



# PASSOVER FOOD DRIVE

**Run an Online Passover Food Drive!  
Monday, March 13–Monday, April 17, 2023**

**Did you know that even before the COVID-19 pandemic, more than 500,000 Jewish New Yorkers lived at or below the poverty line?**

Since 1999, City Harvest has collected and delivered over 84.5 million pounds of kosher food to kosher community food programs across the city. By running an online food drive, you can help City Harvest ensure we continue to feed kosher-observant families during Passover.

This year, you have the option to run a virtual food drive through our partner platform, #GiveHealthy. If this is the best option for your organization, please follow the instructions below.

## Setting up your online food drive:

1. Select dates to begin and end your food drive. We recommend running a drive for at least 2 weeks.
2. Enter information about your food drive to #GiveHealthy through [this form](#). You will hear from a #GiveHealthy representative within 1-3 business days and receive a customized link to your food drive page.
3. Share the customized link for your food drive page with your participants through email, social media, or newsletters. Participants will be able to select kosher for Passover food items to purchase directly through your page.
4. Send periodic updates on progress and reminders to donate: we recommend messages at the beginning, mid-way point, and end of your drive.
5. After your drive has ended, you will receive a tax acknowledgment from #GiveHealthy and a food drive certificate of participation from City Harvest.

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

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