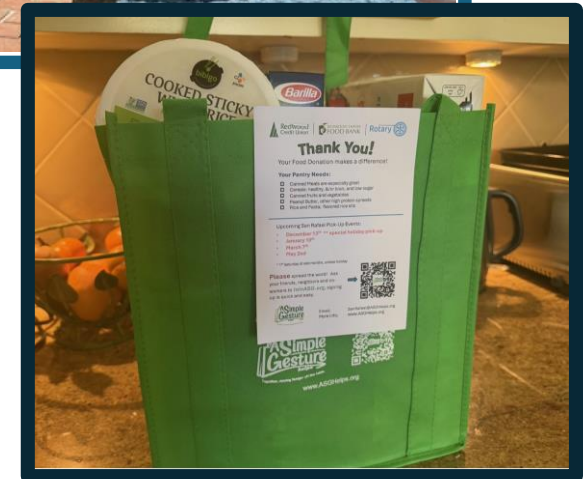
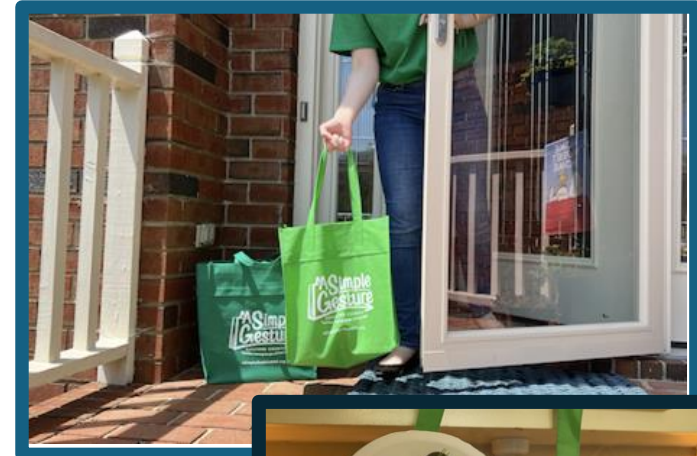




# It is as easy as 1-2-3

- 1 Fill any bag/box with shelf-stable pantry foods (non-breakable)
- 2 Put the bag on your doorstep on the next event date
- 3 We pick it up, leaving you a bright green reusable bag for next time. The bag has a Thank You and Needs List for your local food pantry



# Why It Matters: We are losing ground

- Most of us are “Food Secure”; we know we will have enough to eat.
- 13.5% of Americans are “Food Insecure”. And the problem is right here where we live. It's everywhere.
- Federal and State Funding has been cut, and further cuts are expected.

**1 in 3 single-mom families** struggle with food insecurity and hunger. Children need nutrition for a healthy start in life and their self-esteem.

**“When you are hungry, nothing else matters”**



# Why It Matters: Current solutions fall short

- **SB 1383, passed in 2016, fines grocery stores for food disposal. Why? To prevent methane gas emissions.**
- **Where does that food go?**
  - **To Food Banks and Pantries, over 200,000 tons in 2023.**
  - **70% of food waste is high sugar**

**People relying on this food are 2 times more likely to develop diabetes and other serious food related illness**

# WHAT SG DOES

- **RELIABLE SUPPLY:**

- Food Pick-ups on are a fixed schedule, Food Banks and Pantries can rely on that food to distribute to their community

- **GOOD FOOD:**

- We staple a “Needs List” to every bag, targeting the best food.
- Many pantries have reported they no longer need to buy food; SG provides enough



# The value of funding: SG's #1 Value

- Traditional giving; donate to Food Banks and Pantries
  - \$1000 will buy \$2000-\$3000 of food at retail value. ~ 800 meals
  - Once it has been consumed, the value is gone, waiting for another donation
  - Endless cycle
- Another way:
  - Build a “Food Machine”; make something that keeps on giving.
  - \$1000 will bring in 65 donor
    - 6552 lbs of food per year, valued at \$14,400
    - It repeats for an average of 5 years: \$72,000.

**29,000 meals**

# THANK YOU!

We are delighted you left a bag for us to pick up! You are making a difference and helping your community thrive!

## The Next Pick Up Date Is:

Saturday, June 6

Saturday, July 11

Saturday, August 1

Saturday, September 12

Saturday, October 3

Please have your bag out front before 9:00 am

We are in a critical need. Please share this with anyone you know that would like to participate in this program. Your donations make a difference one can at a time. Scan the QR code with your cell phone's camera to sign up for Simple Gesture.



[www.JoinSG.org](http://www.JoinSG.org)

# Sorry We Missed You!

We came by today to pick up a bag of shelf stable foods to take to the Food Pantry. You can still participate!

## The Next Pick Up Date Is:

June 6, July 11, August 1, September 12

Please have your bag out front before 9:00 am

We are in a critical need. Please share this with anyone you know that would like to participate in this program. Your donations make a difference one can at a time. Scan the QR code with your cell phone's camera to sign up for A Simple Gesture or to make a donation today.

Kelseyville



Clearlake/Lower Lake



Lakeport



North Shore



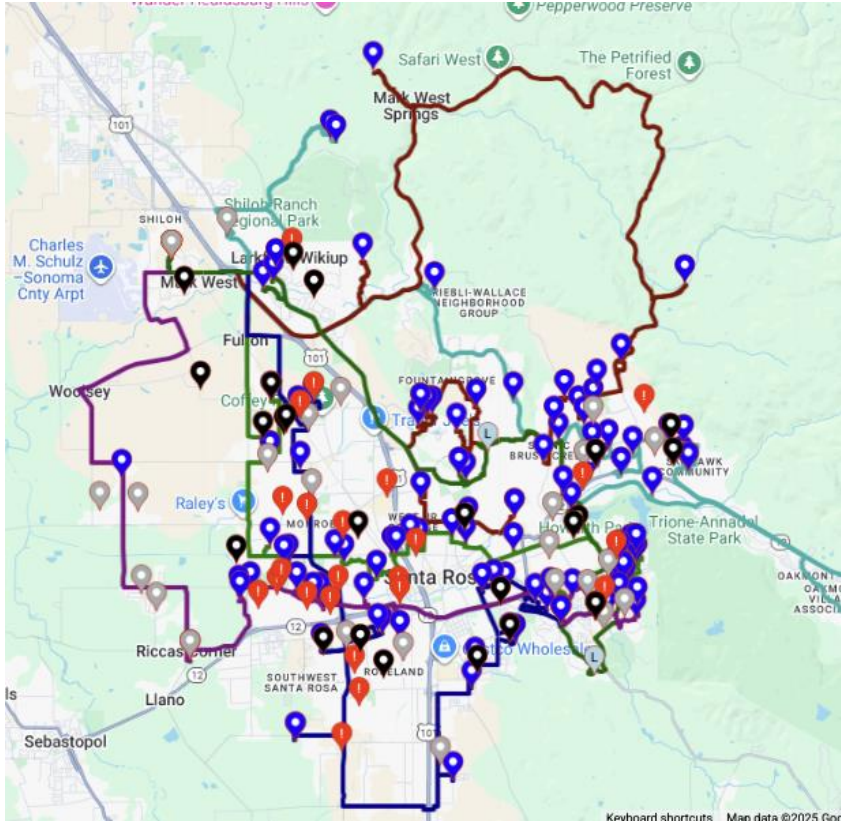
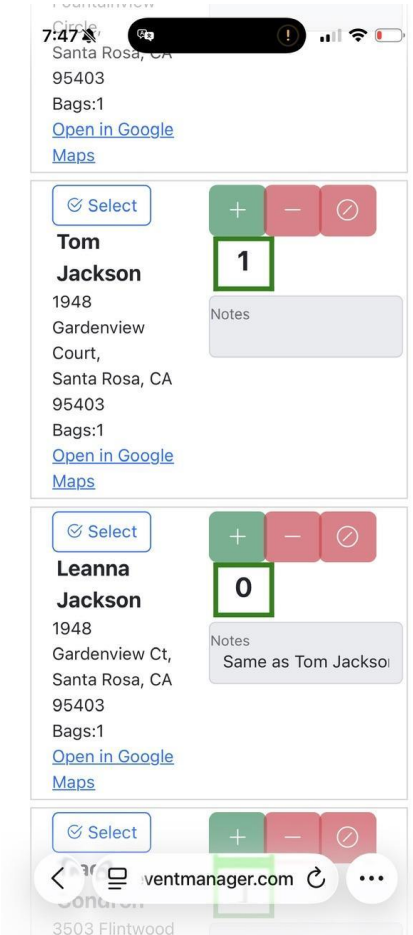
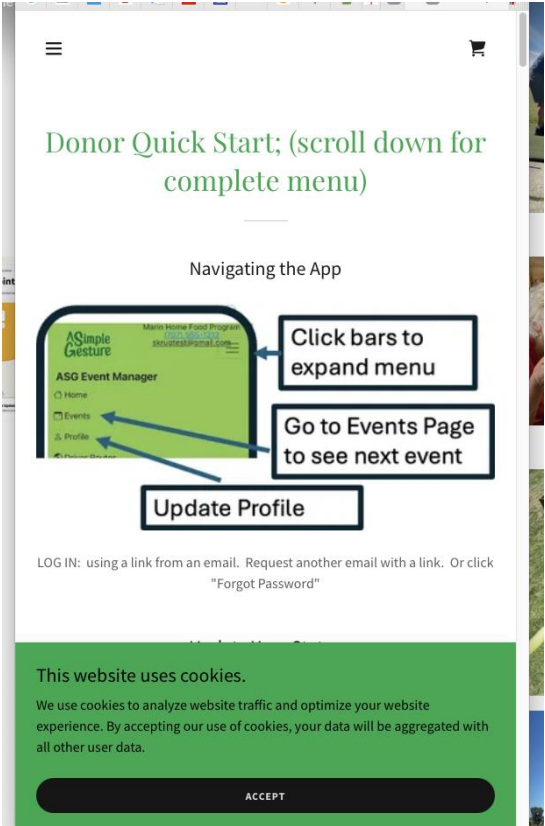
South Lake County



[www.JoinSG.org](http://www.JoinSG.org)



# SG Web App



## LAKE COUNTY

	# of Donors
Lakeport	87
Kelseyville	52
Northshore	34
Clearlake	38
South Lake County	23
Total	234

# RUNNING A CHAPTER

- No cost to chapter, other than financing donor development
  - Redwood Credit Union provides bags, financial support to SG
- Strategy/Leadership
- Driver Selection and support
- Donor Development

# How to Grow the Program

- Lake County has ~ 234 Active Donors
- 26,940 Households in the area = .8% participation.
- Target participation is 8% = 2,155 donors
  - 362,040 lbs. of food per year; value of \$796,488
- We need more publicity to increase the donor base.



# METHODS TO GROW

- #1: Green Apron Project
- #2: Social Media
- #3: Table Top's
- #4: Neighborhood Canvassing
- #5: Community Circles

