



FOOD IS MEDICINE™
— COALITION —

Fundraising

Food is Medicine Accelerator

March 16, 2023

Presenters

- Stephen Covello, Chief Philanthropy Officer,
God's Love We Deliver
- Tim Leahy, Chief Development Officer,
Community Servings



GOD'S LOVE
WE DELIVER®



COMMUNITY
SERVINGS
FOOD HEALS

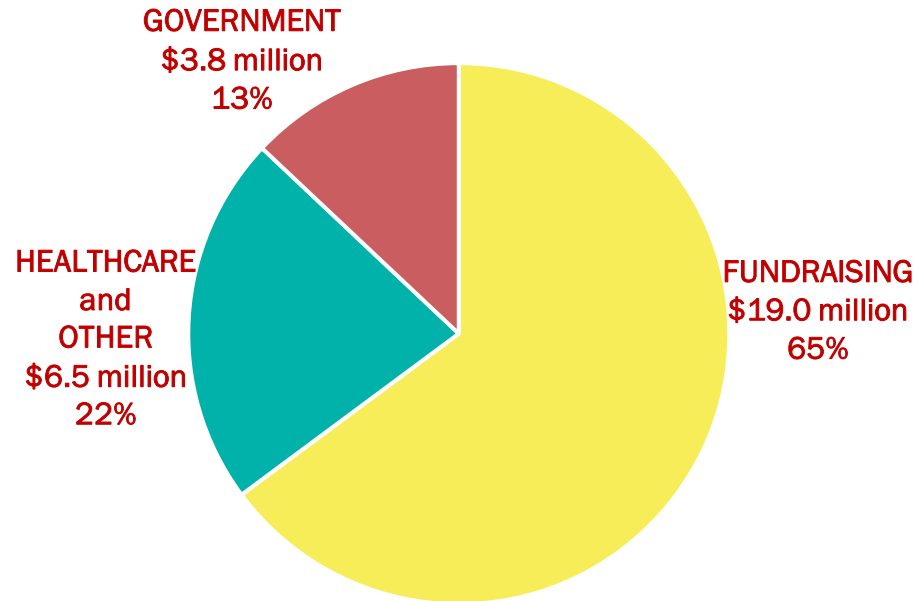
Agenda

- Fundraising---Stephen
- Marketing---Tim
- Success Stories---Stephen and Tim

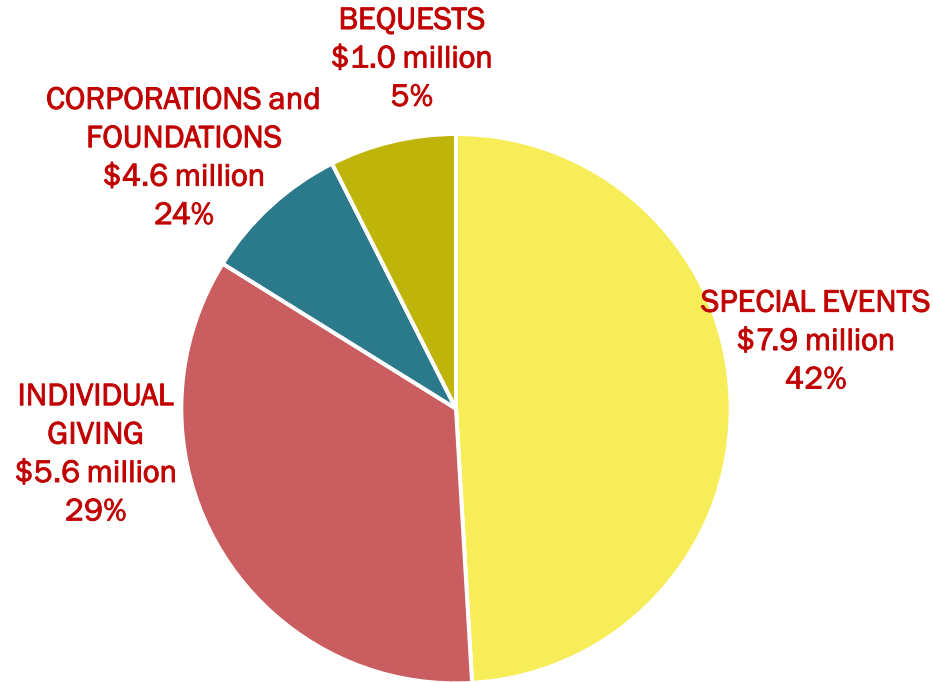
Fundraising

Stephen Covello, Chief Philanthropy Officer, God's Love We Deliver

God's Love We Deliver fiscal 2023 budget - \$29.3 million



God's Love We Deliver fundraising by source - \$19.0 million



Fundraising

2022 Theme – A Year of Gratitude...and Results

2023 and Beyond Theme – Nourishing New York

- Year-long brand narratives and activation programs
- Donor retention a top priority
- Storytelling key

Fundraising

Special Events

- Five signature events
 - Two at lower price points and family friendly: The Race to Deliver (\$34) and New York City Wine & Food Festival (\$25 - \$500)
 - One at medium price point: Midsummer Night Drinks (\$500+)
 - One at high price point: Golden Heart gala (\$2,500+)
 - New event at medium-to-high price point: God's Love Open (GLO) (\$1k - \$500k)
 - One mixed: Love Rocks concert (\$150 - \$1M)
- Many third-party events (Ride for Love is in its 11th year)
- Events key part of fundraising strategy: feeder for major donors, corporate and foundation gifts

Fundraising

The Volunteer Department and fundraising?

- Reports into the Chief Philanthropy Officer
- 5-person team responsible for 17,000 annual volunteers (pre-Covid)
- 500+ corporate volunteer groups annually
- Why fundraising + development?

Finance

Healthcare Plan Revenue

- Insurance plans are effectively pass-throughs for Medicaid payments so be prepared for 1-2 months to get paid. You'll need to fundraise to cover the lag period as well as for claims that are rejected.
- God's Love submits electronically and recommends other FIMC members do the same. Healthcare plans require detail and meticulous record keeping--be prepared!
- We highly recommend submitting claims electronically via a clearinghouse or directly to the payor--God's Love uses EZClaims.

Marketing

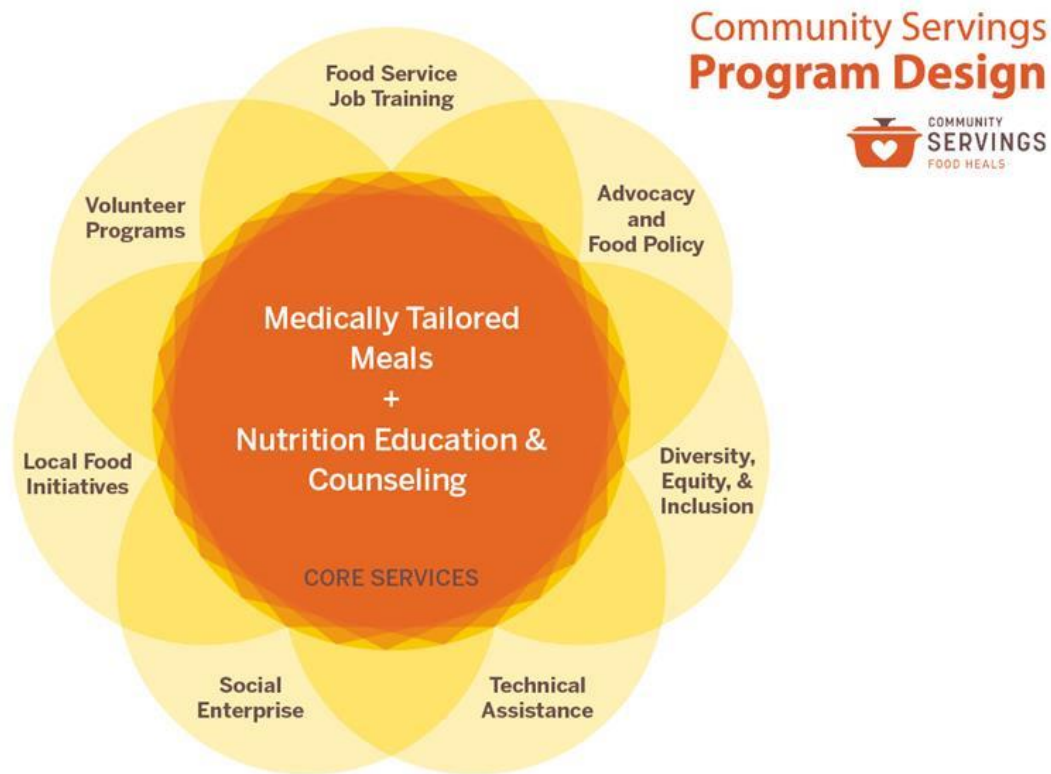
Tim Leahy, Community Servings

Story Telling

Laying the groundwork

- Agency history and founding
- Transformation over time to meet the needs of your community
- What makes your program impactful (scratch made, MTM, Chef created, Dietitian approved)
- Client stories
- Research results, MTM impact
- Annual events that are tied to food events (*LifeSavor* and *Pie in the Sky*)

MTM and Your Mission



Who We Serve

Important to share your facts and figures

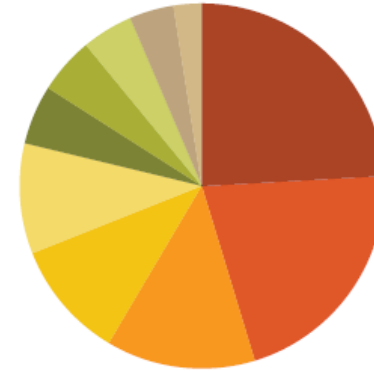
- 93% of clients living under 200% of the Federal Poverty Level
- 14% are experiencing homelessness
- 9.8% are under the age of 18
- 68% are over the age of 45

*The Federal Poverty Level is \$27,180 for an individual, \$36,620 for a household of 2, and \$55,500 for a household of 4

*Other Illnesses include GI Disease, Joint Replacement Surgery, High Risk Pregnancy, Lupus, MS, Hepatitis C and others

** Unknown diagnosis of 13% exists due to missing data caused by external integration challenges which are currently being addressed

Primary Diagnosis



Other Illnesses*	24%
Diabetes	21%
Unknown**	13%
Cardiac Illness	11%
HIV/AIDS	10%
Behavioral Health	5%
Cancer	5%
Renal Illness	5%
COVID-19	4%
Lung Disease	2%

Simple Statements and Visuals

What's in a Bag?

Five days' worth of lunch, dinner, and snacks.

- 5 entrees
- 4 soups/stews
- 2 salads
- 2 whole grain rolls
- 5 desserts
- 2 yogurts
- 2 fresh fruits
- 1 bag of cereal
- 1 pack of pita chips
- 1 peanut butter pack
- 1 quart of milk



What's in a Box?

Five days' worth of lunch, dinner, and snacks.

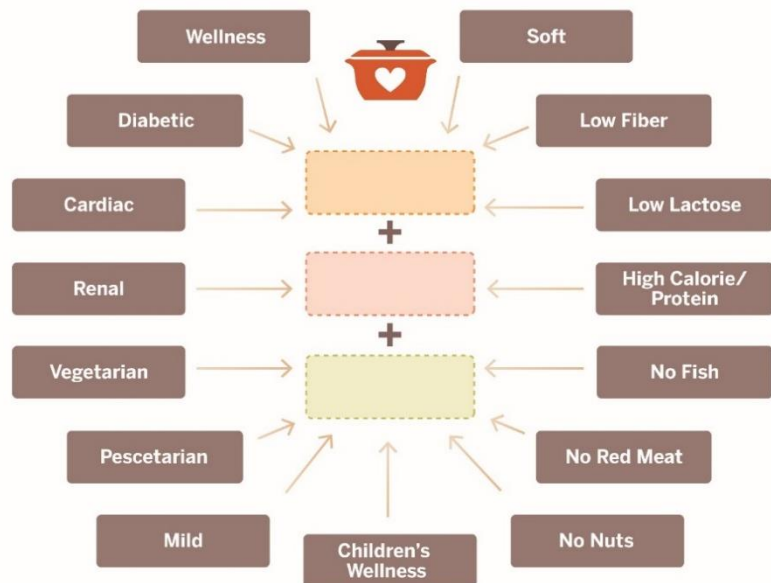
- 5 entrees
- 5 soups/stews
- 1 whole grain roll
- 5 desserts
- 4 yogurts
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Individualized Medical Meal Plans

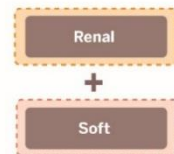
Our Diet Options

Clients may be prescribed up to three diets



Sample Diet 1

A client with advanced chronic kidney disease who is on dialysis and has problems chewing and/or swallowing.



Sample Diet 2

A client with diabetes and cannot tolerate spicy food because of persistent reflux.



15 medical diets tailored to nutritional and medical needs.

Meals are **scratch-made** using whole, fresh ingredients.

Processed foods limited to snacks and milk.

Not Institutional Food

Our food is beautiful. Our food is scratch made. Our food is healthy.
Our food sells itself.



ROI in Simple Statements

Peer reviewed research and clinical studies show that with high quality meals tailored to meet the medical and nutritional needs of individuals with complex illnesses, we see...



Improved quality of life
and health outcomes



16% Reduction in monthly
healthcare costs³



49% Fewer
hospitalizations³



72% Fewer admissions
to skilled nursing facilities³

Success Stories

Success Stories

Shorter Term:

- Earned Media
 - Secured national media coverage in print newspapers
 - Showcased our research results
 - Local coverage
- Small Special Events
 - Meals for Moms, Dinners for Dads
- Direct Appeals
 - Blizzard Boxes, Pantry Boxes

Medium Term:

- Direct Mail

Longer Term:

- Major Gifts
- Grants
- Larger annual events
- Planned Giving

Success story

Planned Giving

- Huge transfer of wealth over the next 40 years
 - \$30 trillion by 2030
 - \$75 trillion by 2060
- “Graying of America” = 10,000 Baby Boomers turn 65 every day
- “Gaying of America” = the “Stonewall Generation” is 65+

Success story

Planned Giving

- 50% of Americans have a will that they will change 4 times on average
- Major life events precipitate changes (the pandemic)
- Your best prospects are in your database
 - Size of giving doesn't matter
 - Frequency, length and consecutive years are better indicators

Q & A



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Thank you!

Questions about this module? Contact:

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