

Skip Lunch, Fight Hunger

Nonprofit Organization: City Harvest

Marketing / PR Firm: Weber
Shandwick

Presentation by:

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**CITY 35
YEARS HARVEST**



The number of
New Yorkers who struggle
to put food on the table
is larger than the
whole population of
San Francisco, California.

40% of New York City
households lack the
income needed to cover
basic necessities like food,
shelter and childcare.

There were nearly 25 million visits to soup kitchens and food pantries in New York City last year – that's more than the number of attendees at all NFL games across the country combined.

Situation

Main Function 1

- Sending their fleet of 22 trucks on the road day and night, repurposing and delivering food.

Main Function 2

- **Holding raffles, potlucks and bake sales to raise money and put an end to child hunger for good**

Main Function 3

- **Teaming up with restaurants, farms, and manufacturers, collecting paper bags filled with food and deliver it to food-insecure families city-wide.**

Main Function 4

- **City Harvest met and exceeded their goal already by raising over \$1.1 and all proceeds made by May 31, 2018 will count towards team totals.**

Objectives – What do we hope to accomplish?

Goal 1

- Uniting New Yorkers
- Fighting to end hunger
- Empowering communities

Goal 2

- “Highlights the idea that we can each take a small action, and when many people take the same small action, we can have a big impact.”

Goal 3

- Reach more food-insecure communities
- Inspire companies
- Galvanize a global conversation

Audience

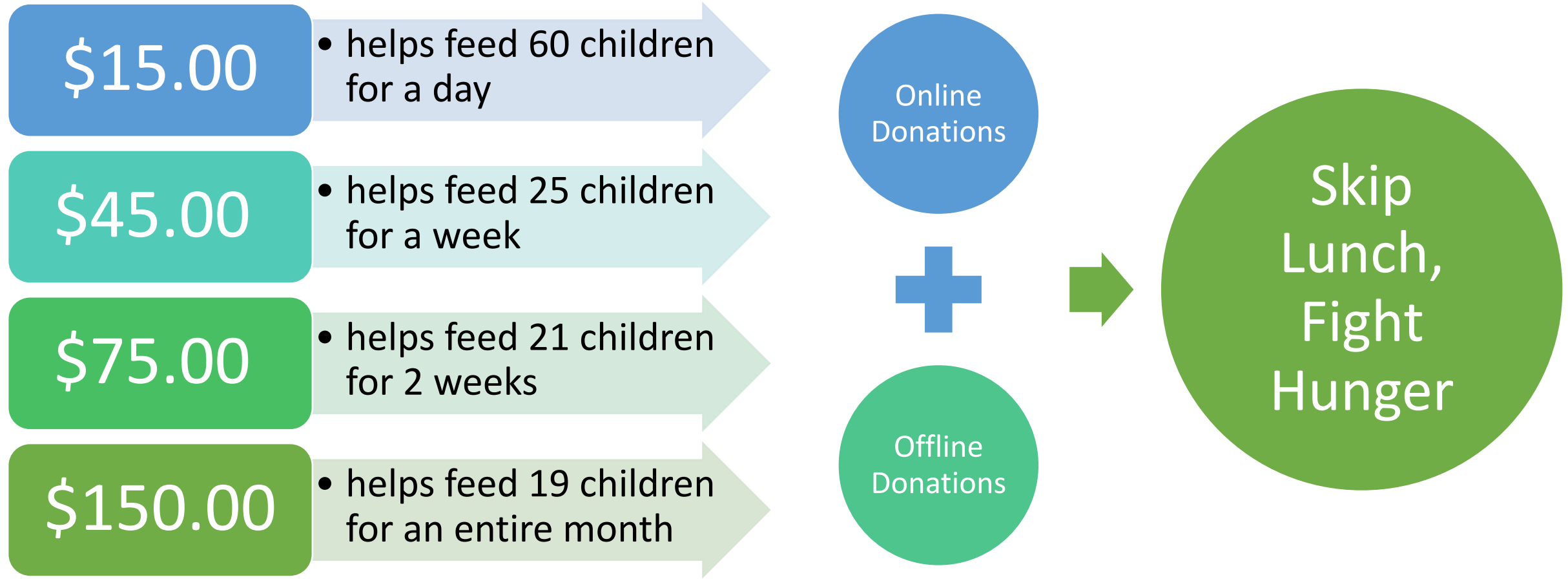
The target audience for this campaign are corporations and their employees.

City Harvest's existing partnerships with multiple corporations such as Citi Bank, Credit Suisse, American Express and Cadillac already give opportunity for growth.

People working at these corporations range from interns to mid-level employees to senior executives, giving City Harvest an opportunity to reach people of multiple ages, incomes, and lifestyles

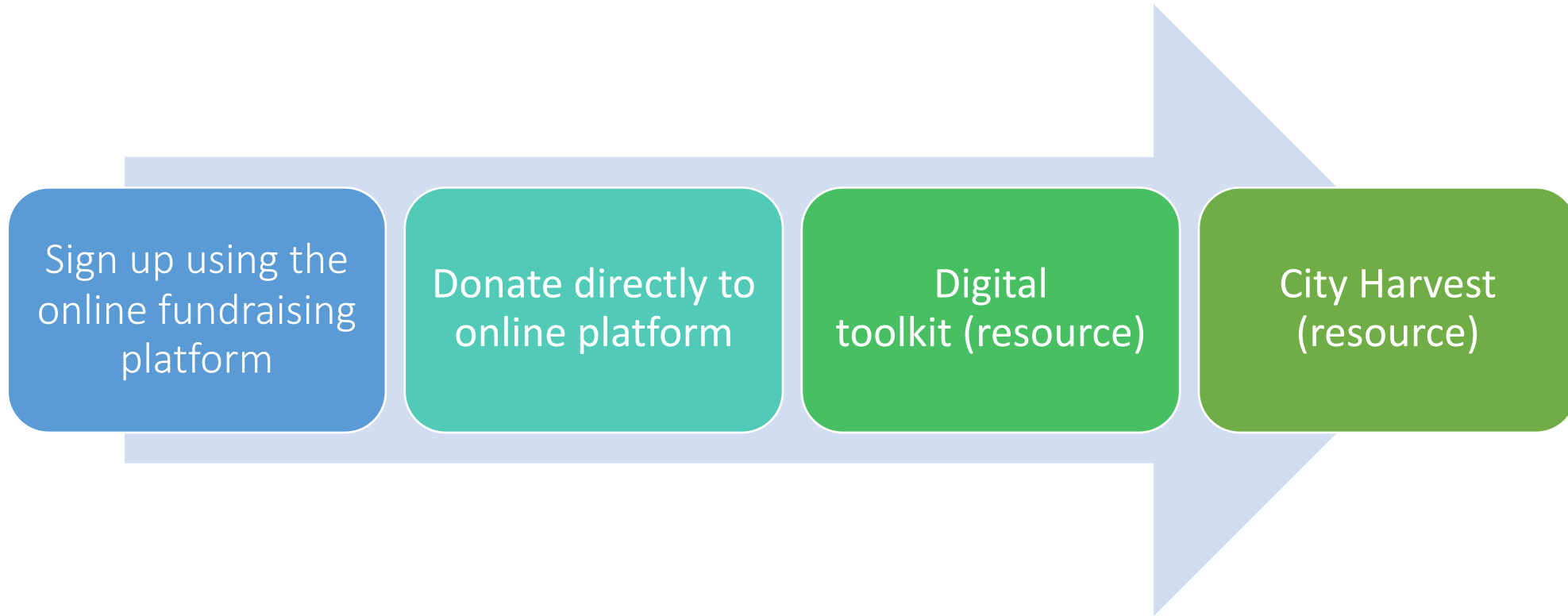


Strategy



Source: https://secure3.convio.net/charv/site/Donation2;jsessionid=00000000.app30128b?idb=99653339&df_id=1560&1560.donation=form1&FR_ID=1100&mfc_pref=T&PROXY_ID=1100&PROXY_TYPE=21&NONCE_TOKEN=99EE859E29CB991E7BCA9202BFFBA48D

Strategy 1: Online



Fundraiser Resources



HOMEABOUTFAQTOOLKITSOCIALTEAMSDONATE

Here are some tips and tools to help you participate in *Skip Lunch Fight Hunger!*

CAMPAIGN TOOLKIT

- [Poster](#)
- [Skip Lunch Fight Hunger One Sheet](#)
- [Skip Lunch Fight Hunger Facts](#)
- [Fundraising Tips](#)
- [How to Host a Fundraising Potluck, sponsored by Peapod](#)
- [Email Template](#)
- [Cash & Checks Deposit Instructions](#)
- [Cash or Check Donation Bag Spreadsheet](#)
- [5 Tips for Skip Lunch Fight Hunger Best Practices](#)

SOCIAL MEDIA TOOLKIT

- [Social Media Guide and Suggested Messages](#)

http://fundraise.cityharvest.org/site/TR/SkipLunch/General?sid=1060&type=fr_informational&pg=informational&fr_id=1100

Donate Online!

Find a Skip Lunch Fight Hunger Team

To find a team by an individual's or organization's/team's name, **select the Individual or Organization/Team tab**, enter the name below (or the first few letters), and then click 'Search.'

If you want to make a general donation to the campaign, [click here](#).

For help, email us skiplunchfighthunger@cityharvest.org, or call 646.412.0637.

[View All Teams](#)

Search for an Individual

Search for an Organization/Team

Organization/Team Name:

Basic Search

Event:

Skip Lunch Fight Hunger 201 ▾

Team Captain's First Name:

Team Captain's Last Name:

SEARCH

Company or Organization Name:

[Search](#) or [click here](#) to make a general campaign donation.

http://fundraise.cityharvest.org/site/TR/SkipLunch/General?fr_id=1100&pg=pfind



Citibank Deposit Instructions

If you are collecting cash or checks for *Skip Lunch Fight Hunger*, you can make a deposit at Citibank locations in New York City with deposit slips provided by City Harvest.

Please contact us at skiplunchfighthunger@cityharvest.org if you need Citibank deposit slips.

2001

TOTAL ITEMS

DEPOSITORS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL.

CHECKS MUST BE CASHED AT THE CITIBANK BRANCH WHERE DEPOSITED.

CITIBANK

CITY HARVEST, INC.
COMPANY # XXXX

9957394658 28

ENTER THE DATE OF YOUR DEPOSIT

ENTER TOTAL CURRENCY AND COINS COLLECTED

LIST ALL CHECKS AND ENDORSE THEM FOR DEPOSIT ONLY

RECORD YOUR TOTAL

Processing your team's skip lunch fight hunger donations:

Step 1: Make your deposit

Notify the bank teller about your "company number" printed on your deposit slip (circled in red above). This critical step will help the bank make sure your company's deposit is credited to you.

Step 2: Email a scan or picture of the following to City Harvest

• Donation Bags

To receive a tax-receipt letter, cash or check donors must fill out the form on the back of each donation bag. Please send the donor information via the Donation Bag Spreadsheet included in the Toolkit –OR– by scanning each donation bag.

Note: Online donations are automatically acknowledged via email.

• Receipt

When you complete your deposit at Citibank, you will be issued a receipt for the transaction. Please send a scan or photo of the receipt to City Harvest to help ensure your team receives credit of the deposit.



cityharvest.org/skiplunch

Strategy 2: Offline

Specific monetary instructions



Monetary donations can be collected
by a team leader

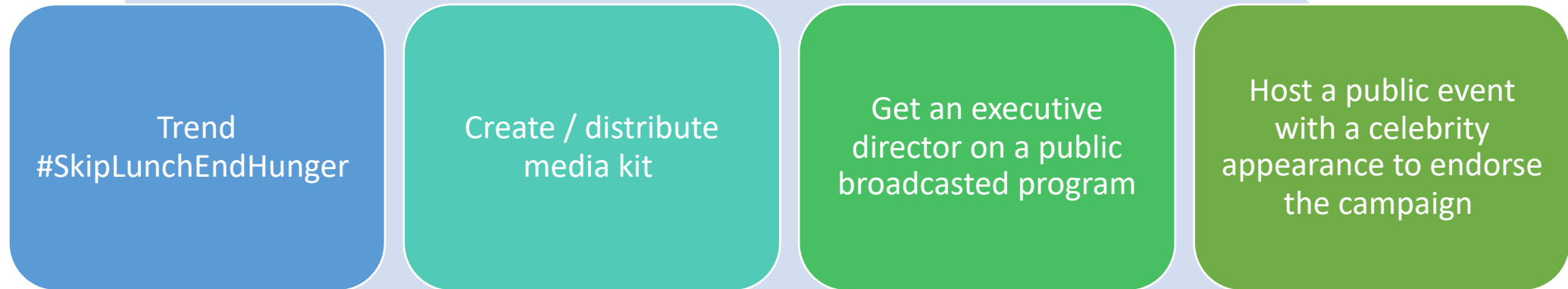


Special deposit slips and instructions
are included in your captain kit, which
you will receive when you sign up



All cash and check donations can be
deposited at the end of the campaign
at your local Citi bank

Tactics



Did You Know:

- *The top 25 fundraising teams= recognized in a full-page Thank You ad,
- * Top 5 teams= featured on a specially-branded *Skip Lunch Fight Hunger* City Harvest food rescue truck for one year!

http://fundraise.cityharvest.org/site/TR/SkipLunch/General?sid=1030&type=fr_informational&pg=informational&fr_id=1100



Calendar



Calendar: Seasonal Peaks



NEW YEARS DAY
JANUARY 1ST



START OF SPRING -
MARCH 21ST



BACK TO SCHOOL
SEPTEMBER 5TH



WORLD HUNGER DAY
- OCTOBER 16TH



THANKSGIVING EVE –
NOVEMBER 21ST



THANKSGIVING DAY –
NOVEMBER 22ND

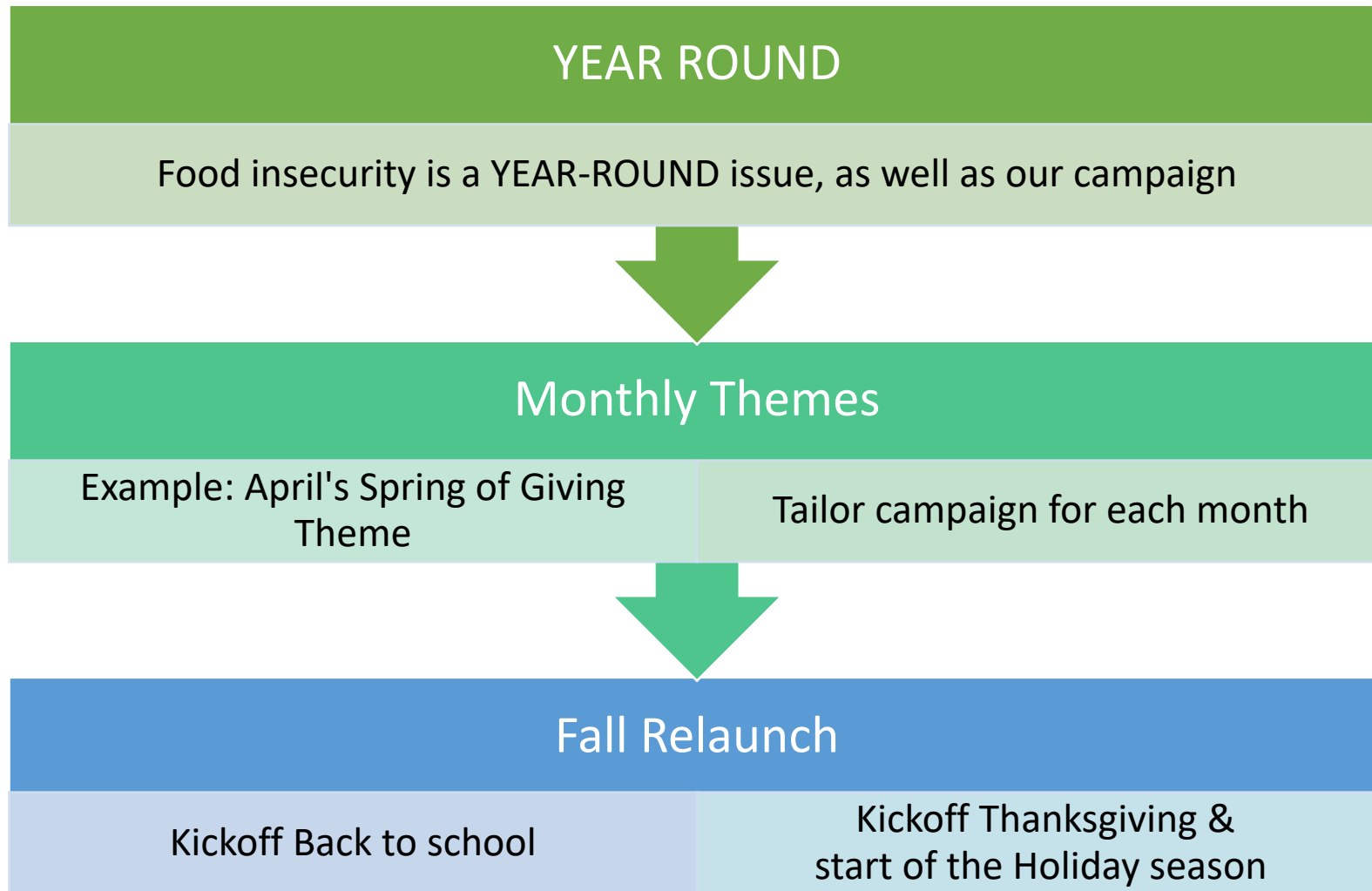


GIVING TUESDAY –
NOVEMBER 27TH



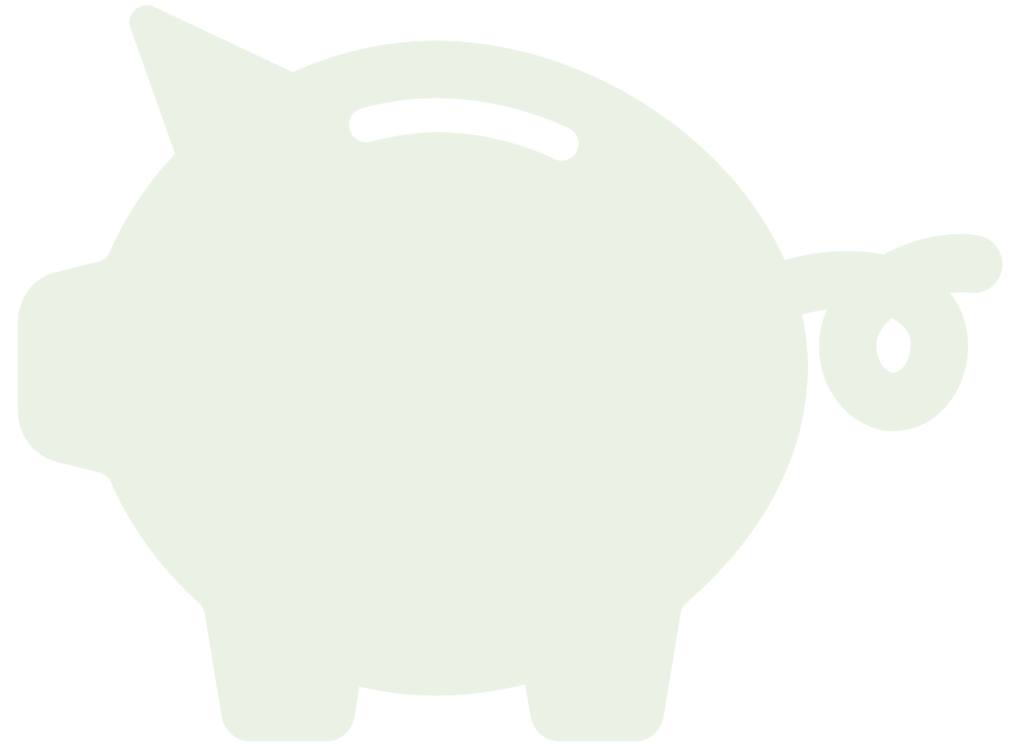
HOLIDAY SEASON –
ALL OF DECEMBER

When will #SkipLunchFightHunger launch?





Budget



Campaign Staff



Weber
Shandwick
Services

- \$15,000/ month

Marketing
Specialist

- \$12,765.60/ year

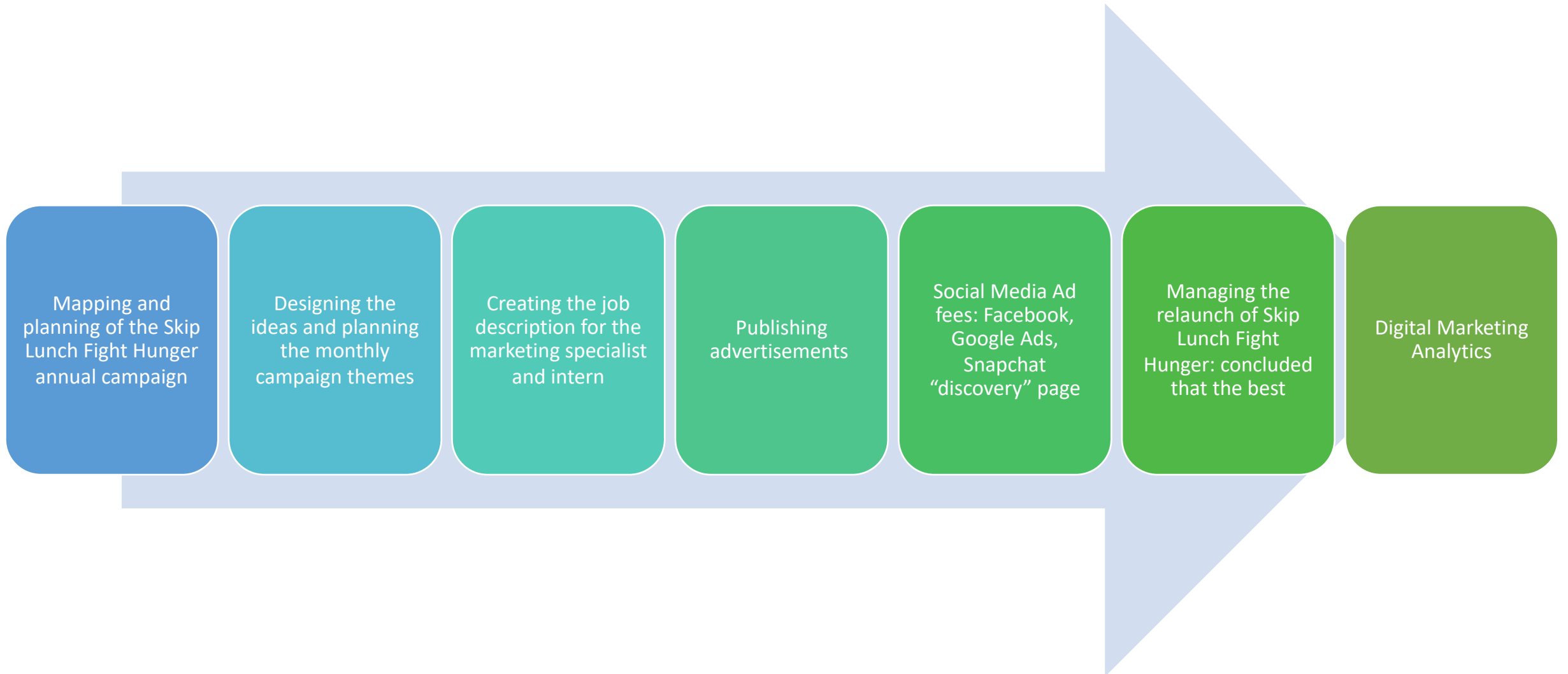
Marketing Intern

- \$500 / year

Volunteers

- Free!

Weber Shandwick's Services:



Delivery Expenses



Gas Money

- \$200 of gas for one truck, for one collection and delivery day.
- 96,000 a year on gas for 5 trucks.

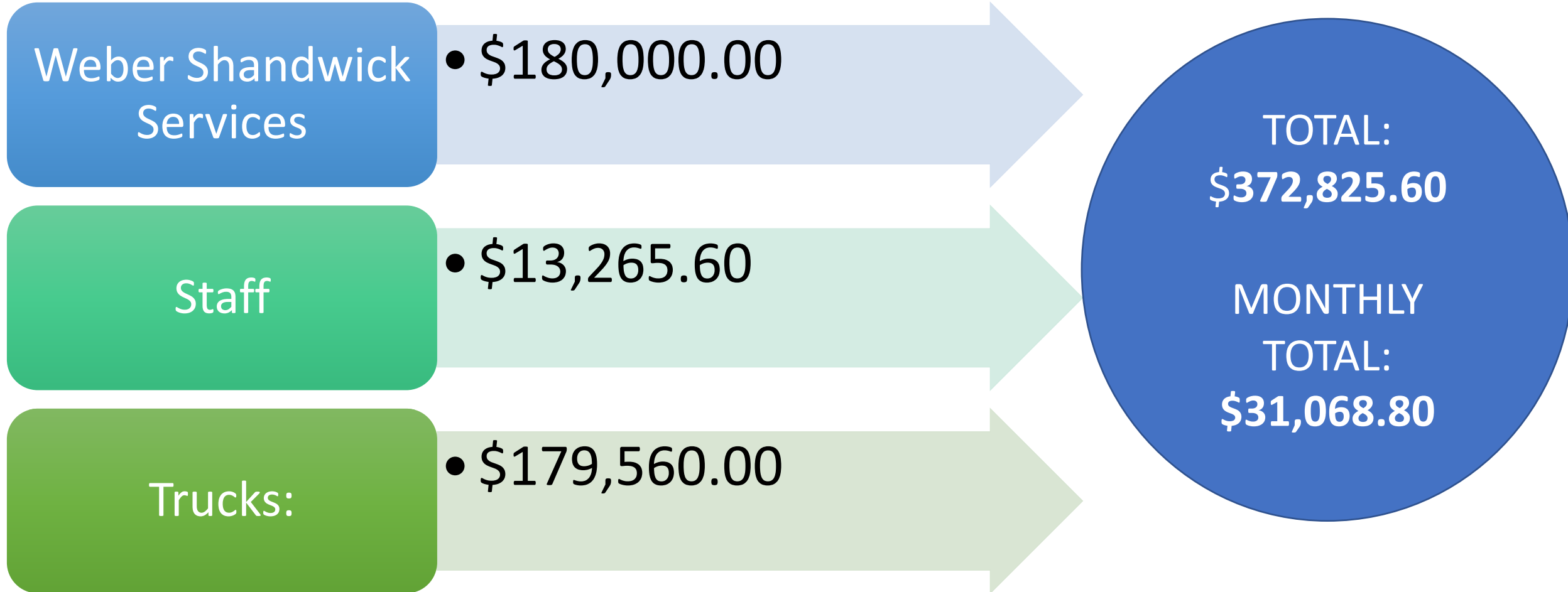
Truck Insurance

- Average cost for truck insurance is \$2,000 a year per truck
- Skip Lunch Fight Hunger uses five trucks
- Total: \$10,000 a year.

Truck Drivers

- Salary is \$40,000 a year.
- Two delievery trips a week.
- Yearly total for five drivers= \$73,560.00

Budget Breakdown & Total:



Evaluation

PROGRESS

\$1,165,050

Raised

100%



*List as of 3/26/18

City Harvest's campaign continued their success through 2018 and is projected to make more than its goal in 2019

This campaign had distinguished corporations included in their top 25 donors, including Blackstone, JP Morgan Chase, Barclays, Citi, and Penguin Random House.

City Harvest reaches and receives donations from many different corners of the private and public sector. According to City Harvest's website, over 1 million dollars has already been raised.

Turn **one** lunch
into a **bunch**.



SKIP LUNCH FIGHT HUNGER.
\$15 helps make **60** happy tummies.

Thank you for listening!
Any Questions?