

# ANNUAL REPORT

NOW SERVING

[nowservingnc.org](http://nowservingnc.org)

# 2023



**NOW**  
*Serving*

# OVERVIEW



## ABOUT

Now Serving, a Raleigh-based 501(c)(3) organization connects restaurants and caterers with community agencies to distribute healthy meals to under-resourced neighbors. Since its inception in February of 2022, it has delivered more than 90,000 meals through partnerships it has formed.

## PROBLEM

An alarming 1.25 million North Carolina residents lack access to sufficient food, or food of an adequate quality, to meet their basic needs.

Meanwhile, restaurant sales across the country were down \$240 billion from expected levels in 2020 and 85% of restaurant operators reported smaller margins than before COVID-19. Beloved businesses are disappearing, taking jobs and, in many cases, a defining piece of their community with them.

## NEW APPROACH

With Now Serving's support, chefs and culinary entrepreneurs integrate community meals into their operations and connect with trusted community partners to enable efficient distribution. Three key benefits:

- ▶ Regular income gives restaurants flexibility with overhead costs
- ▶ Community Agencies determine the amount and types of food they need most for recipients
- ▶ Recipients eat chef-prepared meals as an alternative to traditional shelf-stable offerings

Preeti Waas  
Cheeni Indian Food Emporium  
Photo: Emily Bennett

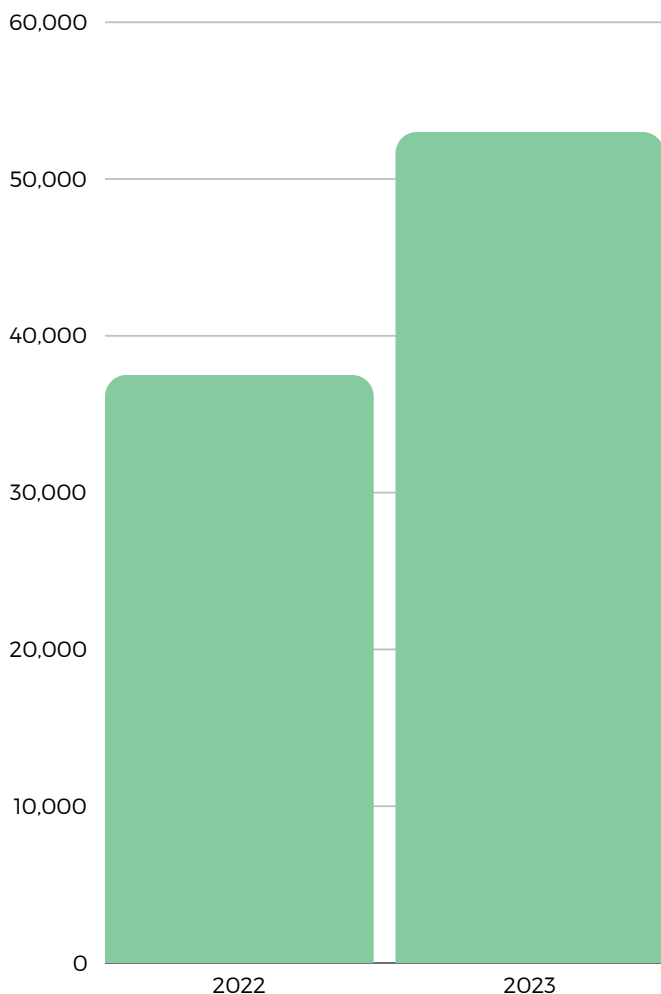


# STATISTICS



## 90,000 MEALS IN FIRST 20 MONTHS

Meal Makers like PoshNosh, Ladyfingers, and HUBB Kitchens create community meals to distribute through community partners: Lincoln Park Pantry, New Bethel Pantry, Meals on Wheels, Brentwood Boys and Girls Club, and The Women's Center.



## \$300K TO MEAL MAKERS

Now Serving has provided more than \$300,000 to local restaurants and caterers to create community meals since beginning operations in 2022.

## 15K MEALS DELIVERED VIA MEAL FUNDERS

Local restaurants support Now Serving community meals by donating proceeds from a menu item. Participants include Mandolin, Oak Steakhouse, O-Ku, Hummingbird, Standard Beer + Food, Colletta, Trophy Brewing, and more. In 2023, Meal Funders helped create 15,000 meals with proceeds from their sales.

## COMMUNITY EVENT

Now Serving Food + Wine gathered 25 restaurants, wine makers, beverage partners, and community agencies to celebrate hospitality and community. The inaugural public event sold out and raised \$30,000 to provide meals to agencies in our network.

Now Serving Inc. is a registered 501(c)(3) non-profit organization. Tax identification number 88-3368787.