#GiveHealthy Digital Food Drive Platform Overview
TODAY

• Explore the “what” and “why”

• Walk through the platform

• View resources for utilization

• City Harvest + #GiveHealthy
OUR MISSION

To **INCREASE** the amount of **HEALTHY FOOD** available to individuals **STRUGGLING** with **FOOD INSECURITY**
OUR FOOD BANKS PARTNER WITH FOOD BANKS
VALUE PROPOSITION

- FOOD
- DONORS
- NO COST
- EASY & EFFICIENT
WHY NOW?

Healthy simplify
TRENDS IMPACT
efficient CONTACTLESS
HOW IT WORKS
#GiveHealthy
Because hunger is a health issue

**HOW IT WORKS** > **Introductions**

- **Food Bank Representative**
- **Drive Organizer**
- **The #GiveHealthy Team**
#GIVEHEALTHY
BECAUSE HUNGER IS A HEALTH ISSUE

HOW IT WORKS > Overview

1. SIGN UP
2. ONBOARD
3. ORGANIZE DRIVES
4. SET UP DRIVE
5. PROMOTE DRIVE
6. DELIVER FOOD
7. DISTRIBUTE FOOD

Food Bank
Driver Organizer
The #GiveHealthy Team
STEP 1 > SIGN UP

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

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

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

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

Downloadable from the givehealthy.org website
Drive Organizers register on the #GiveHealthy platform and set up their drive to support you.
The #GH Team creates the drive page and the store page using information from the Drive Organizer and the 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!
STEP 5 > PROMOTE THE DRIVE!

Drive Organizers get the message out to their community

#GIVEHEALTHY
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#GIVEHEALTHY

BECAUSE HUNGER IS A HEALTH ISSUE

#GH MARKETING SUPPORT

Drive Organizers are provided with ready-to-use #GiveHealthy email templates and posts
Digital Posts: Variety of sizes for social platforms

HTML Email Templates (for 1 to 1 outreach)

Toolkit with content and guidance for success

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Food Drive Organizer Toolkit
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
Dashboard

Jackson Regional High School #GiveHealthy...
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 Donations Report

### Donations by Drive

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

Showing 1 to 5 of 5 entries
## Donor Report

### Donors

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Email</th>
<th>Items</th>
<th>Pounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janet Smith</td>
<td><a href="mailto:jsmith145@gmail.com">jsmith145@gmail.com</a></td>
<td>13</td>
<td>50</td>
</tr>
<tr>
<td>Mark Emmons</td>
<td><a href="mailto:mremmons@aol.com">mremmons@aol.com</a></td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>George Caifo</td>
<td><a href="mailto:gcaifo@gmail.com">gcaifo@gmail.com</a></td>
<td>15</td>
<td>28</td>
</tr>
<tr>
<td>Max Batlie</td>
<td><a href="mailto:maxbbatlie@sbcglobal.com">maxbbatlie@sbcglobal.com</a></td>
<td>1</td>
<td>10</td>
</tr>
</tbody>
</table>

Showing 1 to 4 of 4 entries
After the drive is over, #GiveHealthy delivers the food right to you!
Healthy food gets distributed to individuals in need
City Harvest Food Drive Page

#GiveHealthy Drive Page

#GiveHealthy Store Page

#GiveHealthy Organization Drive Page

#GiveHealthy Contest Page
CITY HARVEST SUCCESS METRICS

127 #GiveHealthy Drives 2020
69 sponsored by repeat organizations
58 sponsored by new organizations

1st year results 150,000+ lbs of healthy food raised

493 lbs Average raised by traditional drives
1148 lbs Average raised by #GiveHealthy drives

99% of #GiveHealthy donors are new

3,404 donors overwhelmingly prefer to donate fresh fruits & vegetables valued at $103,000*
1. Go to GiveHealthy.org and click “Get Started” or Email us at: TheTeam@GiveHealthy.org
2. Complete sign up form
3. Submit
Name: Nora Noll
Title: Team Leader
Email Address: nora@givehealthy.org
Phone Number: 800-418-1164
Web Address: givehealthy.org