

#GIVEHEALTHY™
BECAUSE HUNGER IS A HEALTH ISSUE

CITY  HARVEST
RESCUING FOOD FOR NYC

**#GiveHealthy Digital Food Drive Platform
2020 Results and Findings**

City Harvest **#GiveHealthy** Partnership



City Harvest #GiveHealthy Partnership | 2020 Overview

City Harvest is one of the largest food rescue operations in the United States and rated as one of the largest food banks in the country according to Food Bank News.

The City Harvest #GiveHealthy partnership started in early 2020, shortly before the COVID-19 pandemic began. The 2020 results are impressive: increased healthy food donations, new groups sponsoring food drives and a substantial number of new donor relationships.

100%
Percentage of food matching need

A total of 156,000 lbs of healthy food was donated using the #GiveHealthy digital food drive platform with some notable results. Using the platform's data driven food registry, 100% of the donations were optimized to match City Harvest's needs. Donors showed a distinct preference to donate fresh fruits and vegetables versus canned goods.

donors overwhelming fresh fruits prefer to donate & vegetables



City Harvest #GiveHealthy Partnership | 2020 Overview

127 #GiveHealthy Drives 2020

69 sponsored by repeat organizations

58 sponsored by new organizations



Groups that supported City Harvest with **#GiveHealthy** drives raised more than twice the food compared to groups that sponsored traditional in person collection food drives. Two (2) groups raised more than 10,000 pounds and nineteen (19) groups raised more than 2000 pounds (one ton) of food. These groups included a wide array of schools, companies, civic, religious and government organizations. 46% of them had not previously supported City Harvest with a food drive.

493 lbs Average raised by traditional drives

1148 lbs Average raised by #GiveHealthy drives



A total of 3404 people made a **#GiveHealthy** donation. Less than 1% were already listed in City Harvest's donor database. The other 99% are new individual donor relationships for City Harvest.

99% of #GiveHealthy donors are **new**

Number of Donors
3,404
valued at
\$103,000*

City Harvest #GiveHealthy Partnership | 2020 Overview

Donating food to food drives is one of the most popular forms of giving in the United States. The **#GiveHealthy Food Drive Platform** was developed to help food banks and pantries optimize their food drive support. **#GiveHealthy** is now used by many of these organizations across the country as a new way to engage existing groups that support them with food drives and to solicit new groups for food drive support. **#GiveHealthy** was developed by Amp Your Good, Inc., a company focused on driving social impact at scale via technology, marketing strategy and cross sector partnerships.



Ellen Granger,

*Manager, Donor Relations & Supply Chain Food Sourcing
New York; City Harvest*

#GiveHealthy has been an incredible partner to City Harvest over the past year. We were lucky enough to engage with them just prior to Covid-19 so already had everything in place once the pandemic disrupted our annual food drive initiatives. Thanks to #GiveHealthy our food drive donors have had more options for how to make their drives a success. The delivery logistics are seamless, the food quality excellent, and most importantly, I know our donors are being well taken care of when I refer them to Nora and the team.

Eric W.

*Our group was able to raise
3X more than we usually do.
And it was so easy!*

Lisa T.

*I love that this gives you the
option to give fresh fruit and
veggies!*