MLA - Challengers Club  
BGC MLA - Watts Willowbrook  
BGC MLA - West Valley  
Church of Southland  
City of Bell Gardens  
Do Good Daniels Women Shelter  
ELAC College Corps  
Esperanza Community Housing  
Everyday Action  
Hollywood Food Coalition -  
HUB @ Franklin  
International Rescue Committee  
It's Bigger than Us LA  
LA Family Housing  
LA Food Bank  
LA4LA - PATH Site  
Lost Angels  
MAALA - Mutual Aid Action  
My Friend's Place - Homeless Youth  
New Earth Life - BIPOC Youth  
and Community Support  
Richstone Family Center  
Safe Place for Youth (S.P.Y.)  
Sisters of Watts  
Social Justice Learning institute (SJLI)  
Vegans of LA  
YOLA  
Young Artists Academy

## MINNEAPOLIS

Bloomington Kennedy  
Boys & Girls Club TC - Cameden Beacon  
Boys & Girls Club TC - Jerry Gamble  
Boys & Girls Club TC - Mt. Airy Club  
Boys & Girls Club TC - Olson Beacon  
Hopkins Earth Club  
R. Roots Garden  
Second Harvest

## NASHVILLE

Boys and Girls Club Middleton Teness  
Dismas House  
Explorer! Community School  
Gear Up TN  
LaunchPad  
Monroe Harding  
Nashville Community Fridge  
Our Place  
Project Love Strong  
SOW  
Step Up  
The Store

## NEW ORLEANS

GNO Caring Collective  
New Orleans Women & Children Shelter  
Save Our Youth  
Youth Empowerment Project

## NYC

Aids for Aids  
Children's Aid Society Next Generation Center  
Community Food Bank of New Jersey  
Covenant House -The Bronx  
Greenwich House  
Healthy School Food  
Metropolitan Comm Church NY - Sylvia Rivera  
Pantry  
PS 20 Anna Silver School  
PS11  
PS206

## PHILLY

Ronald McDonald House Charities  
of the Philadelphia Region  
Sharing Excess (PHILLY)  
The Community Grocer

## SAN FRANCISCO

SF LGBT Center

## SEATTLE

Seattle Good (Shag Housing)

## VIRGINIA BEACH

757 Community Fridges  
Berkley Community Center  
Connect with a Wish  
FEAST VA  
ForKids  
Horace Downing Senior Center  
KUSP  
Manna Church  
Mission Possible  
(Connect with a Wish)  
Norfolk Naval Shipyard  
Not Your Last Supper Fridge  
Southside Boys and Girls Club  
Teens with a Purpose  
The Muse Writers Center  
Tucker House





## RESTAURANT & FOOD PARTNERS

24Vegan  
 Dosner Farms  
 Mama Akua's House  
 2Foods  
 EERF (The Fair Shepherd)  
 MaryRuth's Vitamins  
 ABakery  
 Experience Relish  
 Matriark Foods Inc  
 Abbot's Butcher, Inc.  
 Farmlink  
 Mellow Mushroom  
 Abe's Vegan Muffins LLC  
 Follow Your Heart Cafe  
 Misfits  
 Alma Backyard Farms  
 Food Access LA  
 Mosh  
 aneed for Vegan  
 Food Forward  
 Muchacho  
 Atlantic Natural Foods  
 Glizzys  
 Muurish Vegan  
 Au Lac  
 Go Macro  
 Naan Stop  
 Avo  
 Heal MPSL  
 Newman's Own Inc.  
 B'Gabs  
 Hey Sunshine  
 Notco  
 Banza LLC  
 Hollywood Climate Summit  
 Omni  
 Barvita, LLC  
 Homegirl Kitchen  
 ORA/Hot and Cool Cafe  
 BeeWali's Vegan AF  
 Honest Pastures  
 PB&J  
 Better Earth Compostable  
 I-tal Garden  
 Peacefood  
 Burgerlords - Highland Park  
 J. Selby's  
 Phoenix Bean LLC  
 Cena Vegan  
 Kate Farms

Planet Health Compton  
 Chef Booze  
 KIND Bars  
 Plant Based Pizzeria  
 Chef Brittany  
 Kindred  
 Plantega  
 Chef Chi  
 Kitchen Mouse  
 PLNT Burger  
 Chef Dunny  
 KUSP  
 Radical Rabbit  
 Chef Supreme  
 Life Bistro  
 Rao's Homemade at Campbell's  
 Cheng Heng  
 Liquid Death  
 Right-Water  
 Chicago Diner - Logan Square  
 KUSP  
 RIND Snacks  
 Climate Candy  
 Life Bistro  
 Sage Bistro  
 CLTRE Vegan Joint  
 Liquid Death  
 Sharing Excess  
 DC Vegan  
 Liquid IV  
 Side Dish Queen  
 Desmond's Island Soul Grill  
 Lissette Lorenz  
 Sofrito Foods, LLC DBA Fillo's  
 Detroit Food Academy  
 Little Barn Coffee House  
 Soultarian Cafe  
 Detroit People's Food Co-op  
 Love at First Bite  
 Stirhouse  
 Donut Friend  
 Luhv Vegan Deli  
 Strong Roots  
 Stuff I Eat  
 Sugar Taco  
 Sunday Supper  
 The Be Hive  
 The Black Vegan  
 The Herbivorous Butcher  
 The Nourish Spot

The Plant Butchers  
 Tony's Chocolonely  
 Topbox Foods  
 Urban Vegan Kitchen  
 Vegan Factory  
 Vegan World Cafe  
 Veron Macarons  
 Voodoo Vegan  
 VSpot  
 WhatIF Foods  
 Whole Foods  
 Wholly Mother Vegan  
 Wicked Foods  
 Wolfies  
 Yorkie's

### INTERNATIONAL PROGRAM PARTNERS

FareShare - Belfast,  
 Glasgow, Manchester,  
 Birmingham, and Som  
 Made in Hackney -  
 London  
 FoodCloud - Ireland  
 Taste Before You  
 Waste - Netherlands





## BOARD OF TRUSTEES & OFFICERS

Maggie Baird, Founder & President  
Allison Kingsley, Executive Director  
Oliver Jordan, Secretary  
Julie Chase-Daniel, M.A., C.N.A.P., Chief Financial Officer  
Cynthia Ambres, M.D., M.S., Board Chair  
Dinine Signorello, Esq., General Counsel  
Nic Adler, Trustee  
Finneas Baird O'Connell, Trustee  
Michelle Cho, Trustee  
Jermaine Dupri Mauldin, Trustee  
Rose Forbes, Trustee  
Sarah Grover, Trustee  
Justin Lubliner, Trustee  
Simon Moss, M.A., Trustee  
Lesley Olenik, Trustee





# WAYS TO GIVE

**Check:** Payable to Support+Feed

3756 W. Avenue 40, Suite K-184  
Los Angeles, CA 90065

**Text:** "Feed" to 707070

**Credit Card or ACH/Bank Wire:**

[supportandfeed.org/donate](https://supportandfeed.org/donate)

**QR Code:**



Support + Feed is a 501(c)(3) organization  
EIN: 85-4223098

Printed with kind support from **VeganPrinter**

Dependable • Compassionate • Green • Affordable