RerouteIt.org

Good Food. Stronger Communities.

Rescuing good food.
Feeding New York.

Food rescue · Mobile pantries · Community partnerships · Our app



Who We Are

ReRoute It exists to eliminate food insecurity in New York City by recovering food that would otherwise go to waste and bringing it directly to the communities that need it most.

Every day, good food in New York City is thrown away while neighbors go without enough to eat. The shortage is not always food. It is the route between the food and the people who need it. ReRoute It is that route: we pick up surplus food and deliver it straight to communities, and we give donors and distributors a simple app to make it happen.

What We Stand For

Zero waste
Good food belongs on a table, not in a dumpster.

Dignity
Everyone deserves fresh, quality food, offered with respect.

Access
We bring food to neighborhoods instead of waiting for them to come to us.

Community
We work alongside schools, churches, pantries and neighbors who already know their blocks.



What We Do

ReRoute It connects every step between surplus and a full table.

Food Rescue

We pick up surplus, still-good food from partners on regular routes, so it is eaten instead of thrown away.

Mobile Food Pantry

Our planned weekly mobile pantry will take food directly to neighborhoods, removing the barrier of distance and transportation.

Community Partnerships

We supply food to partner pantries and community programs, and keep growing the network of organizations we work with.

The ReRoute It App

Donors post surplus. Distributors claim it. Pickup and delivery are handled by ReRoute It, or by the donor or distributor.



The ReRoute It App (In development)

One place to post surplus food, claim what your community needs, and decide how it moves. Built for donors and distributors, powered by ReRoute It.

1
Post
Donors list available surplus food so it can be claimed quickly.

2
Claim
Distributors and pantries claim the food that fits their community.

3
Move
ReRoute It picks up and delivers, or donors and distributors handle transport themselves.

Who It's For

Donors
Grocers, restaurants, schools and anyone with surplus food. Post a listing with the category, item, packaging, quantity, pickup window and location, choose who moves it, and follow its status from open to claimed to completed. Wholesalers, farms and caterers can post large quantities (cases, pallets, pounds) and let ReRoute It handle the logistics.

Distributors
Pantries and community programs. Every distributor on the app sees each new listing. Browse what is available right now, tap "View & claim," and choose ReRoute It pickup or collect it yourself. Schools, churches and community groups hosting a pantry, meal program or event can claim food, or post surplus afterward.

ReRoute It Dispatch & Drivers: the team that moves your food
When a claim needs a ReRoute It driver, it lands in our dispatch que. The Dispatch Team schedules the run, assigns a driver and tracks it from pickup to drop-off. Every run starts with a listing, so drivers have what they need: the item, quantity, pickup window and location. A live dashboard shows open listings, runs to schedule and runs in motion, so nothing sits unclaimed or unassigned.

Coming soon: the ReRoute It App
Want early access or to partner as a donor or distributor? Email info@rerouteit.org.

Why the App Matters

Moving surplus food today runs on phone calls, texts and timing luck. Food that is available at 2 p.m. is often gone by evening, because the donor and the pantry never connect in time. The ReRoute It app replaces that scramble with one shared place where supply and demand meet.

Today	With the ReRoute It app
Donors call around to find a taker	Donors post once, and every distributor on the app sees it
Pantries hear about food by chance	Distributors browse what is available right now
Pickup times are negotiated by phone	Pickup window and location are on the listing
Unclear who is moving the food	The claimer picks ReRoute It pickup or self-transport
Hard to know what happened	Each listing shows its status: open, claimed, completed

Built for Efficiency

Faster rescue
Food is posted while it is still fresh, so more of it reaches tables.

Less back-and-forth
What, how much, where and when are all on the listing.

Better routes
Claims that need a driver feed a dispatch view, so runs can be grouped and scheduled instead of handled one at a time.

Flexibility
Donors and distributors with their own transport can move food themselves and still use the same system.

Who Benefits

- Donors: one post replaces a round of calls, and the food goes somewhere useful.
- Distributors: see what is available, claim what fits your community, and plan around it.
- ReRoute It: clearer demand and timing means fewer wasted trips.
- Neighborhoods: more food, fresher food, and more reliable access.

Less waste. Fewer calls. More food where it’s needed.

Our Community

Food rescue only works as a network. These partners are part of the route.

Young Minds In Motion
Educational center and food rescue partner.

Stapleton UAME Church
Community pantry serving neighbors.

Partner With Us

We welcome anyone who can give, receive or carry good food:

- Grocery stores, markets and farms with surplus produce
- Restaurants, caterers and food businesses
- Schools, centers and institutions
- Pantries, churches and community organizations that distribute food
- Volunteers, drivers and neighbors who want to help



Get Involved

Donate
Fund the fuel, supplies and daily work of rescuing and delivering food.

Volunteer
Help on pickups, sorting and mobile pantry days.

Donate Food
Post your surplus in the ReRoute It app.

Claim Food
Distributors: browse listings in the app and claim what you need.

Common Questions

Who can post food?
Any donor with surplus food, such as grocers, restaurants and schools.

Who can claim it?
Distributors, including pantries and community programs.

Who handles pickup and delivery?
ReRoute It can, or the donor or distributor can handle it themselves.

Where do you operate?
New York City. For more information, email info@rerouteit.org.

RerouteIt.org

info@rerouteit.org · Founder: Damone Jackson · New York City

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