

#GIVEHEALTHY™
THE GREAT AMERICAN HEALTHY FOOD DRIVE

PRESS KIT
March 6, 2017

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Introduction

Thank you for your interest in #GiveHealthy: The Great American Food Drive.

This Press Kit is intended to provide information about #GiveHealthy, its history, its partners and its mission to disrupt the most popular form of giving the United States – donating food.

The story of the campaign involves civil society, the food system, health, technology, social and cultural trends, all bearing on a movement designed to improve the lives of the 40 to 50 Million people who lack access to healthy food.

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Press Release, March 6 2017

#GiveHealthy: The Great American Healthy Food Drive

A Movement to emphasize Hunger as a Health Issue

#GiveHealthy is a national food drive designed to solve a big problem.

Donating food to food drives is one of the most popular forms of giving in the US. More people donate food than watch the Super Bowl each year. It's great that so many people want to help by donating food.

However, traditional food drives are limited to non-perishable donations, often highly processed, nutrient deficient food. The 42 Million+ people struggling with food insecurity also face high rates of diet related health issues – things like obesity, diabetes, cancer – due to a lack of access to healthy food. What they really need is healthy food.

#GiveHealthy provides an easy way for people to donate fresh fruits, fresh vegetables and other healthy food so that people struggling with hunger get the kind of food they really need. It's also designed to heighten public awareness that hunger is a health issue and to get people thinking about the kind of food they should donate.

#GiveHealthy starts in March with a two month awareness phase during which groups can join the campaign as a partner, an ambassador or to sponsor their own #GiveHealthy food drive. Hunger organizations can join the campaign as well. The donation phase of the campaign will run from the beginning to the end of May. Healthy food deliveries will be made in June and July to hunger organizations across the country.

#GiveHealthy is made possible, in part, by a new food drive system based upon technology and supply chain management developed by Amp Your Good. Instead of donating food by bringing canned goods to a collection box, people select food to donate from a list of curated healthy food items based upon data supplied by hunger organizations. They purchase these food items online via a standard e-commerce checkout process and the food is delivered directly to the hunger organizations once the drive is over.

#GiveHealthy was developed by a group of organizations working towards getting healthier food to those who lack access to it. These [Founding Partners](#) include Wholesome Wave, WhyHunger, Foodtank, Ashley Koff Approved and Amp Your Good. [National Partners](#) include The

Center for Science in the Public Interest, Cancer Schmancer, Change Food and many others. The campaign also has a set of notable Health, Education, Hunger and Media partners.

#GiveHealthy is guided by an [Advisory Board](#) well versed in the complex issues affecting hunger – food system, nutrition, health, food policy and food access.

The ambition of the campaign is disrupt the most popular form of giving in the US, donating food, so that people donate the kind of food that will have the most positive impact - healthy food.

Visit www.givehealthy.org for more info.

How #GiveHealthy Works

1 Healthy food items are purchased online to donate to local hunger organizations.



Donors select the hunger they want to support and the food they want to donate to them from a curated list of #GiveHealthy food items. Donors purchase the food for the purpose of donating it via a standard e-commerce transaction.

2 After the drive is over, donations are delivered to local hunger organizations.



Once the #GiveHealthy donation period is over, the food donations for each hunger organization are compiled and ordered from a local food distributor for direct delivery to the hunger organizations. Delivery will be made in June and July 2017.

3 Hunger organizations receive exactly what they need, when they need it.



The hunger organization accepts the food items and prepares to distribute. Unlike traditional food drives, 100% of the food matches what they hunger organization needs so there's no need to sort the food and nothing to throw away. .

4 Healthy food is distributed to those in the community who need it.



Hunger organizations schedule distribution of healthy food items to the people in their communities suffering from food insecurity.

Fact Sheet

Facts about Food Insecurity:

- 42 million Americans are food insecure, including 1 out of every 4 children
- 36% of Americans are Obese – a 3X increase since 1960
- 29 Million Americans suffer from Type 2 diabetes – an 8X increase since 1960

Facts about the 2017 #GiveHealthy, The Great American Food Drive

- Who? Founding National Partners - FoodTank, Wholesome Wave, WhyHunger, Ashley Koff Approved, Amp Your Good
- What? The largest healthy food drive in America
- Where? Everywhere in the US
- When? Campaign Awareness period: Mar/April 2017,
Donation period: May 2017
Food Delivery period: June/July 2017
- Why? Because hunger is a health issue

#GiveHealthy Background

In 2016, a group of people and organizations banded together to take on a problem worth fixing. How to take the most common form of giving in the United States and turn it from a negative into a positive?

Food drives have been an established group activity for a long time. Beginning in the 1880's to support those displaced by the Industrial Revolution, they became an important way for Civil Society to address hunger during the Great Depression. With the development of Food Banks in the 1960's, food drives were more generally popularized as critical source of food stuff for Food Banks. A wide variety of groups began sponsoring food drives – schools, faith based and civic organizations, companies, teams and many others.

With the advent of the Great Recession and the dramatic rise in the numbers of people struggling with food insecurity, these kinds of organizations sponsored an increasing number of food drives. However, since the Great Recession, there has been growing recognition of the connection between diet and health, and specifically, the connection between food insecurity, lack of access to healthy food and increased diet related health issues.

Despite a variety of efforts, it's been challenging to improve the quality of food that people donate. Traditional food drives, limited to non-perishable food donations, combined with historical donation behavior, continue to produce large quantities of food not suitable for people struggling with diet related health issues.

The #GiveHealthy Founding Partners decided to engage a wide variety of organizations and people to create a movement that is designed to change the kind of food people donate. By making it easy to donate apples, carrots and other healthy food in lieu of non-perishable canned and boxed goods, #GiveHealthy hopes to quickly shift the food items people donate to food drives so that people facing hunger get the kind of food they really need.

#GiveHealthy Founding Partners

The #GiveHealthy movement is made possible by the collective and individual efforts of many organizations and people who recognize the value of changing what food drives can do.

Foodtank
foodtank.org



Food Tank is focused on building a global community for safe, healthy, nourished eaters. We spotlight environmentally, socially, and economically sustainable ways of alleviating hunger, obesity, and poverty and create networks of people, organizations, and content to push for food system change.

For more info contact:
Bernard Pollack Chairman, Food Tank
bernard@foodtank.com
312-843-8612

Wholesome Wave
wholesomewave.org



Wholesome Wave empowers under-served consumers to make healthier food choices by:

- Increasing affordable access to fresh, local, and regional food
- Increasing the value of food stamps and other nutrition benefits when spent on fruits and vegetables
- Creating market opportunities and improve bottom lines for farmers and grocery stores nationwide

For more info contact:
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Why Hunger

whyhunger.org



WhyHunger is a leader in building the movement to end hunger and poverty by connecting people to nutritious, affordable food and by supporting grassroots solutions that inspire self-reliance and community. WhyHunger aims to put an end the hunger suffered by 49MM Americans.

For more info contact:

Debbie Grunbaum, Senior Director of Communications

Debbie@whyhunger.org

212-629-0853

Ashley Koff, R.D.

www.ashleykoffapproved.com



better not perfect.
more often.

Ashley Koff, RD brings her Better Nutrition approach to thousands of patients, organizations, and clients. An award-winning nutrition expert, she is a frequent contributor on the Dr. Oz show and other media such as ABC News, Fox News, The New York Times, and the Washington Post.

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Amp Your Good

ampyourgood.com



Amp Your Good developed a new way of running food drives called Crowd-Feeding to address limitations of traditional food drives: non-perishable food only, unwanted or inappropriate donations, and lots of moving cans and boxes around. Combining e-commerce ordering with an efficient network for healthy and fresh food delivery has enabled the #GiveHealthy approach for the modern food drive.

#GiveHealthy Advisory Board

The #GiveHealthy Advisory Board consists of a diverse set of members with deep experience in nutrition, health, food access, food system challenges, food policy, education and hunger organization operations.

Michael Jacobson, Ph.D., Founder and Executive Director, The Center for Science in the Public Interest

Ashley Koff, RD - Founder of Ashley Koff Approved. Award winning Nutrition Expert

Danielle Nierenberg, Founder and President of Food Tank

Michel Nischan, Founder and CEO, Wholesome Wave

Robyn O'Brien, Founder, Do Good

Charles Platkin, Ph.D., J.D., MPH, Director of NY City Food Policy Center at Hunter College

Andrew Schiff, President, Rhode Island Community Food Bank

Noreen Springstead, Executive Director, WhyHunger

Arlin Wasserman, Founder and Partner, Changing Tastes

Ryan Shadrick Wilson, J.D., former Chief Strategy Office and General Counsel - Partnership for a Healthier America

Quote Sheet

“We’re thrilled to be part of the #GiveHealthy Food Drive.”

Danielle Nierenberg, President
Foodtank

“I want to help create a better world, and doing my part means helping everyone get and keep their better health.”

Ashley Koff, RD
Ashley Koff Approved (AKA)

“There’s no doubt that hunger is a health issue. #GiveHealthy is a great way to engage people to make a better difference with a healthy food donation and to think the challenges causing hunger.”

Noreen Springsteed, Executive Director
WhyHunger

“Affordable, healthy, local food for all!”

Michel Nischan, Founder and CEO
Wholesome Wave

“With Crowd-Feeding, people facing hunger can now get the food they really need.”

Pat O’Neill, CEO
Amp Your Good