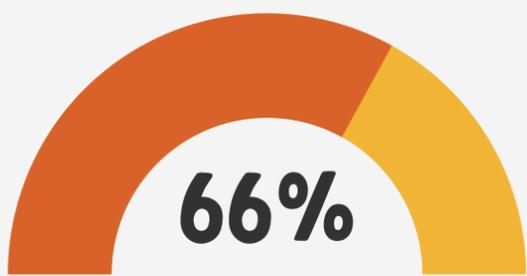
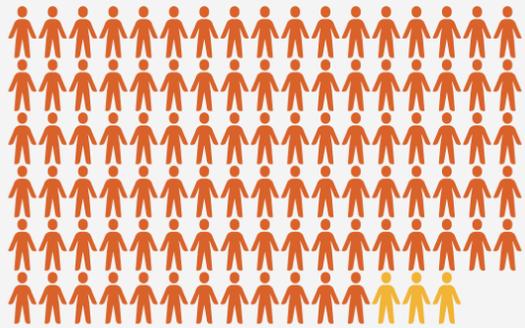


THE NETWORK EFFECT OF KINDNESS

Kindness inspires its recipients to take action in their communities. But how often? A new Lasagna Love survey suggests: just about all the time.

NEARLY ALL RECIPIENTS PLAN TO PAY IT FORWARD

97.7% of recipients surveyed shared that they were inspired to pay it forward after receiving their meal



MANY PAY IT FORWARD IMMEDIATELY

Four days after receiving a meal, 66% of respondents had either already paid it forward (21%), or had committed to a specific activity to pay it forward (45%)

YOU DON'T NEED TO "PAY" TO PAY IT FORWARD



Even though many of our recipients are facing food insecurity or hardship, they still plan to pay it forward with goods and time.

KINDNESS RIPPLES OUTSIDE OF RECIPIENTS' PERSONAL NETWORKS

"I'm going to give a stranger a grocery gift card."

30.5% WILL PAY IT FORWARD TO A FRIEND



69.5% WILL PAY IT FORWARD TO A STRANGER

Just as our recipients rarely know their lasagna chef, so too are they inspired to pay it forward to strangers more often than friends.

STORIES OF RECIPIENTS PAYING IT FORWARD

"I actually have started **sharing meals I make** at home with some of our elderly neighbors"

"I started to bring **extra produce** home from my job at the food pantry for each of my neighbors and **deliver to them weekly.**"

"I have committed to **volunteering at my local animal shelter.**"

"I have too much stuff. Almost **3 storage units** full of stuff. I met a woman on Facebook who's home and everything in it was **destroyed by a fire** last fall. Her, her husband, and 4 daughters have been living in a hotel since. They are scheduled to move into their new duplex tomorrow, but have nothing to move there...no furniture, no beds, no kitchen stuff, nothing...so **I've decided to donate anything and everything I can.**"

"I was selling an item and this lady really wanted it and didn't have the money so **I just gave it to her.**"

"I helped a friend get ready for **maple syrup season** today. They want to pay me but I don't want them to!"

"After recovering from my recent surgery I'll be **signing up to be a lasagna chef.**"

Methodology

In February 2022, Lasagna Love launched a survey of randomly selected recipients. Recipients were sent the survey four days after receiving a home-cooked meal from a lasagna chef. Over a period of two months, 724 responses were collected and analyzed with the guidance of Chelsea LeNoble, Ph.D., Assistant Professor, I/O Psychology, Embry-Riddle Aeronautical University.