

#GIVEHEALTHY™

BECAUSE HUNGER IS A HEALTH ISSUE



PRESS KIT



Contents

Introduction	2
Press Release	3
How #GiveHealthy Works	5
The #GiveHealthy Movement Background	6
#GiveHealthy Founding Partners	7
Foodtank	7
Wholesome Wave	7
Why Hunger	8
Ashley Koff, R.D.	8
Amp Your Good	8
#GiveHealthy Advisory Board	9
Quote Sheet	10



Introduction

Thank you for your interest in The #GiveHealthy Movement

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 movement 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

The #GiveHealthy Movement

A Movement to emphasize Hunger as a Health Issue

#GiveHealthy is movement 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 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: Share Our Strength, The Center for Science in the Public Interest, The Food Trust, Change Food and many others.

#GiveHealthy is guided by an incredible [Advisory Board](#) well versed in the

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complex issues affecting hunger – food system, nutrition, health, food policy and food access.

The ambition of the movement 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 drive 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.

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.



The #GiveHealthy Movement Background

In late 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

<http://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

<http://www.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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Wholesome Wave



Why Hunger

whyhunger.org

<http://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:

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Ashley Koff, R.D.

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Ashley Koff, RD, award winning nutrition expert, 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.



better not perfect.
more often.

For more info contact:

Ashley Koff, R.D., Founder

ashleykoffapproved@gmail.com

Amp Your Good

ampyourgood.com

<http://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

David L. Katz, MD, Founder, True Health Initiative

Laura Evans Manatos, Journalist and TV Anchor

Elyse Cohen, Executive Director, Health Means Business Campaign

Rachael Sumekh, Founder & CEO, Swipe Out Hunger



Quote Sheet

“We are thrilled to part of the #GiveHealthy Movement.”

**Danielle Nierenberg, President
Foodtank**

“Better nutrition fuels better health. Doing my part means helping others make better not perfect choices more often so they can get and keep their better health.”

**Ashley Koff, RD
Founder of 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 about the challenges causing hunger.”

**Noreen Springstead, Executive Director
WhyHunger**

“Affordable, healthy, local food for all!”

**Michel Nischan, Founder and CEO
Wholesome Wave**

“With Crowd-Feeding, it’s so easy to donate healthy food.”

**Patrick O’Neill, CEO
Amp Your Good**