



COMMUNITY FEEDING PROGRAMS

OFF THE GRID 2020



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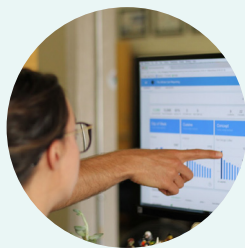
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OFF THE GRID COMMUNITY FEEDING PROGRAMS

OUR MISSION



Enable local food communities to thrive through connectivity



Honor diverse viewpoints to drive innovation



Empower communities by unlocking connections to local growth



Build tools that facilitate transparency, iteration, and scale



2020 has taught us that while some major challenges may be predictable, others will be hard to anticipate. This year has especially called attention to a lack of organizations—both government run and non-governmental—that are prepared to respond quickly with turnkey solutions for emergency relief food programs. A well-organized food relief program needs to simultaneously support impacted or at-risk populations with healthy, diverse food options, while leveraging local resources and provides benefits to the local small business economy—without compromise.

Off the Grid's feeding programs encompass an inclusive relief platform created to support communities in need *and* lift up small, local business economies.

Our recent experience with creating and executing food relief programs in the San Francisco Bay Area—including funding discovery, program design, participant acquisition, intake, communication, local food partner (Creators) curation, contract management, food delivery logistics, financial tracking and more—uniquely positions us to offer a turnkey solution for emergency food relief in an expanded number of communities.

“It was very worrying to see a whole revenue line just trickle down to zero during the COVID-19 pandemic. Off the Grid is helping us to keep feeding large groups of people, which basically bridges the gap of the corporate catering income and allows us to keep our doors open.”

ANAMIKA KHANNA, OWNER OF KASA INDIAN EATERY, SAN FRANCISCO

PROGRAM DESIGN

Off The Grid's feeding programs are custom designed for each agency or organization. We carefully consider and assess the need, budget and demographics of the affected populations and craft a plan that best suits that unique community's needs. Here's a quick look at our process.



2. IDENTIFY LOCATION & DEMOGRAPHIC SPECIFICS

Program design includes doing a deep dive into the specifics of the affected demographics and outlining their particular cultural and dietary needs. For instance, populations with large Hispanic and Vietnamese communities will benefit from onboarding mostly Hispanic and Vietnamese restaurants. Demographics are also used to develop targeted marketing and communications materials by noting appropriate languages and cultural norms.



1. OUTLINE PROGRAM NEEDS

Some communities need full-stack support—including marketing, food logistics and delivery coordination—while others can benefit from piecemeal services. Some initial questions we consider when crafting the program include: Which are the most impacted neighborhoods? How many meals are needed for the week? How many deliveries needs to be conducted? How can we accomplish our goal within a specific budget?



3. SET OPERATIONAL TIMELINES

From intake information for restaurants to routes for couriers, all operational timelines are outlined to ensure a smooth process. Things we consider when setting timelines include cancellations, building in the ability to pivot quickly, and the time it takes from participant sign-up to receiving their first meal.

PARTICIPANT ACQUISITION

INTEGRATED TARGETED MARKETING

Identifying the meeting point can be a challenge in itself—with valuable time lost in the process. Off the Grid’s communications strategy includes using a deep knowledge of the affected communities to create a targeted participant acquisition program through integrated marketing by leveraging online channels such as digital advertising and offline channel such as radio, TV and PR. Off the Grid will translate all marketing collateral in multiple language to reach the most amount of people as possible with opportunities to provide collateral in multiple languages.



REDUCE RESOURCE CONSTRAINTS

Stakeholders typically get put on a food program taskforce or are working on multiple food relief programs simultaneously. This leads to conflicting projects, resulting in lost momentum after the initial start. Our dedicated team ensures that each program is launched, optimized and maintained for maximum results.

INSIGHTFUL REPORTING

Understanding what marketing channels are driving the highest participation rates can be extremely complicated to do on a regular basis. However, it’s critical to the success of the program. We’re able to provide insights into who’s signing up, identify the most impacted areas, and turn on and off marketing channels to target these individuals effectively.

COMMUNICATION WITH CITY INFLUENCERS

Council members, local schools, and other government organizations often work in silos. With our targeted outreach, we are able to connect all the necessary stakeholders and provide tools for outreach.

TIMING & EFFICIENCY

Rollout can often lag. We’re able to launch and scale programs quickly to ensure that funds are used during the program’s allotted time frame.



LOCAL RESTAURANT ACQUISITION

CURATION & QUALIFICATION

To ensure a successful food relief program you need to curate and onboard the right local food business partners—considering time, budget and facility constraints. Additionally, understanding what food will meet the diversified needs of its local demographics will make the greatest impact for its participants.

RESTAURANT ONBOARDING

Thanks to our 10 years of experience in the mobile food industry, we are able to quickly identify and onboard a collective of small business owners who are well-suited to support food relief programs. We also ensure our participating restaurants and food Creators have all required safety and health permits.

DIVERSE & LOCALLY SOURCED FOOD

We prioritize quality and freshness of ingredients, high health and safety standards, and diversity in business owners and cuisines. We can also accommodate dietary restrictions when choosing which food Creators to partner with.



ORDERS & SCHEDULING

Effective and clear communication is the crucial element to managing a successful food relief program. We're able to capture participants' food preferences and dietary needs to ensure we are providing meals that are well received and impactful.

ORDER INTAKE

We select communication tools that people are the most familiar with — typically a combination of email, phone and text messages — instructions and guidelines can then be translated into the top 3 languages spoken within the targeted population.

ORDER MANAGEMENT

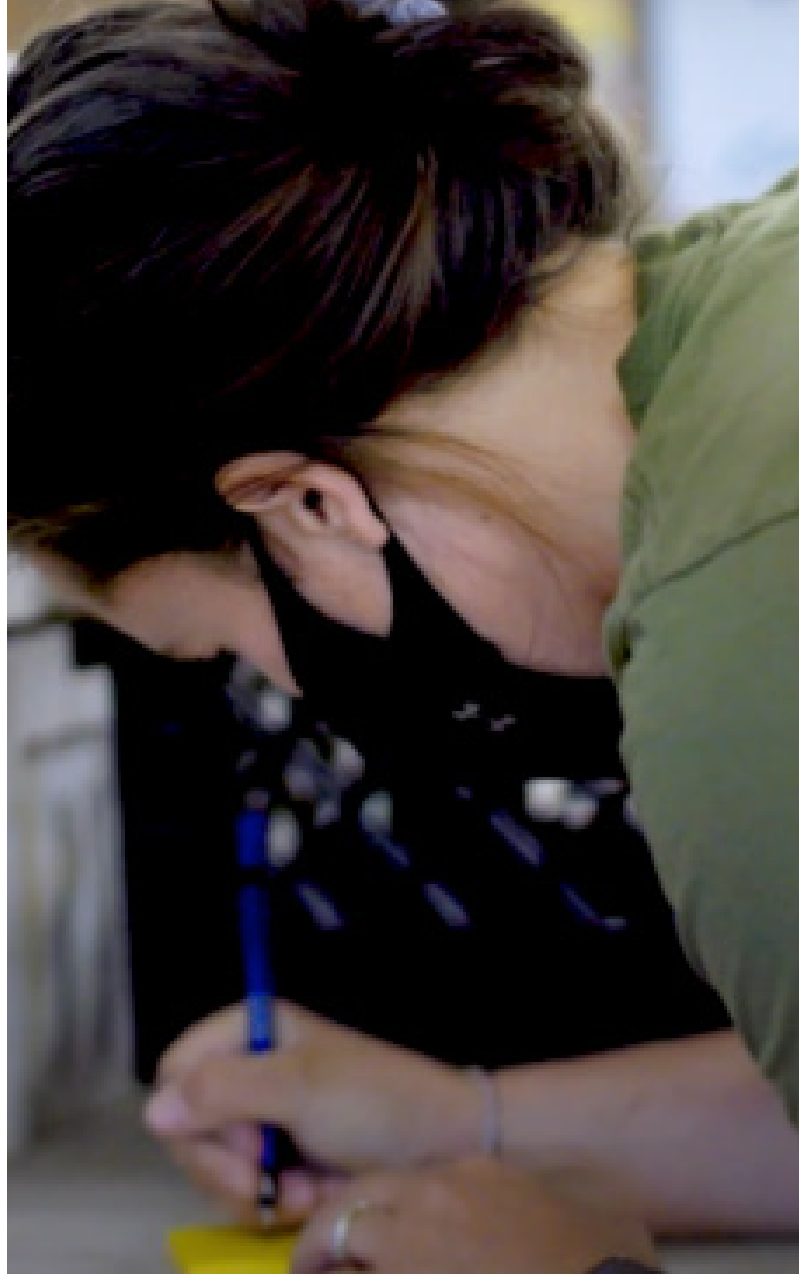
Through our platform, track participant's cuisine preferences and dietary needs and allergen to ensure that people get the meals they would typically eat. We pair those needs with our respective restaurants and food Creators.

SCHEDULING

Another critically important factor is the ability to optimize participants' delivery schedules and stay in tune with food Creators' production and food safety standards. This allows for the freshest produce and food possible, while minimizing food waste.

RESTAURANT ORDERING

To ensure participants don't get meal fatigue, we schedule orders with a diverse and large pool of local restaurants and food Creators.



“When we started with Off the Grid, it was basically a game changer... not only does it help us financially but I think it's the most confident I have been in years.”

**ESKENDER ASEGED,
OWNER OF RADIO AFRICA KITCHEN,
SAN FRANCISCO**



ORDER MANAGEMENT & DELIVERY ROUTING

Flexibility in our model is the winning factor on the delivery side. We leverage local courier businesses and partners to conduct direct delivery to the participant. Our programs are agile and adaptable to existing city structures and needs.

Efficient and effective delivery service needs to factor in a combination of minimal environmental impact, optimized routing (minimizing time and distance between food production spots and participants' homes), and the safety of drivers and program participants.



DELIVERY & CUSTOMER SERVICE

In this unprecedented time marked by Covid-19, we have implemented new operation procedures to ensure safety for our couriers and participants. We've developed delivery protocols for all of our courier partners to include wearing the personal protective equipment, such as masks and gloves and conducting contactless deliveries where applicable.

Additionally, each program has a dedicated hotline managed Monday through Friday from 9am-5pm, and anytime deliveries are being conducted. Our hotlines are organized by location and program. Each program has a dedicated customer service representative





PROGRAM REPORTING & INTELLIGENCE

How many participants are eligible? What's the eligibility rate of our recruiting campaign? How many meals have been delivered? How can we measure a program's impact at any given time, while increasing our impact every day?

At all stages of the program, we are building databases and selecting the right KPIs to identify what's working well. For example what regions are seeing the most signups, what marketing channels are producing the most signups. If we discover low open rates within our email communications, we may switch to SMS. If we find that there are, on average, multiple eligible participants per household within the community we're serving, we will launch new communication channels to sign up multiple people per household and increase overall program impact with weekly reporting to stakeholders everyone stays informed on program performance throughout its duration.

Our program reporting and intelligence provides proactive tracking and forecasting to ensure the program is optimized to meet its participant and budget goals.

CONTRACTING, MUNICIPAL BILLING & PAYMENT PROCESSING

Off the Grid is a longstanding, diversified and sustainable business, with experience in running and operating multiple community feeding programs across the Bay Area. As a result, we are typically able to provide up to 30 operational days of working capital in order to start-up and operate programs.

We are committed to paying our 3rd party food Creators quickly to support and stimulate small businesses in local communities. We pay Creators and other partners within 14 days of service., with payment totals up to \$250,000 per week depending on the program size, while at the same time offering up to 30 day billing terms to our stakeholders.



SAN JOSE COVID FOOD RELIEF PROGRAM



CASE STUDY | END-TO-END FEEDING SOLUTION

San José's diverse community was hard hit by the Covid-19 outbreak, as unemployment rapidly increased to over 7% from 2.3% the year prior. To encourage compliance with shelter-in-place orders, the City partnered with Off the Grid to provide grocery and meal deliveries to residents who were financially burdened by the pandemic or considered at high risk of serious illness from Covid-19.

THE CHALLENGE

Execute an efficient, flexible program designed to be cost-effective for the City of San José, adaptable to changing conditions and policies, and economically rewarding for local San José businesses.

THE SOLUTION

Off the Grid used experienced internal talent to create a robust, integrated program that included pre-launch, on-going and post-program activities. The result: 14,464 meals and 10,581 grocery boxes delivered in the first four weeks after launch.

PROGRAM STATS



MEALS DELIVERED: 🍽️ 14,464

GROCERY BOXES DELIVERED: 🛒 10,581

OF PARTICIPANTS: 👤 5,700

WEEKLY MEALS: 🍽️ 157 ADULTS / 61 CHILDREN

WEEKLY GROCERY BOXES: 🛒 4,900

OF RESTAURANTS / CREATORS: 🍴 18

OF GROCERY PARTNERS: 🛒 3

PROGRAM TIMELINE



PRELAUNCH

- Source and onboard local delivery, restaurant and farm partners
- Develop application system for participants
- Create acquisition content (webpages, digital ads, videos, press releases, flyers)
- Translate marketing materials into multiple languages
- Create step-by-step operational plan for both meal and grocery programs
- Set up customer success assets (hotline, emails, customer success reps)

ON-GOING

- Promote program through online and offline integrated marketing
- Participant intake and daily qualification processing
- Provide customer support in multiple languages
- Grocery operations (ordering from multiple farms, packing, sorting, storage)
- Delivery operations (courier management, routing, delivery tracking and fulfillment)
- Participant record reporting
- Meal and grocery preparation management
- Grocery and meal delivery

POST PROGRAM

- Reporting and impact data
- Program debrief and recommendations for distribution
- Post program case study content for distribution (press release, email, social media, blog post, case study)

“The San José Covid Food Relief Program is one of the channels we created to get food into the homes of those that need it. Working with Off the Grid and their partner Veggielution has been a success. They were able to quickly launch the program, register thousands and begin delivering the needed meals and groceries directly to the homes of those who need them most. We are incredibly proud of this partnership with Off the Grid as they help us meet the needs during this unprecedented crisis.”

DOLAN BECKEL,
DIRECTOR, EMERGENCY OPERATIONS
CENTER FOOD AND NECESSITIES
BRANCH, CITY OF SAN JOSÉ



GREAT PLATES DELIVERED SAN FRANCISCO

CASE STUDY | MEAL DELIVERY



With Covid-19 spreading quickly throughout the San Francisco Bay Area, residents—especially seniors—were encouraged to shelter in place. As a result, many lost access to basic necessities. Through the Great Plates Delivered emergency funding, the City of San Francisco partnered with Off the Grid to manage and execute a local feeding program to give seniors in need up to three restaurant meals per day. For local food businesses, it was an opportunity to acquire much-needed revenue.

THE CHALLENGE

Create a program that enables local businesses to receive much-needed revenue during a time of great uncertainty, while operationalizing a growing customer-focused experience.

THE SOLUTION

Off the Grid created a food relief program with the ability to scale quickly, while leveraging the capabilities of local food Creators and restaurants.

“Thank you to everyone who has been working hard to keep us well. I hope everyone there has an angel watching out for them. Major kudos to Radio Africa Kitchen! I felt like a queen while eating their delicious food. Steak and salmon! My taste buds were in heaven. And the crunch of the vegetables!! I had to pinch myself. Thank you again.”

CHERYL, GREAT PLATES PARTICIPANT

PROGRAM TIMELINE



PRELAUNCH

- Source and onboard local restaurants & courier partners
- Meal Ordering & Coordinating: Restaurant scheduling, managing and confirming meal preparation, meeting dietary needs and adhering to packaging guidelines

ON-GOING

- Courier Logistics: Route planning & mapping for couriers
- Delivery to Participants: Drivers pick up restaurant meals and deliver directly to participants
- Customer Support: Acting as a feedback liaison between customer and government stakeholders
- Program Management: Managing cancellations, program changes, feedback on meals, and delivery issues

POST PROGRAM

- Support programming with additional marketing and press coverage

PROGRAM STATS



MEALS DELIVERED:  509,193

FOOD-INSECURE INDIVIDUALS SERVED:  1,203

OF RESTAURANTS / CREATORS:  45



SAN FRANCISCO DEPARTMENT OF EMERGENCY MANAGEMENT FEEDING UNIT

CASE STUDY | MULTI-DAY PREPARED MEAL DELIVERY PACKAGES

As Covid-19 continued to sweep through San Francisco aggressively in April 2020, Off the Grid partnered with the City of San Francisco's Department of Emergency Management to form a program that would provide much-needed support for COVID-affected, food insecure individuals and families.

THE CHALLENGE

For those struggling to afford food and other basic needs before the pandemic, Covid-19 presented even larger obstacles to overcome. Many were no longer able to work due to the shelter-in-place order. If they became ill, they had to isolate, limiting their ability to access food.

THE SOLUTION

Create a program that provides meal packages for low-income individuals and their families, as well as elderly residents quarantining at home, in single room occupancy or hotels with no access to cooking facilities. The program supported hundreds of isolated individuals, while also engaging Off the Grid's network of third-party mobile food vendors and restaurants whose businesses were suffering.

“Participating in this program not only provides us some financial assistance, but also the ability to provide a little comfort and care for those in our community who are especially hurting.”

KRISTEN BRILLANTES,
CO-FOUNDER & CEO OF THE SARAP SHOP

PROGRAM TIMELINE



PRELAUNCH

- Source and onboard local delivery and restaurant partners
- Create a scalable delivery process, staffed by Off the Grid

DURING

- Meal operations (ordering from multiple restaurants, packing, sorting, storage)
- Delivery operations (routing, delivery tracking and contactless delivery fulfillment)
- Optimization of cuisine types and meal counts based on demographics of participants and dietary restrictions
- Daily customer support via phone hotline
- Participant record reporting and retention

POST PROGRAM

- Creation of program case study
- Post program recap to stakeholders

PROGRAM STATS



MEALS DELIVERED: 22,785

FOOD-INSECURE INDIVIDUALS SERVED: 275

OF RESTAURANTS / CREATORS: 42



2020 CALIFORNIA WILDFIRE RELIEF

CASE STUDY | PREPARED MEAL DELIVERY

August 2020 saw California's worst fire season on record, leaving many communities in need of support. As wildfires in the Bay Area—particularly the farming communities near the Santa Cruz Mountains and San Mateo County—continued to evolve, a specific need to save produce from affected farms became increasingly apparent. To meet this need, we created the Farmers for Fire Relief program.

THE CHALLENGE

Organize a unique consortium of partners—including Fresh Approach, Growing the Table, and The Salvation Army—to build a new supply chain that transforms ripe seasonal produce from local farms into prepared food, and bridge the gap between the agriculture community and families impacted by the fires.

THE SOLUTION

Through extensive social media postings, emails to our database, press coverage and word of mouth, Off the Grid raised \$72,000 in a month and a half through crowdsourced funding. In addition to activating our mobile food network, we collaborated with local food suppliers who had wholesome, fresh food available and nowhere to send it. Our talented network of Creators used these suppliers' fresh produce to prepare and deliver healthy, delicious meals to hundreds of evacuated families dispersed throughout various Bay Area hotels.

“Thank you again, so SO much! This was such a blessing for our small business, as well as a huge blessing for our communities.”

ROB JAMES, CORVUS FARMS



PROGRAM TIMELINE



PRELAUNCH

- Connect with local non-profits to access need
- Create a funding campaign using the Gofundme platform
- Create acquisition content (social media graphics, press releases, blog posts, and email communications to Off the Grid's database)
- Source and onboard local restaurant and farm partners who have delivery capabilities
- Create step-by-step operational plan for meals

DURING

- Daily promotion of program through Off the Grid's social media platforms
- Intake of additional evacuee centers and their needs
- Delivery logistics with local restaurants (routing, delivery tracking and fulfillment)
- Meal preparation management, including allergies and dietary restrictions
- Source and onboard local restaurant and farm partners
- Track delivery of local produce to partner kitchens
- Process payments to restaurants

POST PROGRAM

- Program reporting and impact data sharing with donors and partner organizations
- Post program case study for distribution

PROGRAM STATS



SANTA CRUZ COUNTY: 🍱 4,768

BUTTE COUNTY: 🍱 14,000

FRESNO/TULARE COUNTIES: 🍱 7,345

NAPA COUNTY: 🍱 19,300

TOTAL MEALS SERVED: 🍱 33,213

COMMUNITY SOLUTIONS EMS PRODUCT OFFERING

Whether you need need full-stack support—including marketing, food logistics and delivery coordination—or piecemeal services for your food program, contact us to learn more about how we can help.

PROGRAM DESIGN

TARGETED
DIGITAL
MARKETING
AND
CLIENT
ACQUISITION

ORDER
INTAKE AND
PROCESSING

SCHEDULING
AND
RESTAURANT
ORDERING

ORDER
MANAGEMENT
& DELIVERY
ROUTING

DELIVERY
TO GUEST

GUEST
CUSTOMER
SERVICE
& ISSUE
RESOLUTION

MUNICIPAL
REPORTING
ON PROGRAM
STATS

LOCAL RESTAURANT ACQUISITION & QUALIFICATION

CONTRACTING, MUNICIPAL BILLING, PAYMENTS
TO RESTAURANTS & DELIVERY COMPANIES



HOW TO WORK WITH US

Whether you're responsible for an existing food relief program or you're looking to design one, Off the Grid can assist you with any part of your program—including funding discovery, restaurant curation and management, participant acquisition and intake, order fulfillment, delivery, customer support, municipal reporting, contracting, billing, and more.

Are you a local restaurant or food truck business looking to partner with Off the Grid and its emergency food relief programs, or are you interested in partnering with us on produce or grocery curation?

CONTACT US >

offthegrid.com/relief-signup/



ADDITIONAL RESOURCES

VIDEOS

2020 CALIFORNIA WILDFIRE RELIEF

[Long form Relief Efforts Video](#)

[Short form Relief Efforts Video](#)

[Farmers for Fire Relief Video](#)

SAN JOSE COVID FOOD RELIEF PROGRAM

[What's in the San Jose COVID Food Relief Box?](#)

BLOG POSTS

2020 CALIFORNIA WILDFIRE RELIEF

[Off the Grid's Emergency Relief Efforts](#)

[The Extraordinary Resilience and Solidarity of Bay Area Communities](#)

[Relief Liaison: Off the Grid's Newest Role in Community Support](#)

[How You're Helping Local Bay Area Communities](#)

[Farmers for Fire Relief](#)

[Off the Grid Northern California Fire Relief Fund](#)

OFF THE GRID COMMUNITY SUPPORT

[Coming Together as a Community to Support Grocery Store Employees](#)

GREAT PLATES DELIVERED SF

[Great Plates Delivered SF: Supporting the Local Community](#)

[Partnering with the City of San Francisco to Feed the Vulnerable](#)

SAN JOSE COVID FOOD RELIEF PROGRAM

[San Jose Covid Food Relief Program](#)

PRESS COVERAGE

2020 CALIFORNIA WILDFIRE RELIEF

[Off the Grid Raising Funds for California Fire Relief Meals](#)

[Bay Area Farms Scramble to Save Summer Harvest After Wildfires Singe Critical Infrastructure](#)

OFF THE GRID COMMUNITY SUPPORT

[Off the Grid Continues to Organize Free Meals for Grocery Store Workers on the Frontlines of the Covid-19 Pandemic](#)

[Off The Grid Gives Free Meals to Grocery-Store Workers](#)

GREAT PLATES DELIVERED SF

[Free Meals Program for Seniors Extended to Mid-August as City Begins New Outreach in Black and Latinx Communities](#)

SAN JOSE COVID FOOD RELIEF PROGRAM

[SJ: Food Relief Program Provides Groceries To Those Affected By Covid-19](#)

[San Jose Food Relief Program Provides Groceries To Those Affected By Covid-19](#)

[San Jose Partners with Off the Grid, Veggielution to Feed People Impacted by Covid-19](#)

[San Jose Covid Food Relief KTVU](#)

[San Jose Covid Food Relief KTVU 10.22.20](#)

[San Jose Covid Food Relief Univision](#)

EXAMPLES

[Client Acquisition Marketing Examples](#)