



DAILY NEWS FOOD DRIVE

HOW TO: RUN AN ONLINE FRESH FOOD DRIVE

For 39 years, City Harvest and the *Daily News* have partnered each fall to host the city's largest food drive, taking place this year from **Tuesday, October 19, 2021 through Friday, January 14, 2022**. Running an online food drive gives kids and their families at your school an opportunity to make a difference and helps City Harvest provide good food for families in need. This year, as New York City continues to contend with the COVID-19 pandemic, the need for nutritious food remains high for families across the five boroughs.

If your school would like to run an online fresh food drive through our partner platform, #GiveHealthy, please follow the instructions below.

Setting up your online fresh 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 the customized link to your food drive page with your school's community 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.

