

INTERNATIONAL WOMEN'S MAGAZINE

PASSION

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HER **BUSINESS** EDITION

TO PURPOSE

ENTREPRENEURS

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TRADE?

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**LINDA
INGROIA**

**FOUNDER FOOD PASSION PROJECTS
AN EXCLUSIVE INTERVIEW INSIDE**



Linda Ingroia: Founder of Food Passion Projects

This issue's cover story (page 17-19) is written by Linda Ingroia, about how food nonprofit leaders have mobilized to address food insecurity during the Covid-19 pandemic. Here, we asked her to share more about her life and Her Business.

Who is Linda Ingroia?

I'm always listening, learning, and growing. When I'm challenging myself, I feel alive, even if the lessons sometimes come at a hard cost. I believe in dwelling on the positive whenever possible...the negative is still going to be there, everywhere you look, if that's where you direct your focus.

I thrive on connections with people who care deeply, think creatively, and work intensely at their craft and at their relationships. Our time and energy are limited currencies. It's better to spend them helping others, to feed the communal effort of lifting each other up. I care about simple pleasures. Put good food in front of me, especially homemade, and I'm eating with gusto; play music and I'm dancing; make me laugh (or laugh at my attempts at humor), and we're friends for life!

What made you start Food Passion Projects? Why is it important to you?



Linda Ingroia Founder of Food Passion Projects

It was my own “food passion project” to create a platform to showcase food entrepreneurs—to explore what drives them, and keeps them focused and deeply engaged in their business, no matter what. I delve into entrepreneurial highs and lows to inspire others thinking of starting a business or those deep into their ventures. Insights from people who are fighting the same fight may encourage us to continue or may motivate us to make changes we need to overcome challenges.

I've spent most of my career in food and health publishing and many of my authors have been entrepreneurs who started restaurants, food product businesses, or media platforms. Food is a tough business, with so much competition, regulation, and often a high cost of entry to the market, that food entrepreneurs need to be committed to not only keep their companies alive but to thrive. Food elicits such a passion in people that it triggers an entrepreneurial intensity and creativity found in few other industries. It's endlessly fascinating to me!

I also grew up in a family where life often revolved around food and family meals. Funny enough, I was a picky eater when I was a kid, but I came to love how food is a source of sustenance, health, culture, connection, and pleasure. It's good to stay open to possibility and transformation!

How are you helping people during Covid - 19?

At Food Passion Projects, I usually profile food business founders about their paths to success. In May 2020, I switched gears to focus on food nonprofit leaders. Night after night I was watching news stories of people waiting for hours on food lines, while at the same time, farmers had to destroy fresh food that no longer had buyers.

I started reading about a lot of food nonprofits rising to address this sudden and extreme level of food insecurity—children without school meals, seniors unable to get to stores, people out of work and unable to feed their families.

Sharing the stories of the food nonprofit leaders and their organizations is a way to support and elevate public awareness of

their efforts. It also gives contributors a deeper understanding of how their money, food, or volunteer time is being spent. These food nonprofit leaders and teams are an often unrecognized contingent of frontline workers. My goal is to continue shining a light on their critical work.

What organizations are you working with and how can people get involved?

Food nonprofits and other charitable organizations always need contributions of money and food, and they need volunteers.

So far, I have only scratched the surface with a detailed list of 20 organizations, which I continue to develop.

There are massive national organizations and campaigns like Feeding America, No Kid Hungry, and Meals On Wheels, as well as many local and grassroots efforts such as The Sheridan Story (Minneapolis) and Fight to Feed (Chicago). They're all doing the painstaking work of collecting or recovering food, preparing meals, delivering food, and importantly—making personal connections with people, letting them know that they are not forgotten.

People can:

- Read about and support food nonprofits in the profiles [here](#).
- Check out the programs featured in the detailed list [here](#).
- Explore other nonprofits and food banks doing the painstaking work of feeding people in need. Search for “help food nonprofit,” “help food charity,” “food nonprofit near me,” or “food nonprofit in [city/town name]”.