



FoodCloud

Annual Report 2016

Registered Charity in ROI: 20101398
Company Limited by Guarantee: 531537

www.food.cloud



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Iseult Ward: FoodCloud CEO



Photo credit: Naoise Culhane

2016 has been an exciting, inspiring and fulfilling time for FoodCloud and now, FoodCloud Hubs. This year we've taken big steps to ensure we continue to deliver impact in reducing food waste and food poverty in Ireland and the UK for the future.

I'm extremely proud of our collaboration with the Bia Food Initiative, which this year has been launched as FoodCloud Hubs.

We are confident that by bringing both organisations together it will have a hugely positive impact for our charity partners and food waste reduction in Ireland. This is a huge step forward and we are proud to now have a national end to end solution for surplus food.

Another collaboration that we're extremely proud of is our work with FareShare UK and Tesco. This year we have come together to leverage FareShare's unparalleled experience working with the charity sector in the UK, Tesco's far-reaching store network and FoodCloud's technology, to create the largest supermarket level redistribution programme in the UK. Our hard work throughout the year has seen almost 1,000 Tesco stores commence donate to charities in their local communities. I sincerely thank Tesco and FareShare for including us in this innovative collaboration.

Our food recovery programme has expanded in Ireland enabling us to rescue over 5.2 million meals and we're delighted to see continued strong commitment from our retail partners. This year Tesco Ireland has donated the equivalent of 1.2 million meals, which is an incredible achievement in such a short time. In November, Aldi Ireland reached the significant milestone of 500,000 meals donated, equivalent to 234 tonnes of food redistributed. Thank you to both Tesco and Aldi for their continued support.

We are delighted to welcome 6 new members to the team and new members to our voluntary Board of Directors to support our expansion.

In June, FoodCloud pitched to Richard Branson as part of Virgin Media's VOOM competition. It was a huge achievement for us to go from a large public vote with 1200 entrants, to one of 300 businesses participating in a 24 hour pitchathon, to being selected as one of the three finalists who participated in a televised pitch to Richard Branson. The experience on the VOOM stage, and throughout the competition will have an indelible impact on FoodCloud's future; the advice and access to mentors has been a huge support in helping us grow this year and we will use this experience to continually drive us forward.

Food Waste is now receiving global recognition as a major problem that must be addressed. In September 2015, countries adopted the United Nations' Sustainable Development Goals (UN SDG) to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. UN SDG 12.3 sets a clear target for us all to reduce food waste, outlining the ambition to "halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses" by 2030.

This sets the global ambition and inspires us all to act. Food waste is an increasing problem at global, national and local level. It is estimated that around 88 million tonnes of food waste are generated annually in the EU with associated costs at approximately 143 billion euro. At the same time in the EU ¼ of the population – 122 million people – are at risk of poverty or social exclusion and among them 55 million are not able to afford a quality meal every second day. Food waste also has an important environmental impact and generates about 8% of global greenhouse emissions annually.

Our solution connects supermarkets directly with charities in communities across Ireland and now the UK. This helps businesses and charities reduce the

impact of food waste in their local communities. This solution shows that through small actions we can all play a part in reducing the global issue of climate change.

For 2017, FoodCloud is focused on building on this year's work to enable us to grow and innovate. We plan to make more hires in 2017, to give us the capacity to grow our impact further across the UK and Ireland. We will also improve our technology platform and start working on creating a technology solution to support redistribution at each stage of the supply chain in collaboration with FoodCloud Hubs.

We also seek to raise awareness with the food industry of the end-to-end solution for surplus food redistribution in Ireland. In working with partners like the EPA and their Stop Food Waste initiative, with Fareshare in the UK and with our retail partners, we can continue to prove the effectiveness of working with FoodCloud, from a social impact as well as a financial and CSR perspective.

We could not have achieved our results this year without the commitment from our Board, our partners, our staff and our volunteers. The shared commitment to ensuring that no good food goes to waste is one that challenges and inspires us daily. We are part of a bigger movement and ecosystem including the EPA, Social Entrepreneurs Ireland, and Virgin's VOOM programme and can only hope to grow this network to deliver impact on a truly national and international scale.

Iseult Ward, CEO

Jack Dunphy: FoodCloud Chairman

It has been my honour to become the Chair of the board of FoodCloud this year. I take great pride in the impact FoodCloud has achieved this year.

Thanks to the commitment of the staff, board, volunteers, donors and supporters, 2016 has been a monumental year for the organisation. This year has seen two significant developments which will have a lasting positive impact for the future. The launch of FoodCloud into the UK in partnership with FareShare has allowed us to support donations from almost 1,000 additional stores in 2016. We have also seen the introduction of FoodCloud Hubs in Ireland, through a successful collaboration with the Bia Food Initiative. This is a huge step forward for food redistribution in Ireland and we thank everyone who has been part of this journey to date.

Watching FoodCloud grow month by month has been a positive learning experience. The strong partnerships formed with FareShare and the Bia Food Initiative lay a solid foundation for our future. The formalisation of our Food Rescue Project, a 3 million meal milestone and impactful retailer results with Tesco and Aldi all prove the effectiveness of the FoodCloud platform and give us confidence that we can continue to scale our impact for the future.

The partnership with Opel Ireland, who are providing two vans is a huge support for the Food Rescue Project run by FoodCloud. We are also delighted to have support of the EPA, through which we have been able to develop our Food Safety function and further support our charity partners in their use of surplus food.

We have brought our technology to a new scale this year with the creation of an in-house technology team. This is a huge step forward and allows us to focus on creating technology solutions that will significantly simplify donations for our retail partners. This also allows us to look at solutions that can have a greater impact on food waste reduction.



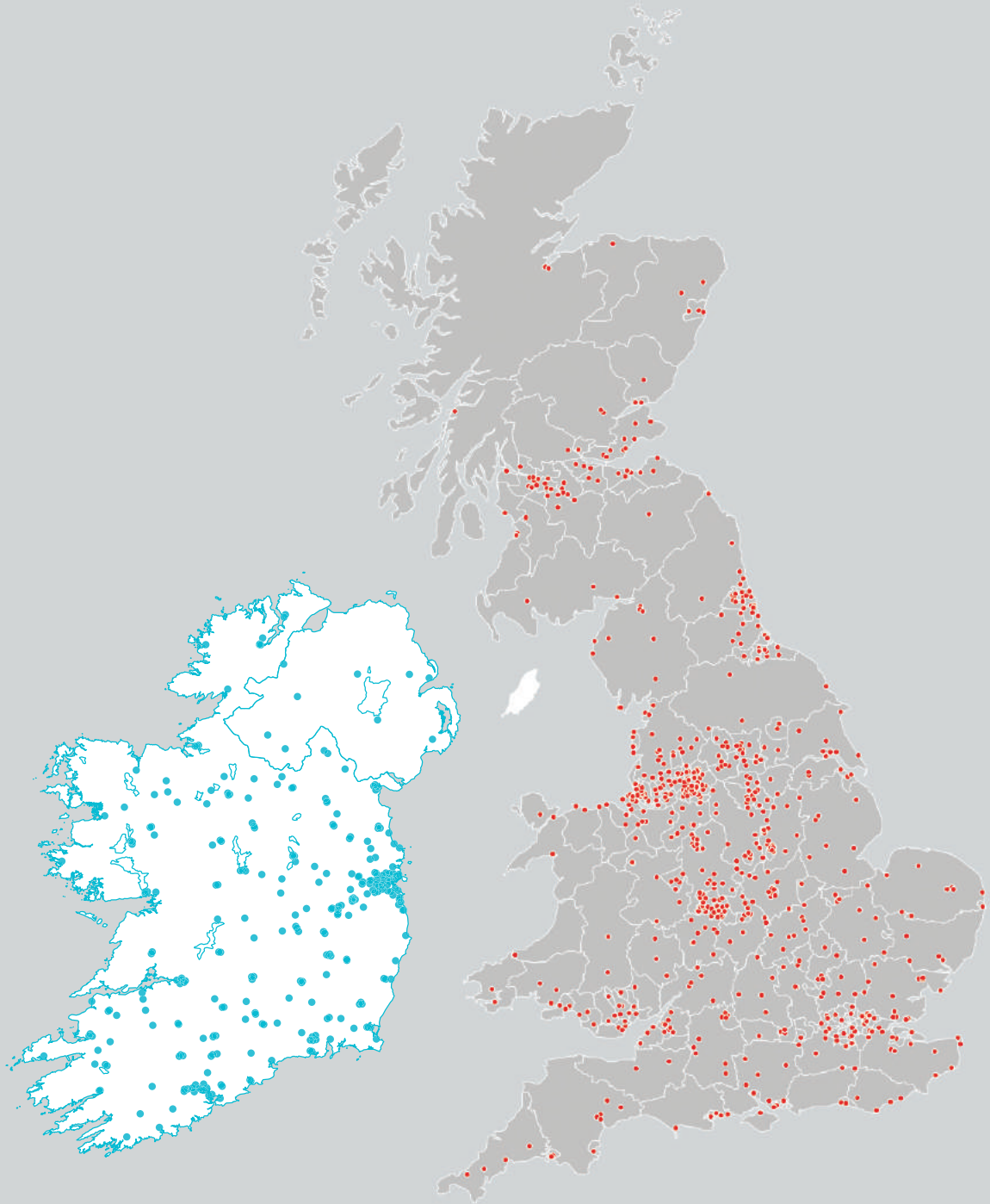
When you reflect on our numbers and impact from 2016, and see 2,250 tonnes of food being redistributed by FoodCloud, you can truly get a sense of the potential for the future.

We are excited to continue our work in 2017 and build on the excellent success of 2016.

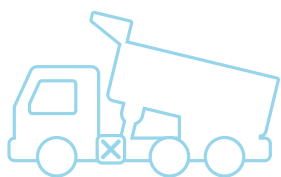
Jack Dunphy, Chairman



Charities we work with across the UK and Ireland



Food Waste: The Problem



GLOBALLY
1,300,000,000
Tonnes of food
are wasted per year.



300



million barrels of oil are used each
year to produce food that are wasted



30%

Food Waste

**Fruits and
vegetables**



of all food produced for
human consumption
is lost or wasted across
the global food system



is the world's biggest
emitter of greenhouse
gasses after China
and the USA



have the highest wastage
rates of any food

In Ireland

Food poverty is the inability to have an adequate and nutritious diet due to issues of affordability or accessibility. Households experiencing food poverty consume less nutritionally balanced diets and suffer from higher rates of diet related chronic illnesses.

1 in 8

600,000

€ 700



1 in 8 Irish people
experience food poverty



people are affected
by food poverty



worth of food is thrown out
every year in Irish households

Our Impact in 2016

Our team, volunteers, suppliers and supporters have allowed us to increase our impact exponentially in 2016. The environmental impact of the food saved is equivalent to the CO₂ sequestration of 9,048 acres of forest in one year. Simultaneously we have helped over 3,500 charities save over €72 million. As we develop our work with retailers, suppliers, manufacturers and producers, we expect our impact to increase. Our thanks to everyone who has helped us do this.

kg of Food Redistributed



Ireland
772,865

UK
1,755,240

2015: **489,861 kg**

Meals equivalent



Ireland
1,700,303

UK
3,861,528

2015: **1,077,694 meals**

Carbon savings



Ireland
2,473,618 kg

UK
5,616,768 kg

2015: **1,567,555 kg CO₂**

No. of stores we work with



Ireland
234

UK
932

2015: **160**

No. of charities we supply



Ireland
329

UK
3,273

2015: **350**

Euro saved by charities



Ireland
€2,318,595

UK
€2,265,720

2015: **€1,470,000**

Success Story

Meet Kare Social Services



KARE has been providing a meals and home help service since the mid 1960s. Its main function is to provide home help, meals on wheels and citizens information. They also support local groups such as Alcoholics Anonymous and other local charities.

KARE has been using FoodCloud retail since February 2014 and have collected from both Tesco and Aldi retailers. They have been using FoodCloud Hubs since January 2016 and collect produce from the Dublin Hub once per week.

When the food is brought back to their head office it is labelled and broken down into the several storage units. The menu is compiled one week in advance and the menu is developed once the FoodCloud collections are complete. They also cater for events in the community and use the FoodCloud Hub to order the necessary ingredients for these events.

They have reported a savings of 60-80% on their food bills as a result of using the FoodCloud system. These savings have been re invested into their services and they have been able to do the following:

- Open 4 new kitchens
- Employ 2 paid qualified chefs
- Employ 7 paid kitchen staff
- They have significantly reduced the cost per head of the meals they are providing
- They produce a wide range of food for their meals and alongside their provision of a main meal and a dessert they are now providing some food for tea for their clients. This could

be fruit and yogurt or cheese. Using the FoodCloud system has enabled KARE to increase their meal provision significantly.

As a result of the savings made, KARE have been able to increase the amount of customers coming into centres daily for meals. This was achieved by word of mouth on both the improvements in the quality of the food (KARE have used cost savings to employ full time chefs) and the variety of the food being provided. This increase in clients has enabled KARE to branch further into the surrounding community and in doing so they are reaching their own internal targets in providing essential services to the clients who need assistance.



Maria from Kare joined FoodCloud at the 2016 National Ploughing Championships

“We are a charitable organisation providing Home Help, Meals on Wheels, Community Transport and Citizens Information. Our partnership with FoodCloud and FoodCloud Hub has enabled us to reduce costs and introduce more variety to meals. It has given our chefs an opportunity to be more creative with nutritious menu planning. We can also offer a surprise extra to clients with their meals due to the added variety of healthy food produce whose cost would normally be prohibitive to the charity. As a not for profit organisation KARE has always been conscious of the need to reduce costs and waste while maximising its resources. The initiative with FoodCloud allows us work in partnership with the business sector with both sharing the same values of helping vulnerable people, reducing waste, reducing costs and enhancing the Meals on Wheels service. It evokes the true spirit of Meitheal!”



“Our partnership with FoodCloud and FoodCloud Hubs has enabled us to reduce costs and introduce more variety to meals”

Charity Feedback



Cork Life Centre

sharing the vision of Edmund Rice

The Cork Life Centre offers an alternative learning environment for young people. Our kitchen and the sharing of meals is at the very heart of our work with young people in Cork. Our work with Foodcloud has not only cut the costs of running our busy kitchen but increased the variety of options we can provide in terms of meal provision to our students. It has been a particular bonus for us to be one of the charities selected to receive deliveries in the vans provided by Opel. FoodCloud volunteers coming weekly to deliver food are a breath of fresh air to our community, they are often greeted and helped by our students and the whole project ties in so well with the sense of community and volunteering we foster here at the centre.



COPE Galway

Let's help together

COPE Galway work with a number of vulnerable groups within the local community such as older people, women and children experiencing domestic violence and those facing homelessness. The food we receive benefits our homeless services and day centres in reducing costs of food provision, supporting individuals and families most at risk of food poverty. The food provides additional offerings enabling us to provide cookery classes to individuals in transition towards independent living supporting our vision towards an improved quality of life. The food donations from FoodCloud has enabled us to support our mission: 'to contribute to quality of life in a home of your own, by supporting home, promoting community, and reducing isolation.



Society of St. Vincent de Paul

We at the Society of St. Vincent de Paul are so pleased to be working with FoodCloud, as it releases indirect funds that we would have to pay out in vouchers. We are always so appreciative of the food, which helps fill empty fridges and bring a smile to the faces of many families.

THE IVEAGH TRUST

Building communities since 1890.

The Iveagh Trust first opened its doors in 1905 to provide affordable accommodation to low income people. Today we provide accommodation, meals and offer a wide variety of facilities for 195 residents. The food donations have been most welcomed by our residents. The donations mean that extra food can be provided by the hostel to our residents. The quality of the food provided is excellent and the diversity of the products are very good. We're happy to work with such great partners.



Mid West Simon Community works with people who are homeless or at risk of homelessness or suffering from food poverty. Our partnership with Aldi supports our foodbanks throughout Limerick and Clare where over 5000, men women and children are able to collect food on a fortnightly basis. The food provided is always fresh, excellent quality and plentiful. We're grateful for their contributions.



REMAR

Remar is a recovery home for those experiencing homelessness and addiction. Now, thanks to the food we receive from FoodCloud, we only have to buy the basics. It has been a huge blessing. Most of our clients would have gone days without food, but now they have diets with such variety. This is essential to their healing process. They are having 5 meals a day of fresh fruit and veg and we couldn't be more grateful.



**Our programme
has enabled us to
rescue over 5.2
million meals in
Ireland. We now
have over 1,100
stores donating to
over 3,600 charities.**



Our Food Rescue Project

We're extremely grateful to the volunteers giving their mornings and evenings to our Food Rescue Projects in Dublin and Cork. Over 100 volunteers help rescue good food and get it to the charities and community groups who need it.

Mary Byrne

Volunteer Champion
Food Rescue Project Cork
Volunteering since November 2016



“Matching a surplus in one place with a need in another, while jointly tackling the issues of food poverty and food waste – I’m a logical kind of person, and this just made so much sense to me!”

Michael Homan

Driver and Navigator on the Tallaght
Food Rescue Project, Dublin
Volunteering since Sept 2015



“I love volunteering here, it’s so different from my normal work, it’s all manual and I get to meet like-minded people. My favourite part of volunteering is delivering the food and seeing how it makes a real difference to real people”

Paul Markey

Driver on the Dublin City Center
Food Rescue Project
Volunteering since 2014



“It’s been a very humbling and rewarding experience. It’s difficult to believe that there are so many people in need living in our city, many of them living less than a hundred meters from the most affluent parts of Dublin”

Our Future Plans

2017's FoodCloud is now in an excellent position to build on the work of the past three years. With FoodCloud Hubs now launched and in operation, we have an opportunity to consolidate the work we're doing in Ireland and the UK and increase the following:



Collaboration



We work in partnership and/or collaboration with others to deliver impact at scale. We will continue to develop working relationships with our retailers, supplier and partners, charitable and government agencies in Ireland and the UK as well as seeking new opportunities with social entrepreneurs, technological innovators and relevant businesses to help us deliver.

Clarity



In 2017 we will continue to work in the transparent framework we do, and continue to provide details on our funding, financial support and governance. In addition, we seek to provide more information about our impact - how many charitable groups we are serving, how much food is being donated and rescued, the environmental impact of this food and so on.

We will also improve our processes in how charitable groups can apply to work with us, in how food producers, suppliers and retailers can onboard with us and on the criteria we use to evaluate opportunities. An important factor here will be our ongoing work in educating people about surplus food vs food waste and about proper food safety, storage and hygiene

Capacity



We are now in a position to increase the impact we have for retailers, manufacturers and charities. We will continue to invest in the development of our technology to allow us to grow at scale, while growing our team to expand the work we do.

Communication



An important part of our focus, arising from the above, is how FoodCloud communicates to its stakeholders, partners, suppliers and retailers. In improving the clarity of our offering, we will also endeavour to improve the quality and consistency of our communication - from newsletters through website to application processes to customer service, we will direct resource towards ensuring that people understand what we do and how we do it.

Directors' Report

FoodCloud

(A company limited by guarantee, without a share capital)

DIRECTORS' REPORT

for the year ended 31 December 2016

The directors present their report and the audited financial statements for the year ended 31 December 2016.

Principal Activity

The principal activity is the promotion of the reduction of food waste and to alleviate food poverty by providing a facility for food related businesses to redirect surplus food from disposal to registered charities.

The Company is limited by guarantee not having a share capital.

Principal Risks and Uncertainties

The company's turnover is exposed to fluctuations in the market in which it operates and changes in general economic conditions in Ireland. The directors on a regular basis monitor the financial position of the company and are constantly looking at ways of increasing revenue and profitability.

As the company operates solely in the Republic of Ireland, it is therefore subject to currency risks. In terms of liquidity and cash flow risk, the company's policy is to ensure that sufficient resources are available either from cash balances and future cash flows to ensure all obligations can be met as and when they fall due.

Financial Results

The surplus for the year after providing for depreciation amounted to €225,631 (2015 - €173,467).

At the end of the year, the company has assets of €626,588 (2015 - €376,311) and liabilities of €52,811 (2015 - €28,165). The net assets of the company have increased by €225,631.

Directors and Secretary

The directors who served throughout the year, except as noted, were as follows:

Eoin McCuirc

Brendan Flynn (Resigned 10 October 2016)

Richael O'Brien (Resigned 13 June 2016)

Emma Mooney (Resigned 10 October 2016)

Aoibheann O'Brien (Resigned 10 October 2016)

Michelle Mahon (Resigned 10 October 2016)

Declan Francis Ryan (Appointed 10 October 2016)

Niamh Bushnell (Appointed 10 October 2016)

Brendan Dempsey (Appointed 10 October 2016)

Alexander Sloan (Resigned 10 October 2016)

John Dunphy (Appointed 10 October 2016)

Colum Gibson (Appointed 10 October 2016)

Colman O'Keefe (Appointed 13 June 2016)

The secretary who served throughout the year was Aoibheann O'Brien.

There were no changes in shareholdings between 31 December 2016 and the date of signing the financial statements.

Future Developments

The directors are actively pursuing new funding opportunities and new partners in the voluntary and the community sector.

Post Balance Sheet Events

There have been no significant events affecting the company since the year-end.

Auditors

The auditors, O'Connor Pyne & Company Limited have indicated their willingness to continue in office in accordance with the provisions of Section 383(2) of the Companies Act 2014.

Taxation Status

The company is a close company within the meaning of the Taxes Consolidation Act, 1997.

Statement on Relevant Audit Information

There is no relevant audit information of which the statutory auditors are unaware. The directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and they have established that the statutory auditors are aware of that information.

Accounting Records

To ensure that proper books and accounting records are kept in accordance with Sections 281 to 285 of the Companies Act 2014, the directors have employed appropriately qualified accounting personnel and have maintained appropriate computerised accounting systems. The books of account are located at the company's office at 8 Broomhill Business Park, Broomhill Road, Dublin 24, Co. Dublin.

Signed on behalf of the board

Eoin McCuirc	John Dunphy
Director	Director
11 April 2017	11 April 2017

You can view and download the complete Director's Report and Annual Statements at
<https://food.cloud/annual-reports/>

Download a PDF version here.

Our Accounts for 2016

FoodCloud

(A company limited by guarantee, without a share capital)

Income And Expenditure Account

for the year ended 31 December 2016

	2016	2015
	€	€
Income	1,012,541	372,274
Expenditure	(786,910)	(198,807)
Total Comprehensive Income	225,631	173,467

The company has no recognised gains or losses other than the surplus for the year. The results for the year have been calculated on the historical cost basis. The company's income and expenses all relate to continuing operations.

Approved by the board on 11 April 2017 and signed on its behalf by:

Eoin McCuirc
Director

John Dunphy
Director

Our Accounts for 2016

FoodCloud

(A company limited by guarantee, without a share capital)

Balance Sheet

as at 31 December 2016

	2016 €	*2015 €
Fixed Assets		
Intangible assets	-	22,619
Tangible assets	12,974	6,771
	<u>12,974</u>	<u>29,390</u>
Current Assets		
Debtors	188,631	5,664
Cash and cash equivalents	424,983	341,257
	<u>613,614</u>	<u>346,921</u>
Creditors: Amounts falling due within one year	<u>52,811</u>	<u>28,165</u>
Net Current Assets	<u>560,803</u>	<u>318,756</u>
Total Assets less Current Liabilities	<u>573,777</u>	<u>348,146</u>
Reserves		
Income and expenditure account	<u>573,777</u>	<u>348,146</u>
Equity attributable to owners of the company	<u>573,777</u>	<u>348,146</u>

Approved by the board on 11 April 2017 and signed on its behalf by:

Eoin McCuirc
Director

John Dunphy
Director

* The comparative figures relate to the 6 month period ended 31 December 2015.

You can view and download the complete Director's Report and Annual Statements at
<https://food.cloud/annual-reports/>

Download a PDF version here.

Reference & Administrative information

FoodCloud

Reference and Administrative Information
For the year ended 31 December 2016

Company registration number

531537

Charity Registration numbers

Registered Charity: 20101398

CHY Number: CHY21177

Registered Office

Unit 8 Broomhill Business Park,
Broomhill Road, Tallaght, Dublin 24, Ireland
D24 CD32

Directors:

Eoin McCuirc

Brendan Flynn (Resigned 10 October 2016)

Michael O'Brien (Resigned 13 June 2016)

Emma Mooney (Resigned 10 October 2016)

Aoibheann O'Brien (Resigned 10 October 2016)

Michelle Mahon (Resigned 10 October 2016)

Declan Francis Ryan (Appointed 10 October 2016)

Niamh Bushnell (Appointed 10 October 2016)

Brendan Dempsey (Appointed 10 October 2016)

Alexander Sloan (Resigned 10 October 2016)

John Dunphy (Appointed 10 October 2016)

Collum Gibson (Appointed 10 October 2016)

Colman O'Keefe (Appointed 10 October 2016)

Company Secretary:

Aoibheann O'Brien

Key Management Personnel:

Iseult Ward, CEO

Emma Walsh, COO

Bankers

Bank of Ireland

Grand Canal Square

Dublin 2

Solicitors

A&L Goodbody,

IFSC

North Quay Wall

Dublin 1

Auditors

O'Connor Pyne & Company Limited

Joyce House

Barrack Square

Ballincollig

Co Cork

Our Partners and Supporters

We are extremely grateful to all our partners and supporters who have made a huge contribution to FoodCloud in helping us grow our impact in 2016.

Thank you to those who have contributed to our organisation financially in 2016, including:

The Ireland Funds

Ashoka with Ben & Jerry's

Cork Institute of Technology

Dublin City Council

Eoin McCuirc

Environmental Protection Agency

Fingal County Council

IPC CES

Limerick City and County Council

Social Entrepreneurs Ireland

South Dublin County Council

UBS Switzerland

Virgin Media

Thank you to staff at the following organisations who have volunteered their time and expertise to us in 2016

- **Airbnb**
- **Bank of America**
- **Ellucian**
- **Salesforce**

We have many partners who have supported us through pro bono or heavily discounted products and services. Thank you to:

A&L Goodbody

Dropbox

Environmental Health Officers Association

Fareshare

Food Donation Connection

Google

HR Suite

IPB Insurance

ITL Solutions

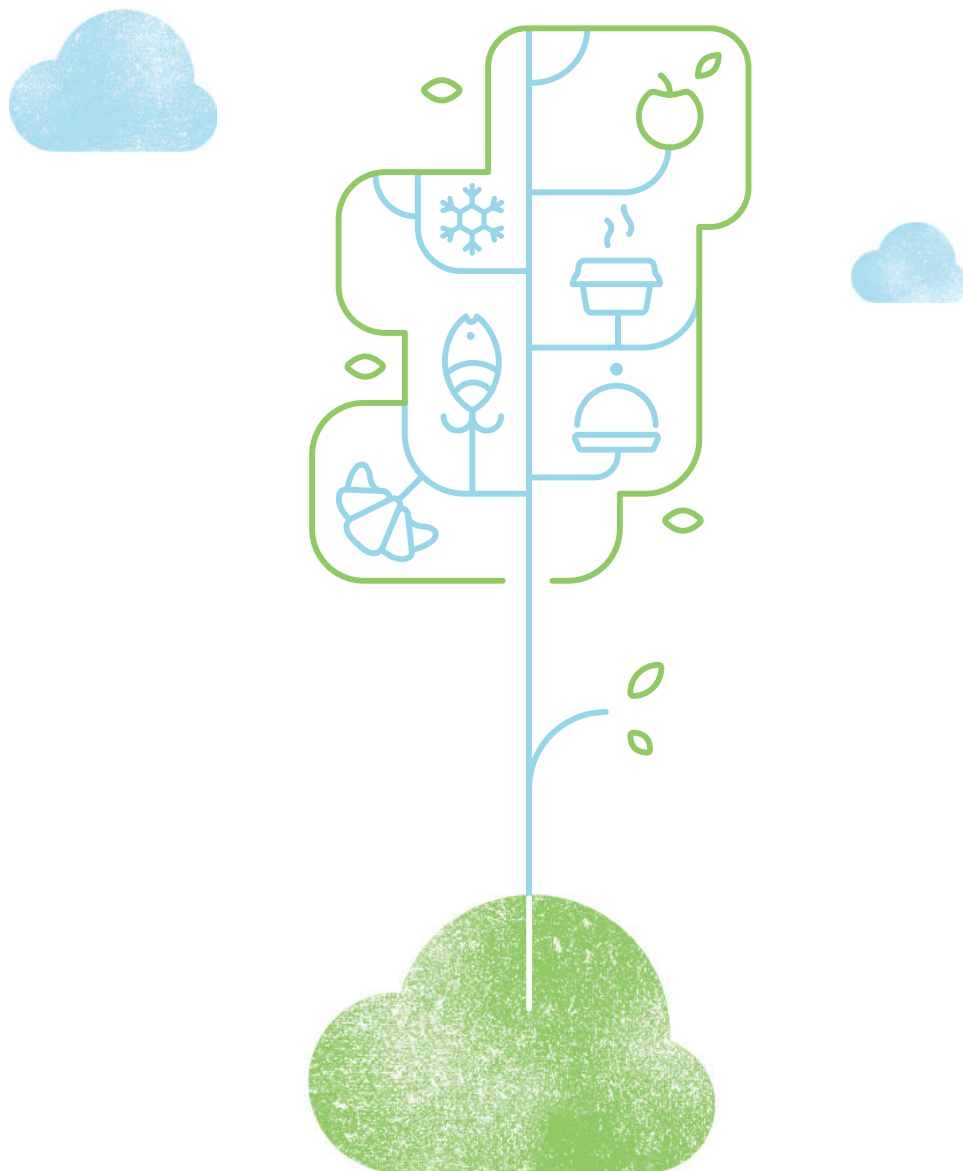
National Hygiene Partnership

Opel Ireland

Ricoh

Thorntons Recycling

Hailo



[**http://food.cloud**](http://food.cloud)

[**http://twitter.com/foodcloud**](http://twitter.com/foodcloud)

[**http://facebook.com/foodcloudireland**](http://facebook.com/foodcloudireland)

[**http://instagram.com/foodcloud**](http://instagram.com/foodcloud)

