

# 2020 CALIFORNIA WILDFIRE RELIEF

## CASE STUDY | PREPARED MEAL DELIVERY

August 2020 saw California's worst fire season on record, leaving many communities in need of support. As wildfires in the Bay Area—particularly the farming communities near the Santa Cruz Mountains and San Mateo County—continued to evolve, a specific need to save produce from affected farms became increasingly apparent. To meet this need, we created the Farmers for Fire Relief program.

### THE CHALLENGE

Organize a unique consortium of partners—including Fresh Approach, Growing the Table, and The Salvation Army—to build a new supply chain that transforms ripe seasonal produce from local farms into prepared food, and bridge the gap between the agriculture community and families impacted by the fires.

### THE SOLUTION

Through extensive social media posting, emails to our database, press coverage and word of mouth, Off the Grid was able to raise \$72,000 in a month and a half through crowdsourced funding. In addition to activating our mobile food network, we collaborated with local food suppliers who had wholesome, fresh food available and nowhere to send it. Our talented network of Creators used these suppliers' fresh produce to prepare and deliver healthy, delicious meals to hundreds of evacuated families dispersed throughout various Bay Area hotels.

“Thank you again, so SO much! This was such a blessing for our small business, as well as a huge blessing for our communities.”

**ROB JAMES, CORVUS FARMS**



### PROGRAM TIMELINE



#### PRELAUNCH

- Connect with local non-profits to access need
- Create a funding campaign using the Gofundme platform
- Create acquisition content (social media graphics, press releases, blog posts, and email communications to Off the Grid's database)
- Source and onboard local restaurant and farm partners who have delivery capabilities
- Create step-by-step operational plan for meals

#### DURING

- Daily promotion of program through Off the Grid's social media platforms
- Intake of additional evacuee centers and their needs
- Delivery logistics with local restaurants (routing, delivery tracking and fulfillment)
- Meal preparation management, including allergies and dietary restrictions
- Sourcing and purchasing of local produce for restaurants
- Track delivery of local produce to partner kitchens
- Process payments to restaurants

#### POST PROGRAM

- Program reporting and impact data sharing with donors and partner organizations
- Post program case study for distribution

### PROGRAM STATS



SANTA CRUZ COUNTY: 4,768

BUTTE COUNTY: 14,000

FRESNO/TULARE COUNTIES: 7,345

NAPA COUNTY: 19,300

TOTAL MEALS SERVED: 33,213