

FEED OUR KIDS FOOD DRIVE

Sunday, May 8– Sunday, June 19, 2022

HOW TO: RUN AN ONLINE FOOD DRIVE

City Harvest's *Feed Our Kids Food Drive*—held every year from Mother's Day to Father's Day—helps provide much-needed food for families in need. Last year, our food drive collected nearly 200,000 pounds of nutritious, kid-friendly food—enough to help feed 738 families for the entire summer. Now, with 1 in 4 NYC children experiencing food insecurity amid the ongoing pandemic and rising food prices, it is more important than ever that we step up to take care of the youngest New Yorkers.

In addition to our in-person food drives, we also offer a virtual alternative through our partner platform, #GiveHealthy. If this is the best option for you, please visit cityharvest.org/fooddrives and then follow the instructions below.

Setting up your online food drive:

- 1) **Start your online food drive through #GiveHealthy**, which provides users the opportunity to order fresh produce as well as non-perishables to be delivered directly to the City Harvest warehouse.
- 2) Share your customized link for your food drive page with staff through email, social media, or newsletters. Participants will be able to select food items to purchase directly through your page.
- 3) Send periodic updates on progress and reminders to donate. We recommend one kick off message, one mid-way through the drive, and one when you're in the final stretch.
- 4) After your drive has ended, you will receive a tax acknowledgment from the food drive platform and a food drive certificate of participation from City Harvest.

For any questions, please feel free to call us at 646.277.7800 or email fooddrives@cityharvest.org for help setting up your online food drive.

