

# Facts About City Harvest



Since City Harvest helped start the food rescue movement in 1982, the organization has rescued and delivered more than 1 billion pounds of free, nutritious food for New Yorkers in need. As NYC begins a long recovery from the COVID-19 crisis, City Harvest will rescue 111 million pounds of food this year and deliver it, free of charge, to hundreds of soup kitchens, food pantries, and other community food programs across the five boroughs.

## Making an Impact

- City Harvest is New York City's largest food rescue organization. Through our relationships with farms, grocers, restaurants, and manufacturers, City Harvest collects nutritious food that would otherwise go to waste.
- City Harvest delivers this food free of charge to our network of hundreds of soup kitchens, food pantries, and other community food programs across the five boroughs, using a fleet of 26 trucks that are on the road seven days a week.
- City Harvest delivers more than 300,000 pounds of food every day.

## Working Efficiently and Effectively

- This year, City Harvest will rescue and deliver **111 million pounds** of nutritious food—72% of which will be fresh produce.
- It costs City Harvest **35 cents** to rescue and deliver one pound of food.
- **Ninety-three cents** of every dollar donated goes to directly support our anti-hunger programs across the city.

Engage your network and post your fundraising activities. Tag City Harvest and we may feature you!



For more information, email  
[diy@cityharvest.org](mailto:diy@cityharvest.org)  
Or visit [cityharvest.org/diy](https://www.cityharvest.org/diy)

# Hunger, Poverty and Food Waste in NYC

## Hunger in NYC

- Nearly 1.5 million New Yorkers will experience hunger this year, including more than one in four New York City children.
- That is a 36% increase over pre-pandemic figures for the general population, and a 26% increase for children.

## Food Waste in NYC

- Since City Harvest was founded in 1982, we have **rescued nearly 1 billion pounds of food and delivered it, free of charge, to New Yorkers in need**
- There are many actions New Yorkers can take to reduce food waste. [Check out our tips.](#)

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**#WeAreCityHarvest**

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# Fundraising Tips

Use these fundraising tips as a starting point, and feel free to be creative and develop fundraising strategies that best suit your drive! If you have questions along the way, we're here to help—you can always email us at [DIY@cityharvest.org](mailto:DIY@cityharvest.org).

## **Talk about impact!**

Make your fundraising goal tangible by translating it into how many pounds of food City Harvest can rescue and deliver—just 35 cents helps City Harvest rescue enough food to feed one New Yorker for one day.

## **Use the assets available from City Harvest.**

We're happy to provide you with the tips and tools you need to successfully fundraise! Take advantage of our stats, facts, and tips—available on our toolkit page—to help educate your friends, family, and colleagues about hunger in our city and encourage them to donate to your cause.

## **Host a virtual event.**

Gather your friends, family, and colleagues virtually for a lunch, happy hour, or an exercise class. Put all proceeds raised towards your fundraising goal.

## **Leverage social media.**

Enlist support through your digital network. Tweet, share, and post, tagging City Harvest. Check out our Social Media Guide for ideas.

## **Set milestones.**

Create fundraising goals for yourself and engage people by updating them on your progress as you go!

## **Share your fundraising link.**

Consider including a link to your campaign page in the signature of your work and personal emails so everyone in your network is aware of your efforts.

(**Tip: use [bitly.com](https://bitly.com) to shorten your link.**)

## **Add a personal touch.**

Include a heartfelt personal message on your fundraising page and in emails about why you're supporting the cause and your connection to it. Be specific. You'll engage your audience more deeply, which will move them to join you in the fight against hunger.

## **Multiply donations with matching gifts.**

Find out if your company or organization has a matching gift program and motivate donors by letting them know that their dollars can go even further.

## **Get creative.**

Have fun with your fundraising and develop strategies that suit you best!

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