



PASSOVER FOOD DRIVE

Run an Online Passover Food Drive!
Monday, April 1–Monday, May 6, 2024

Nearly 30% of adults in Jewish households across New York City are living near or below the poverty line. Help City Harvest feed our Jewish neighbors experiencing food insecurity by sponsoring our annual *Passover Food Drive*.

For 25 years, City Harvest has collected and delivered over 91 million pounds of kosher food to kosher community food programs across the city. By participating in City Harvest's Passover Food Drive, you can help ensure we continue to feed kosher-observant families during Passover.

You can 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 into [#GiveHealthy](#). 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.

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