

This year's Spring Lunch will help **#FillOurPantryShelves** in the form of a Virtual Food Drive to help WSCAH meet the increased demand for healthy food and feed more New Yorkers in need.

The drive launches on April 23, for one week and will support 1 month of food purchases.

What is a virtual food drive?

This unique platform allows donors to directly purchase healthy food items that WSCAH needs like a bag of rice or canned proteins for our customers.

What is our goal?

Our goal is to **#FillOurPantryShelves** with an **extra 50,000 lbs of food** to help our communities who need access to healthy food, including those who are newly facing food insecurity as a result of COVID-19, now more than ever.

How can you support?

Help amplify our message to your networks and follow our calendar and tools provided in this document. We have examples and ideas you can use for every day of this campaign. Support us today and be a part of shaping the solutions to make sure our city and all its people are healthy, safe, and food secure.



TENTH ANNUAL FILL OUR PANTRY SHELVES SPRING LUNCHEON



How You Can Help Us

#FillOurPantryShelves Each Day

April 23: Today is our kickoff! Please send an email to your network (attached), and post the video on your social media networks. Challenge your friends to forward/repost the video.

April 24: Choose a picture + sample language to post about our Virtual Food Drive on Facebook and ask 10 friends to repost. Feel free to customize!

April 25: Post a picture that shows WSCAH staff hard at work and our Virtual Food Drive campaign picture on Instagram and ask 10 people to regram.

April 26: Post to Next Door! Ask 3 friends to join and post as well.

April 27: Share a personal story you have about WSCAH, or why this drive is important to you, on your favorite channel (Instagram, Facebook, TikTok, Snapchat, email, text, phone a friend). Make sure to use our links + hashtags as appropriate.

April 28: Send another all network email, encouraging people to donate and share the message forward.

April 29: Post about our Virtual Food Drive on Instagram. Use a personal photo if you can or one of ours.

April 30: Help us finish strong! Send a final boost to your community through a post on Facebook.



Communication Tools

Please be sure to tag WSCAH in your posts

Facebook (@WSCAH)

1. Help WSCAH fill their pantry shelves to help feed our hungry neighbors, friends, and families. From April 23-30, you can purchase foods via their #FillOurPantryShelves Virtual Food Drive that will get delivered straight to their pantry and safely distributed to New Yorkers who need it. Click here to donate:

<https://tinyurl.com/wscahvirtualfooddrive>

2. New Yorkers NEED our help - contribute to WSCAH's #FillOurPantryShelves Virtual Food Drive. By purchasing a bag of rice or a few cans of beans, you can help us reach our goal of stocking our shelves with 50,000 lbs of healthy food by April 30. Click here:

<https://tinyurl.com/wscahvirtualfooddrive>

Instagram (@wscah_)

1. Support @wscah_ #FillOurPantryShelves Virtual Food Drive and help deliver 50,000 pounds of food to New York families in need. The drive is open until 4/30. Click here:

<https://tinyurl.com/wscahvirtualfooddrive>

2. Help @wscah_ ensure all New Yorkers have access to healthy food! Join their #FillOurPantryShelves Virtual Food Drive and purchase foods to help reach their goal of 50,000 lbs of food delivered safely to those who need it. Click here:

<https://tinyurl.com/wscahvirtualfooddrive>

Next Door

Instructions: Go to Next-door.com or download the app. Next Door is an online community, geographically tied to where you live.

Post: Help your fellow New Yorkers in need by contributing to West Side Campaign Against Hunger's #FillOurPantryShelves Virtual Food Drive. By purchasing a bag of rice or a few cans of beans, you can help us reach our goal of stocking our shelves with 50,000 lbs of healthy food by April 30. Find out how here:

<https://tinyurl.com/wscahvirtualfooddrive>



**TENTH ANNUAL
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SPRING LUNCHEON**

Our deepest thanks, to everyone who has supported this event.

Steering Committee

Claire Abenante
Ellen Cohen
Anna Fisch
Wendy Halperin
Eniko Horvath
Patty Nasey
Nancy Solomon
Karen Sonet-Rosenthal
Pam Sprayregan
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**TENTH ANNUAL
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SPRING LUNCHEON**

**Pantry Underwriter
Donations of \$10,000+**

Carter Bays

**Food Security Leaders
Donations of \$5,000+**

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Brian Smith
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Arlyn Apollo
Judith B. Bass and
Jack Levy
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Amy and Steve Lipin
Patty Nasey
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**Pantry Sponsors
Donations of \$2,500+**

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**Hunger Advocates
Donations of \$1,000+**

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Cynthia Roney
Beth Rubin and
Mitchell Hofing
Donna and Steven
Schragis
Natalie Silverstein
Terri Weigel

**Pantry Providers
Donations of \$500+**

Laila Al-Askari
Susan Anderson
Linda Fentiman
Anna Fisch
Bonnie Greaves
Isabel Sloane
Pam Sprayregan
Jessica Weber

Mission

West Side Campaign Against Hunger alleviates hunger by *ensuring that all New Yorkers have access with dignity to a choice of healthy food* and supportive services.

West Side Campaign Against Hunger (WSCAH) is one of the largest and most successful food pantries in New York City. We provide emergency food assistance to people who struggle to meet the food needs of themselves and their families. We offer people fresh fruit, fresh vegetables, whole grains, protein, and dairy in our supermarket-style pantry, where customers choose the food that is best for them and their individual health, thus serving our community with dignity. This year WSCAH will distribute over 1.6 million pounds of food for more than 12,000 families.

WSCAH's **Social Service counselors** connect customers to **essential resources and benefits**. Last year, almost 4,000 families were connected to food stamps, health insurance, job training, employment, housing and utility support, child care, and much more. Our **Culinary Pathways Program - a culinary training and workforce development program** provides training and education to help our students obtain jobs in foodservice, thereby improving the lives of their families and communities. Our **Mobile Market directly addresses food insecurity** by traveling into high-need, hard to access neighborhoods, creating a farmers-market environment and reducing the stigmas associated with visiting a traditional food pantry.

For **more information** to become involved with the Virtual Food Drive email afoster@wscah.org or call 212-362-3662 x120

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DIGNITY. COMMUNITY. CHOICE.