



Healthy Communities Platform

A Path Toward Greater Food Equity

June, 2024

Part III : Bringing communities and corporations to the table

For years, corporations have been actively involved in food equity initiatives. Some corporations have learned the value of working closely with Community-Based Organizations (CBO) and community members to facilitate sustainable change. Through collaboration, businesses can donate resources with intention by leveraging community input. Additional tools such as heat maps and data-driven resources can also help to identify areas potentially afflicted by food insecurity. Through a holistic approach to engagement, corporations can become proactive participants in their communities, witnessing the tangible effects of their involvement firsthand.



Outlined below are considerations for corporations aiming to leverage their **time**, **talent** and **treasure** to help address food insecurity [zip code by zip code](#) – 365 days a year.

Time: Employee Volunteer Hours

Donating time is a widely recognized and impactful approach to addressing food insecurity within communities. Here are a few examples of how corporations can enable employees to contribute their time:

- Offer pro-bono support (e.g., marketing, legal, accounting, grant writing) to community-based organizations
- Engage in grocery or meal deliveries to individuals in need.
- Volunteer at a soup kitchen during non-holiday periods.
- Develop recipes that can be shared by food pantries along with the distribution of fresh fruits and vegetables.
- Assist in the maintenance and cultivation of a local community garden.



Talent: Leveraging Internal Resources

Corporate resources such as technology and logistic centers, possess immense value and can be harnessed to address food insecurity within communities. Consider leveraging assets to help make a meaningful impact. Here are a few examples:

- Donate a technology license to a community-based organization, enabling them to streamline their operations and enhance efficiency.
- Collaborate with government agencies to develop a food equity dashboard that highlights available food resources and aids in informed decision-making.
- Utilize public-facing facilities, such as bank branches, to educate the community about food benefit programs and resources.
- Advocate for government programs and policies that prioritize and promote greater food equity for all community members.

Treasure: Philanthropic Efforts

While providing monetary donations to food pantries is important, there are other philanthropic endeavors that can contribute to addressing food insecurity. Consider the following examples:

- Act as a fiscal sponsor for community-based organizations, such as supporting a community fridge initiative, to provide financial stability and resources.
- Alleviate school lunch debts by paying off outstanding balances for a local school community.
- Empower your employees to support non-profit organizations by establishing employee matching programs, encouraging their personal philanthropic contributions.
- Leverage third parties to provide skills- based support

By exploring these alternative avenues for giving, corporations can make a meaningful impact in the fight against food insecurity, fostering a more equitable and nourished community.

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