

CREATING JOYFUL FOOD EXPERIENCES TO SUPPORT ESSENTIAL WORKERS

CASE STUDY | SOCIALLY-DISTANT CATERED EVENTS



As Covid-19 continues its aggressive sweep through California, State authorities have once again ordered residents to stay home, except for essential, permitted workers whose jobs are crucial to maintain the vital functions of society.

Across California and the nation, people are joining together to bring much-needed sustenance to this brave (and hungry!) community of frontline workers. Here is an example of how food can be used to support them during this uniquely challenging time.

MEALS FOR ESSENTIAL GROCERY STORE WORKERS

OF EVENTS: 📅 10

OF LOCATIONS: 📍 10

OF RESTAURANTS / CREATORS: 🍴 9

MEALS SERVED: 🍱 1,600

MEALS FOR FRONTLINE HOSPITAL EMPLOYEES

OF EVENTS: 📅 2

OF LOCATIONS: 📍 1

OF RESTAURANTS / CREATORS: 🍴 22

MEALS SERVED: 🍱 6,200

“On behalf of the entire ZSFG team, and from the bottom of our hearts, an enormous thank you to the Foundation, all the fund donors, and Off the Grid! The unwavering support of the community gives us strength every day.”

DR. SUSAN EHRLICH,
CHIEF EXECUTIVE OFFICER OF ZUCKERBERG
SAN FRANCISCO GENERAL AND SAN FRANCISCO
GENERAL HOSPITAL FOUNDATION BOARD MEMBER

THE CHALLENGE

With most restaurants and food spots closed or operating at limited capacity, this can create an additional source of stress for essential workers who are still traveling to their place of work every day. In addition, these employees often have limited time to order, pay, and eat a meal, and don't have the option to walk very far from their place of employment to get something to feed their body and soul.

One way to honor the courage and dedication of these essential employees is to provide them with more access to safe, fast, tasty and diverse dining options—ideally leveraging local food businesses from the community at the same time.

THE SOLUTION

One of our strengths has always been our ability to organize and coordinate innovative events, conferences, corporate dining, festivals, and just about any community gathering that revolves around delicious food and people coming together to enjoy it. In our 10+ years of operating, we've learned how to effectively negotiate and coordinate with municipalities, event managers, corporations, nonprofits, cultural institutions and even airports.

Leveraging our vast network of local food Creators and food trucks, Off the Grid's socially-distant catered events are the perfect solution to solving essential workers' challenges. Not only can they offer a wider variety of safe dining choices, they operate outdoors, requiring fewer employees to prepare and serve food while facilitating social distancing.

We are currently operating several socially-distant catered events for essential workers in the Bay Area, subsidized or not. A couple examples include serving meals to frontline hospital employees through the San Francisco General Hospital Foundation, and to employees at some Bay Area Costco locations.

Not only do these efforts bring relief to those who need it most, but they also support small businesses—including restaurants and food trucks—who also feel the pain of this difficult time.

