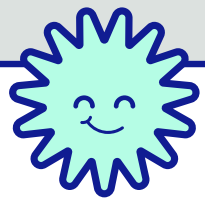# THE FOODBANKERS

How might help small Atlanta food banks be able to reliably and consistently serve their community?

TEAM 3

Shachi Jain, Riya Patel, Thomas Larsson, Jake Williams, Shashank Singh, Anthony Pastrana, Vibhav Agrawal

Problem Description

- Small food banks have inconsistent donations
- If food banks receive food donations, it's usually in bulk and can't sustain for a very long time before getting spoiled.
- Smaller food banks don't have a parent organization that extends their resources
- Food banks often have to go out and buy their own food to continue serving the community.

Key Insights

- There are restrictions to join larger food bank networks.
- Food banks are required to purchase food because they do not receive enough food donations. [2]
- Food pantries have access to the technology required to access a mobile app or website.

Current Solution

- Large networks of food banks provide a constant flow of donations to smaller food pantries, such as Feeding America [3]
- This creates a new problem because many of these national networks impose requirements that some food pantries cannot meet due to budget and size limitation

Our Solution Direction

- A platform that connects donors to small food banks in the area
- User will be allowed to directly donate money, that food banks can then use to buy food
- There platform will emphasize the type of food needed, and how severe the need for food is

Rates of Food Insecurity, 1998–2012 [1]
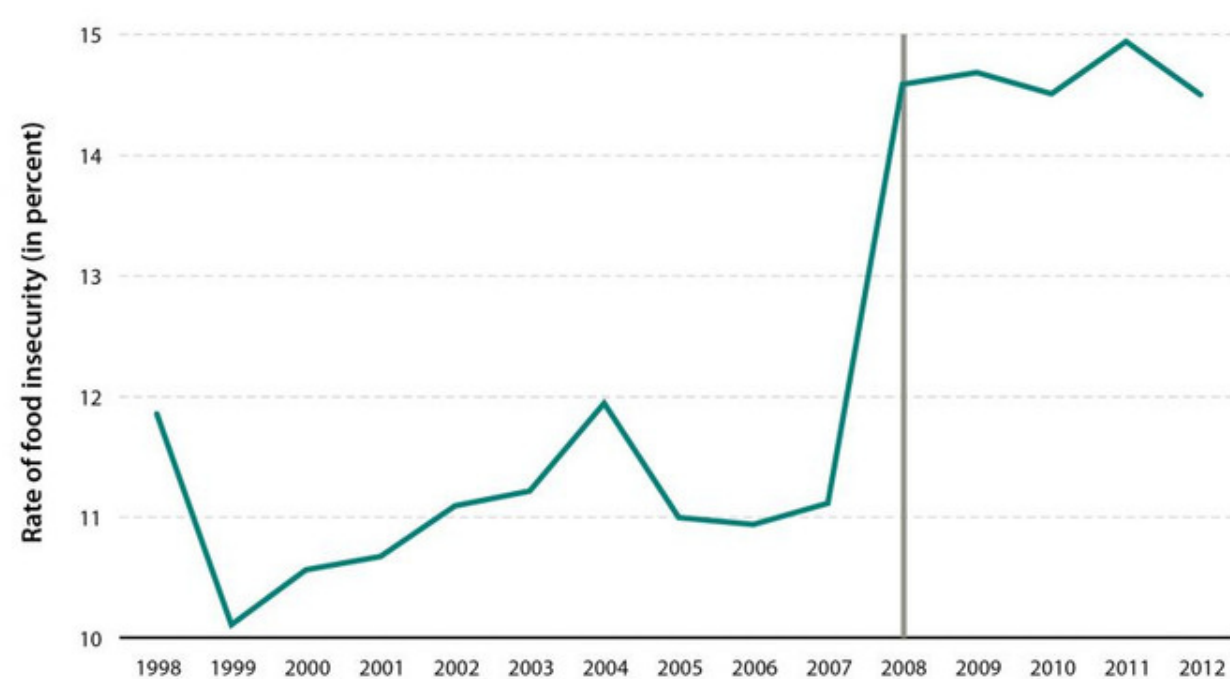
Experiment

- We wanted to test if people preferred to donate money over food
- We stood outside Publix and asked for food and money donations

Money Donations 89% / Food Donations 11%
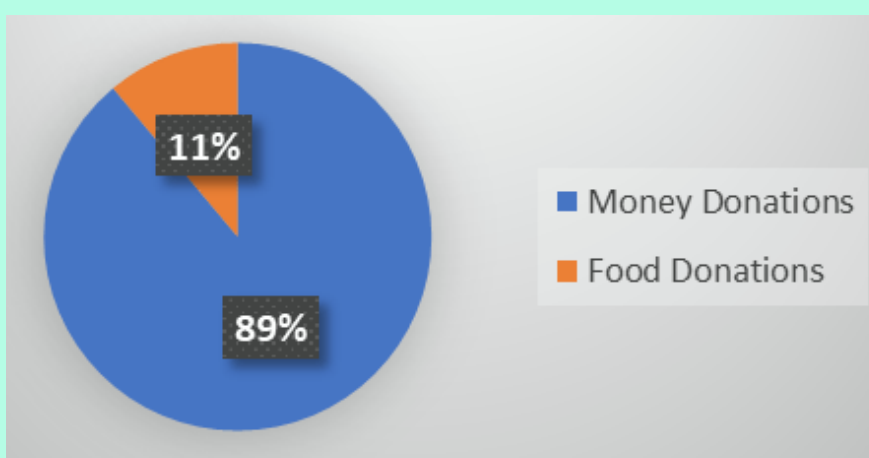
How is the Solution Going to be self-sustaining?

With the setup of our website, operations should be largely self-sustaining.
- Very little control needs to be had on our end past keeping it up online. For example, we have a predictable and low cost structure associated with the platform
- We need to kickstart its popularity, but once people start searching for the site and food banks get registered, everything should come into place.

Detailed Plan for Early Adopters

- Our early adopters will be the food pantries that we interviewed and/or donated the proceedings from our experiment.
- For example, on our demo we inserted a link to Klemis Kitchen's PayPal account.
- Afterwards, we will use the google form on our demo website and the created network to recruit more organizations
- Hopefully we will show the benefits from our solution

References

1. Graph of Food Insecurity (Hamilton project): https://www.hamiltonproject.org/charts/rates_of_food_insecurity_1998-2012
2. Tax Incentives For Food Donations: https://www.cga.ct.gov/2015/rpt/2015-R-0201.html
3. Feeding America: https://www.feedingamerica.org/