

#GIVEHEALTHY™

BECAUSE HUNGER IS A HEALTH ISSUE

#GiveHealthy Digital Food Drive Platform Overview



@2021 #GiveHealthy givehealthy.org



TODAY

- Explore the “what” and “why”
- Walk through the platform
- View resources for utilization
- City Harvest + #GiveHealthy

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OUR MISSION

To **INCREASE** the amount of
HEALTHY FOOD
available to individuals **STRUGGLING**
WITH FOOD INSECURITY

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A woman with long blonde hair, wearing a black face mask and a red vest over a grey sweater, is looking down at a clipboard she is holding. The background is a blurred indoor setting, possibly a food bank or community center, with other people and tables visible. The entire image is overlaid with a semi-transparent blue filter.

OUR GOAL
PARTNER WITH FOOD BANKS



VALUE PROPOSITION

- FOOD
- DONORS
- NO COST
- EASY & EFFICIENT

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WHY NOW?

Healthy simplify
TRENDS
efficient **IMPACT**
CONTACTLESS

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HOW IT WORKS



HOW IT WORKS > Introductions



**Food Bank
Representative**



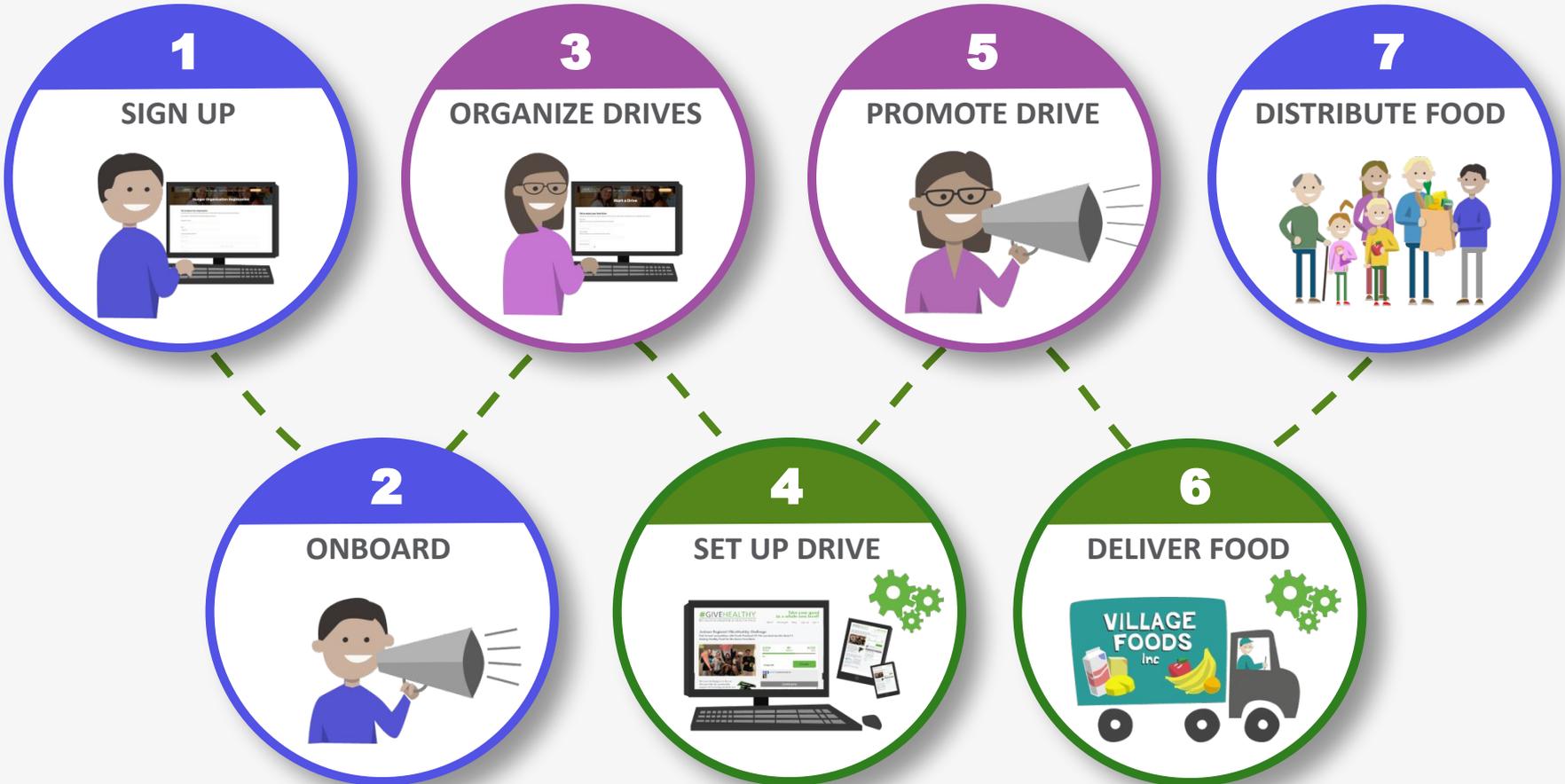
Drive Organizer



The #GiveHealthy Team



HOW IT WORKS > Overview



 Food Bank

 Driver Organizer

 The #GiveHealthy Team



STEP 1 > SIGN UP

- 1
- 2
- 3
- 4
- 5
- 6
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Essex Food Bank
Drive Coordinator



- Organization name and address
- Contact information
- Message to donors/Mission statement
- Upload your logo
- List of healthy food needs



STEP 2 > ONBOARD

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Once you sign up, work with the #GiveHealthy Team to get everything set up so groups can start to support you with #GiveHealthy drives!

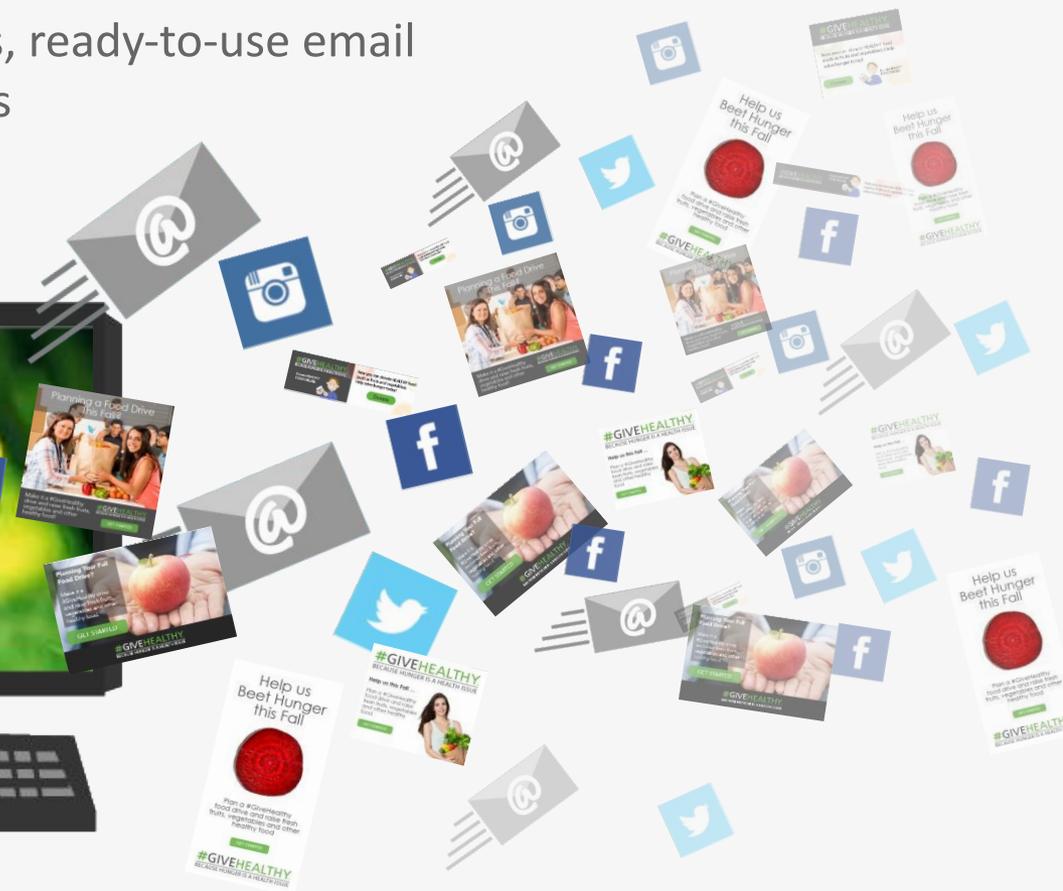




Marketing Support

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Food Banks are provided with toolkits, ready-to-use email templates, posts and website graphics





Marketing Support

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Toolkits with Ready-to-Use Emails, Press Releases and Best Practices



Food Bank Toolkit

An organizational-level guide to get involved in the #GiveHealthy Movement



Food Drive Organizer Toolkit

A detailed guide to help Drive Organizers set up, market and run successful #GiveHealthy food drives

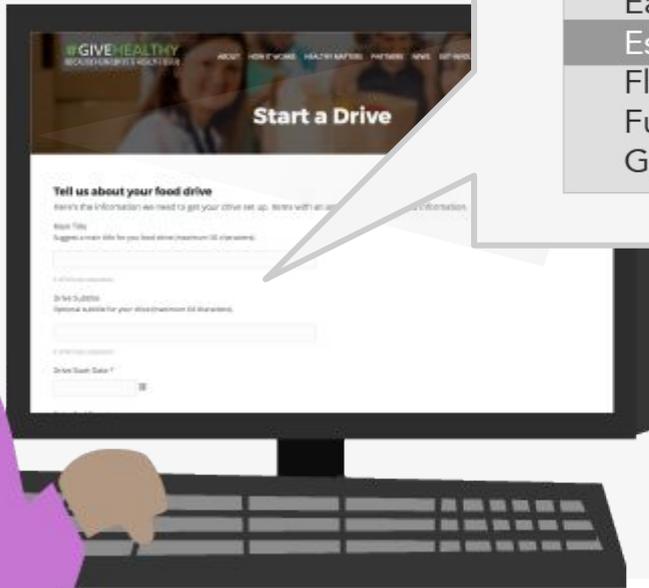
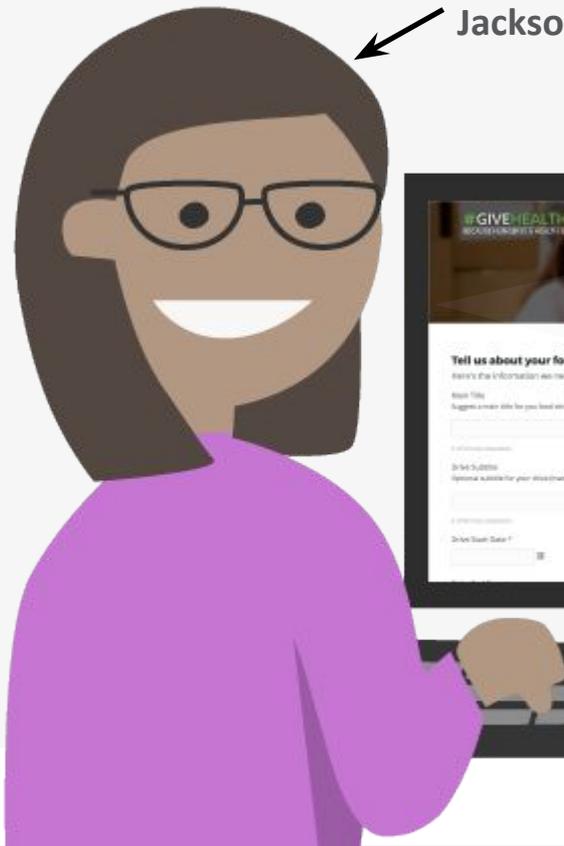


STEP 3 > DRIVE ORGANIZERS SETS UP DRIVES

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Drive Organizers register on the #GiveHealthy platform and sets up their drive to support you

Drive Organizer at
Jackson Regional HS



Select a Hunger Organization to Support ▼

- Dover Regional Food Bank
- East Oxford Food Pantry
- Essex Food Bank
- Flanders Community Kitchen
- Fullerton Food Bank
- Gainsville Food Trust



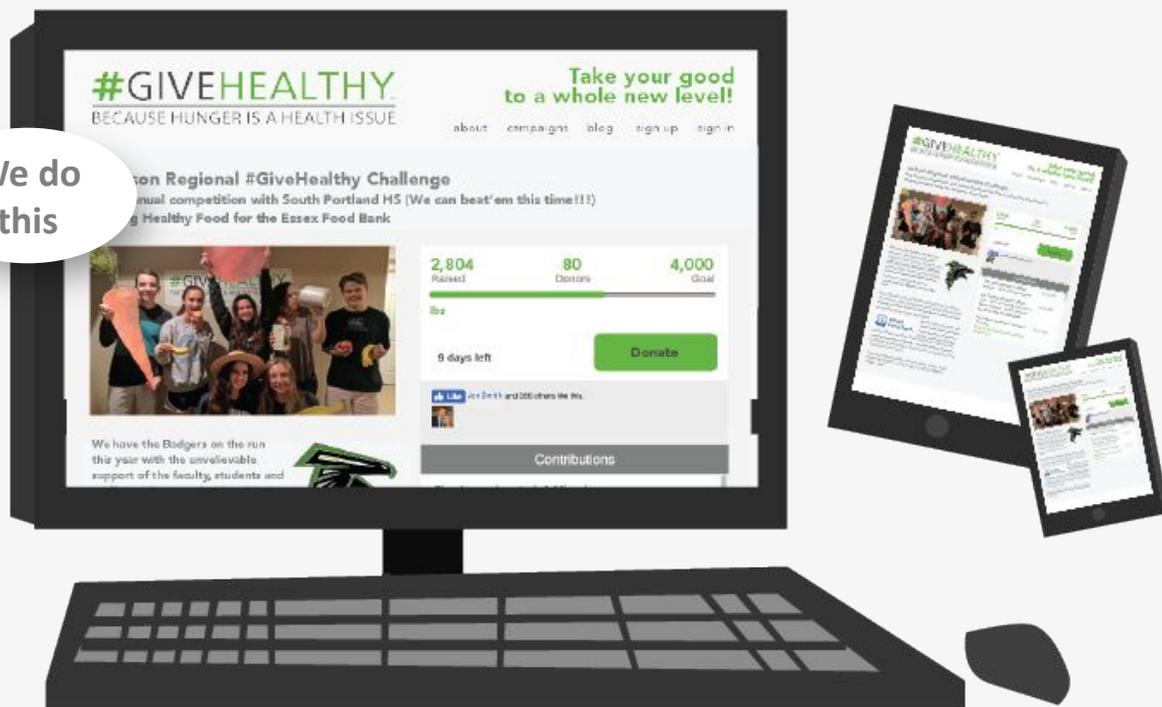
STEP 4 > THE #GH TEAM SETS UP THE DRIVE

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The #GH Team creates the drive page and the store page using information from the Drive Organizer and the Food Bank



We do this





THE DRIVE PAGE

- 1
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Drive Organizer



Food Bank



Jackson Regional High School #GiveHealthy Food Drive

To support the Essex Food Bank
It's so easy to donate healthy food!



We're conducting this new kind of food drive to raise healthy food - things like fresh fruits, fresh vegetables and other healthy food. At Jackson Regional, we know that it's hard to study if you're hungry, it's hard to do anything. We also know that the quality of the food that we eat matters. So we're looking to raise lots of healthy food to help the Essex Food Bank support those in our community who need help.



For the past 22 years, the Essex Food Bank has provided much needed nourishment to the residents of Cook and Essex Counties. Recently, we've been working hard to increase the nutritional quality of the food we distribute, and healthy food drives really help. To organize your own healthy food drive, please visit essexcountyfb.org

The food you donate will be delivered directly to the Essex County Food Bank once the drive is over.

Thanks so much for your support!

2,804 Raised **80** Donors **4,000** Goal

lbs

9 Days Left

Donate

Like Jan Smith and 356 others like this



Contributions

Tim Jones donated: 1 Mixed Veggies - 10 lb of fresh veggies! Oct 17 2017

Sue Thomas donated 2 Mixed Fruit - 10 lb of nothing but fruit; 2 Mixed Veggies - 10 lb; 2 Bannanas,; one 2 pak of 5 bunches Oct 19 2017

Paul Carter donated: Oranges 10 lb bag Oct 22 2017
Keep up the good work Jackson! Go Falcons!

Tracks Donor Activity





THE STORE PAGE

- 1
- 2
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2,804 Raised **80** Donors **4,000** Goal

lbs

9 days left [Donate](#)

Your Cart

Items

Total [Edit / Checkout](#)

#GiveHealthy Gift Packs - Donate Fresh Fruits and Veggies!

Mixed Veggies - 10 lb of fresh veggies!

 \$ 25.00
10 lb pack
1 [Add](#)

Mixed Fruit - 10 lb of nothing but fruit!

 \$ 20.00
10 lb pack
1 [Add](#)

Fruit and Veggie Pack - the best of both!

 \$ 50.00
25 lb pack
1 [Add](#)

#GiveHealthy with Fresh Fruit!

Bananas, one 2 pak of 5 lb bunches

 \$ 9.00
2 pak
1 [Add](#)

Apples, one 5 lb bag

 \$ 8.50
bag
1 [Add](#)

Oranges, one 10 lb bag

 \$ 14.50
bag
1 [Add](#)

#GiveHealthy with Fresh Veggies!

Carrots, one 6 lb bag

 \$ 11.00
bag
1 [Add](#)

Broccoli, one 3 pak of heads

 \$ 14.00
3 pak
1 [Add](#)

Sweet Potatoes, one 10 lb bag

 \$ 17.25
bag
1 [Add](#)

Food Bank





STEP 5 > PROMOTE THE DRIVE!

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Drive Organizers get the message out to their community





#GH MARKETING SUPPORT

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Drive Organizers are provided with ready-to-use #GiveHealthy email templates and posts



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#GH MARKETING SUPPORT

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Digital Posts: Variety of sizes for social platforms



HTML Email Templates (for 1 to 1 outreach)



Toolkit with content and guidance for success





MONITOR ACTIVITY



Food Banks can track drive activity in real time using their #GiveHealthy dashboard

- Drive statistics, with graphs and export capability
- List of food raised
- Donor lists





FOOD BANK REPORTS

- 1
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Dashboard

Dashboard

Jackson Regional High School #GiveHeal...

To support the Essex Food Bank
It's so easy to donate Healthy Food!

Items **167**

Donors **40**

Pounds **1358**

Percent to Goal **33.95**
Goal 4000 lbs.

Start Date: **09/15/20**

End Date: **10/15/20**

Status: **Active**

Organizers: **Janet Smith**



FOOD BANK REPORTS

- 1
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Food Donations Report

Donations by Drive

Drive: ▼

[Show Report](#)

10 entries per page

Q

[Copy](#) [Print](#) [CSV](#) [Excel](#) [PDF](#)

Drive	Quantity	Item Name	Subtotal
Jackson Regional High School #GH 2020	35	Oranges, One 10 lbs bag	350 lbs
Jackson Regional High School #GH 2020	25	Sweet Potatoes, one 10 lb. bag	250 lbs
Jackson Regional High School #GH 2020	33	Apples, one 5 lb. bag	165 lbs
Jackson Regional High School #GH 2020	17	Carrots, One 6 lbs bag	102 lbs
Jackson Regional High School #GH 2020	10	Bananas, two 5 lb bunches	100 lbs

Showing 1 to 5 of 5 entries

First < 1 > Last



FOOD BANK REPORTS

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Donor Report

Donors

Drive: Jackson Regional High School #GH 2020 [Show Report](#)

10 entries per page [Copy](#) [Print](#) [CSV](#) [Excel](#) [PDF](#)

Donor Name	Email	Items	Pounds
Janet Smith	jsmith145@gmail.com	13	50
Mark Emmons	mremmons@aol.com	12	22
George Calfo	gcalfo@gmail.com	15	28
Max Batile	maxbbatile@sbcglobal.com	1	10

Showing 1 to 4 of 4 entries [First](#) [<](#) [1](#) [>](#) [Last](#)



STEP 6 > DELIVERY

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After the drive is over, #GiveHealthy delivers the food right to you!





STEP 7 > IMPACT

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Healthy food gets distributed to individuals in need



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CITY  HARVEST
RESCUING FOOD FOR NYC

LIVE DEMO

[City Harvest Food Drive Page](#)

[#GiveHealthy Drive Page](#)

[#GiveHealthy Store Page](#)

[#GiveHealthy Organization Drive Page](#)

[#GiveHealthy Contest Page](#)

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CITY HARVEST SUCCESS METRICS

127 #GiveHealthy Drives 2020

69 sponsored by repeat organizations

58 sponsored by new organizations



493 lbs Average raised by traditional drives

1148 lbs Average raised by #GiveHealthy drives

99% of #GiveHealthy donors are **new**

Number of Donors **3,404** valued at **\$103,000***

donors overwhelmingly prefer to donate fresh fruits & vegetables



NEXT STEPS



1. Go to GiveHealthy.org and click “Get Started” or Email us at: TheTeam@GiveHealthy.org

2. Complete sign up form

3. Submit

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Thanks



Any
Questions?



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