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**FOR IMMEDIATE RELEASE**

## **CITY HARVEST OFFERS TIPS FOR MAKING THE MOST OF YOUR DONATION**

New York, NY- February 17, 2010 – In a time of scant resources, donors are understandably concerned about finding the best way to contribute to a charity’s mission. In addition to choosing which charity to support, how can you ensure that you are providing the assistance that is needed most? City Harvest, the world’s first food rescue organization dedicated to feeding New York City’s hungry men, women, and children, offers the following tips for giving in 2010:

Check the charity’s website. Will the charity accept in-kind donations of food or clothing, or will money allow the charity to purchase supplies onsite more efficiently? While calling the charity is always an option, often you can find out what is most needed on the charity’s website. To learn more about City Harvest, visit [cityharvest.org](http://cityharvest.org).

Check multiple sources. Not all charities use donor dollars in the same way. Charity Navigator ([charitynavigator.org](http://charitynavigator.org)) awards up to four stars to charities depending on management, overhead costs, and cash reserves; also check the charity’s standing with the Better Business Bureau (in New York, [newyork.bbb.org](http://newyork.bbb.org)). City Harvest’s food rescue model has been recognized with a 4-star rating on Charity Navigator, and it is one of only 25 human service charities in New York City that currently meet all requirements to be considered an exceptional charity. City Harvest is also an accredited charity of the Better Business Bureau.

Consider a charity’s experience and record accomplishing their mission in addition to the numbers. You can learn in more detail what charities offer on sites like Guidestar ([guidestar.org](http://guidestar.org)) or request the charity’s own written literature, such as brochures or annual reports. Download City Harvest’s annual report at [cityharvest.org](http://cityharvest.org).

Give online to have the most immediate impact. While charities are always thankful for monetary donations, depositing checks, manually entering credit card information, and creating hard copy acknowledgements can drain time and resources. Online donations are processed automatically – and you’ll receive confirmation of your donation as soon as you hit “send.”

Spread the word. Don't underestimate the power of word-of-mouth. Tell friends why your cause is important and become a "fan" of your favorite charity on Facebook. You can follow City Harvest at [facebook.com/CityHarvestNYC](https://facebook.com/CityHarvestNYC).

Give more than money. Donating secondhand items in good condition or unused surplus goods helps charities cut costs and saves room at the landfill. Some charities are even founded on putting surplus goods – food, in City Harvest's case – to good use. Check the charity's website to see what is needed and how best to donate goods.

Giving your time likewise helps charities cut down on overhead costs. At City Harvest, there are many ways to pitch in – helping to distribute food to hungry New Yorkers at Mobile Markets, helping rescue food after a Greenmarket or food show, or coming to our office to assist staff in raising food and funds. Learn more on [City Harvest's website](#).

“Becoming educated about how to support a charity can be as important as learning why you should become involved. In many cases, monetary donations do the most good, but you'll want to check the charity's website or give them a call to be sure,” said Jilly Stephens, City Harvest's executive director. “What's most important is to give what you can, in the way you feel most comfortable.”

### **About City Harvest**

Now serving New York City for more than 25 years, City Harvest ([cityharvest.org](http://cityharvest.org)) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect over 26 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to nearly 600 community food programs throughout New York City using a fleet of trucks and bikes as well as volunteers on foot. Each week, City Harvest helps over 260,000 hungry New Yorkers find their next meal.

City Harvest also addresses hunger's underlying causes by educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, enhancing the ability of our agency partners to feed hungry men, women, and children, and supporting affordable access to nutritious food in low-income communities.