



Feed it Forward Program

The mission of Rooster's Kitchen has always been to feed the community. During the COVID-19 pandemic we have been forced to change our operations. In order to continue that goal, we have begun providing meals and groceries to those who are also affected by these circumstances.

We have 3 main programs that are meant to aid us in our ultimate goal.

1. **Food Insecurity Meal Sponsorship** – With unemployment rates at record highs and school closings, food insecurity has increased exponentially. Through this initiative, Rooster's Kitchen mobilizes our staff to provide aid to non-profits fighting against food insecurity.
 - a. On average, we are able to provide 1 meal for every \$5 sponsored. The dollars are split between our cost of goods and our payroll. Rooster's forgoes any profits from this program to ensure a steady paycheck makes its way into the hands of our employees.
2. **Feeding the front-lines** – We all know our front-line workers are the ones truly sacrificing themselves for the good of our community; this includes everyone from healthcare workers to first responders. These obligations often come before their own health and wellbeing. This program is geared towards providing a nutritious meal to those who put others first.
 - a. Depending on the quantities served, and what we are preparing, these meals can average around \$15-\$20/person.
3. **Grocery Sourcing** – At the onset of the quarantine period, the community was faced with issues related to sourcing fresh groceries. In many cases, front-line workers and essential employees missed out on crucial groceries and supplies while they were working to protect and serve the community. This program was put into place to allow first responders and front-line workers the ability to obtain groceries, supplies, and prepared meals during their off times through contactless fulfillment.
 - a. This program can operate as an opportunity to subsidize the costs of supplies for frontline workers, and/or as a means to organize viable sourcing opportunities.

Through these programs Rooster's Kitchen has been able to maintain a small team on payroll while providing essential services to the community. We are not only alleviating stress on the unemployment system, but also stress on food securities. Every sponsorship opportunity puts money back into the economy, and aids in fiscal recovery.

We look forward to the days when we can get back to work, and back to normalcy. Until that time, we will continue to be creative in our pursuit of our ultimate goals of feeding the community and providing for our staff.

Ross Katz
Owner – Rooster's Kitchen