



## **Business Plan Implementation Knowledge Sharing Session**

July 27, 2022





# Our Mission

To eliminate hunger and promote healthy nutrition through outreach and support, public education and legislative and administrative advocacy.



# **EHC has created an innovative, first-of-its-kind, self-sustaining earned income venture for food assistance agencies that offers...**

**A wholesale buying group**

contract pricing

on-site delivery

**A proprietary online resource,**

**“The CT Food Exchange,”**

coordinating surplus

food sharing

**A comprehensive resource**

of best practices, supplies,

and services



## Creating both a solution and a brand...



A food support resource through  
End Hunger Connecticut!



# Our Business Plan implementation has focused on:

- Raising startup capital
- Building our infrastructure
- Marketing and communication
- Business development  
and sales



# Capital Fundraising

Over the last 4 and a half months, we have raised \$48,000 of our \$100,000 goal



## Working with Pro Bono Partners and UConn Law Clinic on

- TEFAP ARPA*  
*Agency contract*



# Internally, we developed intellectual property and built the infrastructure ...

## Working with Pro Bono Partners and UConn Law Clinic on

- Client and Vendor Agreements

*Agency contract*





# Internally, we developed intellectual property and built the infrastructure ...

## Working with Pro Bono Partners and UConn Law Clinic on

- Client and Vendor Agreements
- Website Policy Documents

*Website  
privacy policy*



# Internally, we developed intellectual property and built the infrastructure ...

## Working with Pro Bono Partners and UConn Law Clinic on

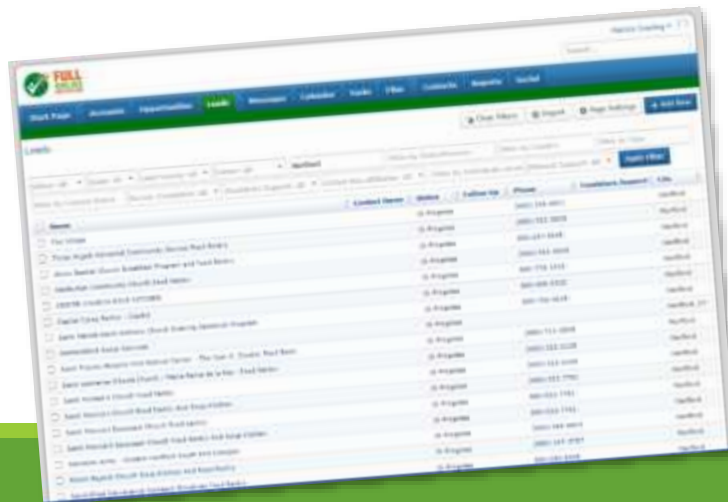
- Client and Vendor Agreements
- Website Policy Documents

### Website Terms and Conditions



# We created innovative, proprietary tools to manage our client base...

- Establishing a client base (600+ agencies)
- Implemented a comprehensive CRM



*CRM with 600+ agencies*

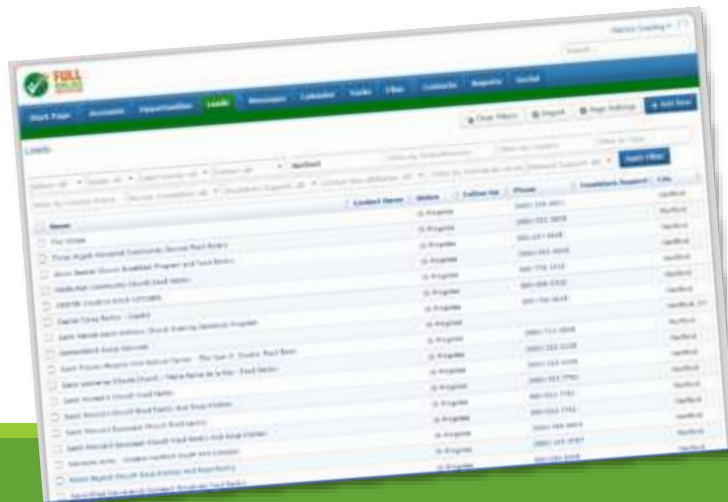


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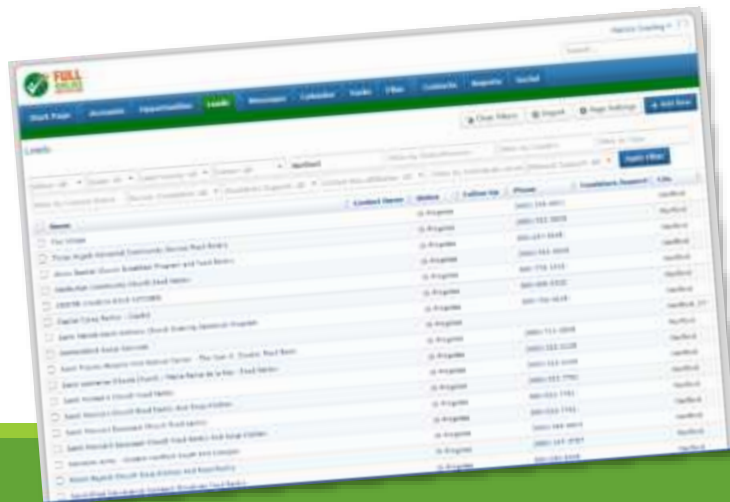


*Web-based,  
proprietary food  
sharing application*



# We created innovative, proprietary tools to manage our client base...

- Establishing a client base (600+ agencies)
- Implemented a comprehensive CRM
- Developed and tested the CT Food Exchange
- Created multiple data collection forms



*Best  
practices  
form*

**EHC!**  
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# And secured domain names for our online presence.



[www.fullshelvesct.org](http://www.fullshelvesct.org)  
[www.fullshelvesct.com](http://www.fullshelvesct.com)  
[www.fullshelvesct.net](http://www.fullshelvesct.net)

[www.ctfoodexchange.org](http://www.ctfoodexchange.org)  
[www.ctfoodexchange.com](http://www.ctfoodexchange.com)  
[www.ctfoodexchange.net](http://www.ctfoodexchange.net)



# Marketing and Communications



# We market our enterprise in hard copy and virtually, refining the message through...

- Flyers & promotional materials

*Full Shelves  
Overview  
and Buying  
Guide  
Overview*





# We market our enterprise in hard copy and virtually, refining the message through...

- Flyers & promotional materials
- Community presentations



*Spring Meet & Greet Invitation*



# We market our enterprise in hard copy and virtually, refining the message through...

- Flyers & promotional materials
- Community presentations
- Press releases

*HFPG Matching Grant  
Press Release*



# Communicating our brand and our mission across the state through...

- Our EHC! website



# Communicating our brand and our mission across the state through...

- Our EHC! website
- Newspaper articles



# Communicating our brand and our mission across the state through...

- Our EHC! website
- Newspaper articles
- CT Public radio interview





# Communicating our brand and our mission across the state through...

- Our EHC! website
- Newspaper articles
- CT Public radio interview
- LinkedIn and other social media posts



# Communicating our value proposition across the state...

- Building visibility and awareness to expand our client base



*Attending loadings  
with agencies at  
Midwest Food Bank*

# Communicating our value proposition across the state...

- Building visibility and awareness to expand our client base
- Attending public events with partner organizations



*Outreach and info sharing  
at community events*

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# Communicating our value proposition across the state...

- Building partnerships and strategic alliances critical to the success of our business

*Televised press conference with Gov. Lamont and the CT Dept of Agriculture*



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# And nurture relationships in targeted communities through in-person events...

- Spring Meet & Greet event at our offices



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*Spring Meet & Greet*  
WEDNESDAY, MAY 18TH  
4 TO 6PM  
800 CONNECTICUT BLVD, SUITE 302A  
EAST HARTFORD, CT

**JOIN US!**  
TO LEARN HOW YOU CAN BE A PART OF  
OUR INNOVATIVE APPROACH TO  
SUPPORTING CONNECTICUT'S FOOD  
PANTRIES AND SOUP KITCHENS

*Light hors d'oeuvres and beverages will be served • Masks optional*

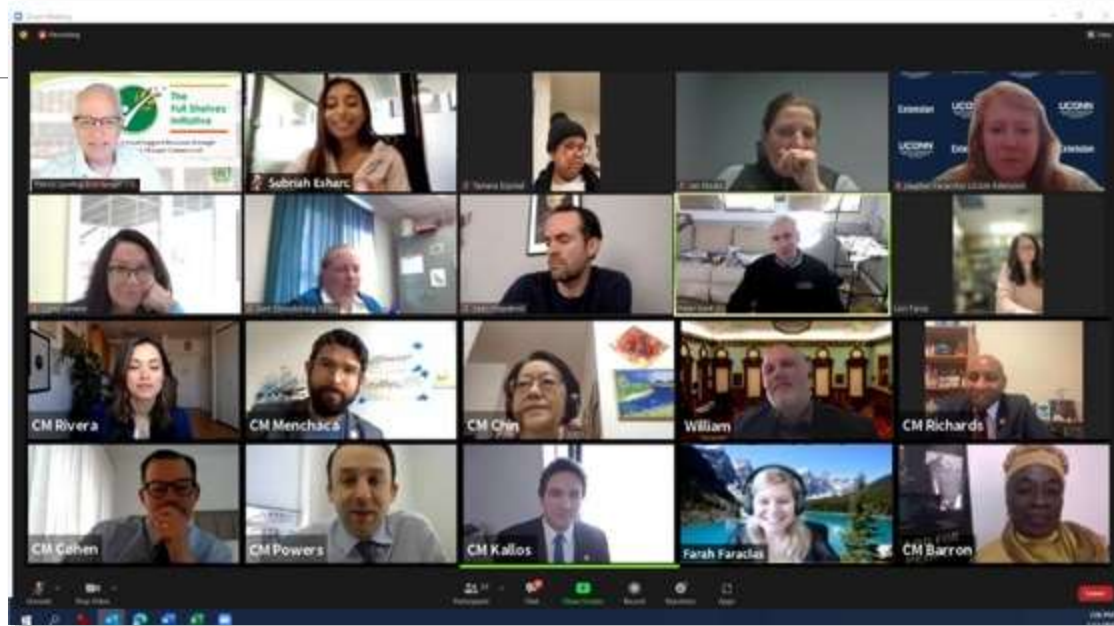
PLEASE RSVP BY FRIDAY, MAY 13 TO PATRICK DOWLING  
PDOWLING@ENDHUNGERCT.ORG • 800.338.7371

Full Shelves Initiative is made possible through the generosity of Providing Strength and The Hartford Foundation for Public Giving

**FULL  
SHELVES  
INITIATIVE**



# And virtually through online Zoom events.



Full Shelves Buying Group Information Session  
June 30<sup>th</sup>, 2022

*7 new agencies on-boarded with 3 partner suppliers*



# Business development and sales



# We focus on converting relationships into engaged clientele through...

- Email Updates
- Meeting invites





# We focus on converting relationships into engaged clientele through...

- Email Updates
- Meeting invites
- Community Outreach
- Personalized Interactions
- Following up...*to build sustainable, long-term relationships!*



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# And continuing to expand our reach through community partnerships...

- New & existing relationships with community suppliers
- Incentivizing agencies to participate in our buying group
- Engaging community-based support organizations to encourage client growth



CARBONELLA  
& DESARBO

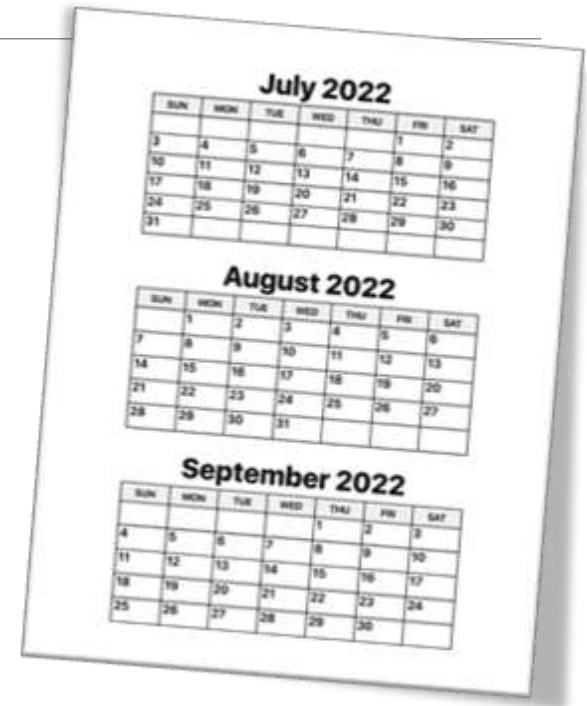


Baldor Specialty Foods, Inc.



# Using these tools and leveraging our partnerships, we are meeting our timetable...

- Engaged with over 250 agencies across CT
- Zoom outreach events scheduled over the next 4 months
- New website rolling out August 1<sup>st</sup>
- Adding new suppliers each of the past 3 months
- On target to meet goal of generating income by the end of September 2022



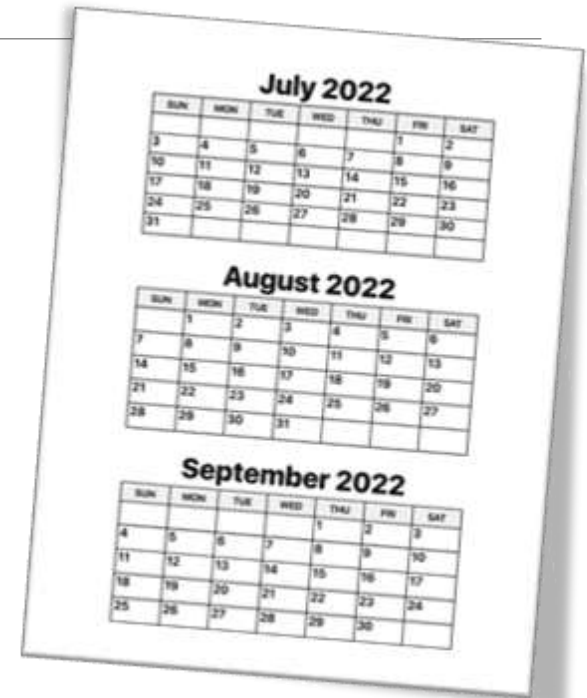


# Using these tools and leveraging our partnerships, we are meeting our timetable...

Business plan goal: Have 15 agencies participating in the buying group by September 2022.

As of this week we have 17 agencies participating...

With 42 more coming onboard in August!



...and making a profound difference with the people who bring positive change to their communities.



**EHC!**  
END HUNGER CONNECTICUT!

# We can't say "Thank You" enough for the support we receive to make this all happen!

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- The Hartford Foundation For Public Giving
- Our donors, funders & investors
- Our Leadership, Board, Staff, and Volunteers
- No Margin, No Mission
- Sara Leonard Group

thank  
you



**EHC!**  
END HUNGER CONNECTICUT!