



Food Drive Transformation

WHAT

Heaven on Earth NOW is on a mission to transform traditional food drives to *healthier* versions. We will strive to broadly educate community influencers who are holding customary drives on the importance of gathering and distributing more nutritious food to people who desperately need it. It's a win-win, given that contributors are also taught about healthier food options for their families.

WHY

More than 49 million Americans, including 16 million children, are food insecure -- struggling to provide adequate nutrition for themselves and their families. Frequently they cannot rely on three meals a day. The food to which they have access is often JUNK because they can't afford transportation to larger grocery stores and food from soup kitchens and food pantries is often unhealthy or expired.

HOW

We will do a far-reaching mailing to faith leaders, school administrators, and business leaders to encourage them to hold Healthy Food Drives. Heaven on Earth NOW offers a list of low-fat, low- or no-sodium, whole grain, reduced sugar, and other healthy options, and promotes easy steps for a successful drive.

WHEN

Food drives are traditionally held in the fall leading up to the holidays. We highly suggest organizations consider hosting them in May and throughout the summer months when soup kitchen and food pantry donations are at their lowest point. It's also when schools are out and families cannot rely on school breakfast and lunch programs for their children.