



ROBIN HOOD ARMY

Newsletter #1

October 1, 2015

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*Estimate count across all chapters

How It All Began..

While it is common knowledge that RHA is based on a concept quite successful in the west, little is known about the program that inspired the founders- **Re-Food**. Launched in Lisbon, Portugal in 2011 by American- Hunter Halder, this program aims at ending hunger and food wastage, addressing two critical concerns of mankind simultaneously. It has approximately 750 volunteers across Lisbon who collect food from more than 300 outlets; repackage and distribute it daily to around 1000 hungry people,

at no cost. Hunter targets every single scrap of excess food prepared in the local neighborhood by going to cafes, restaurants and grocery stores every single day they are open. *"The food is there for the taking. The volunteers*

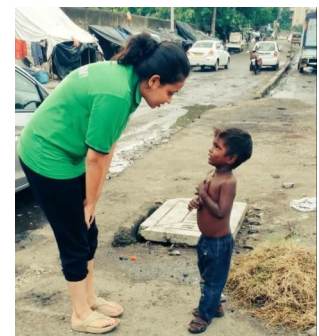


are hungry to help. The community has all of the resources needed. But the true driver is that people want to

bring these benefits to their own neighbourhoods." Learning from this endeavor, RHA was started in India in September 2014 in order to address the paucity of food and poverty crisis faced by the sub-continent in general. As a result of the sincerity of efforts made by the RHA team, the operations of RHA have spread at an encouraging pace in 17 cities across India and Pakistan. Our vision is to ensure that not a single morsel of food is wasted and not a single person goes to bed on an empty stomach.

Robin Speaks

"What started off as a pure weekend exercise has now become a way of life. RHA has made me rich in experiences. Who would've thought that I would meet some of the most inspiring individuals under the flyover that I cross everyday! "



VISHAKHA ACHARYA, RHA Mumbai

Mark your Calendars

Oct 16th

World Hunger Day

Oct 26TH Onwards

Play For A Cause:

Parikrama (the band) in collaboration with Seagrams "Play For A Cause" tour across cities in India and Nepal in support of Robin Hood Army.

Photo of The Month



Talk of the Town- #MISSION100K

The Robin Hood Army launched a unique mass initiative on India's and Pakistan's Independence Days, 2015-**#Mission100k**. The initiative aimed at uniting students and young professionals across the India & Pakistan to rally together and serve food to 100,000 homeless people on Independence Day. This initiative was executed in partnership with Uber, ScoopWhoop and Zomato .

#Mission100K received an overwhelming response. Over 2400 citizens (Robins & Non- Robins) , 141 colleges and offices across 23 cities participated in the initiative and contributed to its huge success. The participants visited 42 orphanages and managed to serve 92,000 people across the various cities. The satisfied smiles on the faces of the homeless and hungry served as reward and encouragement for our volunteers.

Some of the colleges across the country who participated in #Mission100k are:

SRCC (Delhi), St. Xavier's (Kolkata and

Mumbai), ISB (Hyderabad), PEC (Chandigarh), IIT (Kharagpur), Christ University (Bangalore), St. Stephens (Delhi), IIM (Calcutta), Jindal Global Law School (Sonapat), Asoka University (Sonapat), ISM (Dhanbad), NLIU (Bhopal), MICA (Ahmedabad), Stella Maris College (Chennai). Inspired by the drive many enthusiastic student volunteers from these colleges are in the initial stages of commencing local chapters of Robin Hood Army in their cities.

Our efforts were also featured on:

[CNN-IBN citizen Journalist program](#)

[Times Now](#)



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