

# CITY HARVEST

RESCUING FOOD FOR NYC

## DAILY NEWS FOOD DRIVE

### HOW TO: RUN AN ONLINE FRESH FOOD DRIVE

For more than 40 years, City Harvest and the *Daily News* have partnered each fall to host New York City's largest food drive, taking place this year from **Tuesday, October 24, 2023 through Friday, January 12, 2024**. Running an online food drive helps City Harvest provide nutritious food for families in need. This year, your support is more important than ever: monthly visits to NYC soup kitchens and food pantries are up more than 60% compared to 2019, nearly as high as at any point over the last three years.

If you would like to run an online fresh food drive through our partners at #GiveHealthy, scan the QR code and 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 network via 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](mailto:fooddrives@cityharvest.org) for help setting up your online food drive.

