

From: **Joy Cohan** <joy@yolofoodbank.org>
Date: Wed, Aug 5, 2020 at 9:31 AM
Subject: HHD Virtual Fund Drive for Food Security
To: Rabbi Greg Wolfe <rabbi@bethaverim.org> ...
Cc: ...

Boker tov, Greg ...

Greg, with the High Holy Days only about six weeks away (!!) I'm following up on our informal conversation over the past couple of months about the potential to move the annual Congregation Bet Haverim (CBH) HHD food drive (historically for STEAC) to a format that's not only "pandemic-friendly," but also congruent with a more enlightened approach to the types of resources most useful to our nonprofit community engaged with local food security. Focusing upon truly effective actions is more important now than ever, as demand for food assistance in Yolo County has risen by more than 60% in recent months, and is projected to continue to rise for months if not years as the economy takes a battering, unemployment benefits run dry, and evictions become imminent.

It is absolutely possible to set-up a dedicated online fund drive link for the CBH HHD. While any funds donated to Yolo Food Bank provide for food distribution open to all throughout Davis and the county, and indirectly benefit STEAC and 83 other nonprofit partners, there is a way to still more directly support STEAC as part of this, if there's sentiment around that. Here is what I propose:

- Online campaign, designed and executed by YFB, with a dedicated link that displays progress toward the goal for all participants.
- Suggested campaign goal of \$18,000, with 36% earmarked for STEAC's account with our Nonprofit Nutrition Center (where STEAC can obtain fresh food, produce, and shelf-stable items at 19 cents per pound, or less).
- Suggested campaign of one month, with a launch of approximately Sept. 10 (just prior to Selichot), to continue through Simchat Torah (Oct. 11).
- YFB's expectation would be that the campaign would be supported by ample promotion via CBH (we can provide content). This promotion would include an insert (paper or virtual) in partners' HHD packets, e-newsletter, special e-blasts, and announcements via Zoom services or any socially-distanced activities that might occur.

YFB's goal is to make this very easy for CBH to administer at a time when staff and volunteers have so much else to consider with adapting the HHD to a new format. What are the next steps to advance the consideration of this proposal? We would need a minimum of two weeks advance notice on our end to prepare the campaign and associated promotional content.

With gratitude,

Joy Cohan
Director of Philanthropic Engagement
Yolo Food Bank