

Business Plan Implementation Knowledge Sharing Session

July 27, 2022









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

 Client and Vendor Agreements TEFAP ARPA
Agency contract

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Working with Pro Bono Partners and UConn Law Clinic on

 Client and Vendor Agreements

Agency contract





Working with Pro Bono Partners and UConn Law Clinic on

- Client and Vendor Agreements
- Website Policy Documents

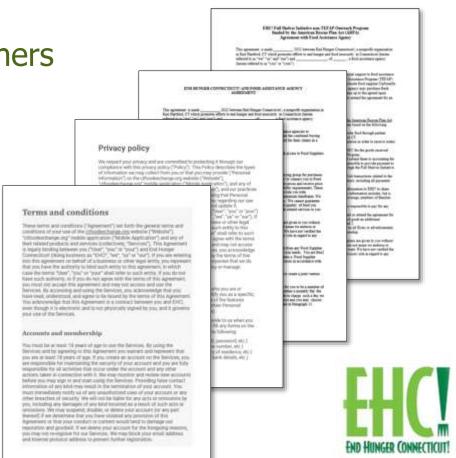
Website privacy policy



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

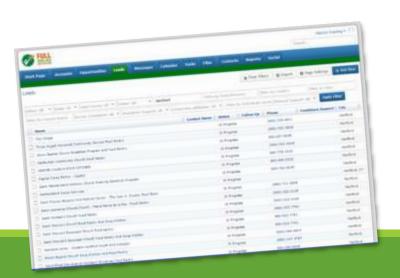
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CRM with 600+ agencies



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



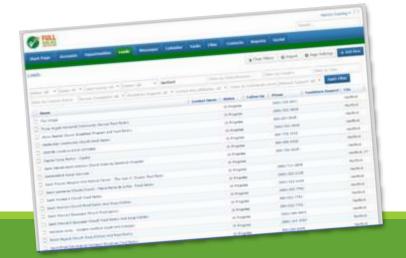


Web-based, proprietary food sharing application



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









And secured domain names for our online presence.



www.fullshelvesct.com www.fullshelvesct.com www.fullshelvesct.net

www.ctfoodexchange.org www.ctfoodexchange.com 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

Control land and discussions in the second s

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

> TO CEARW HOW YOU GAY HE A PART OF SPRORTING CONNECTICUT'S FOOD



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

= Hartford Courant Q

CONNECTICUT

By Deidre Montague

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Hartford Courant + May 19, 2022 at 4:05 pm



where

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

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



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

Spring Meet & Greet



And virtually through online Zoom events.



Full Shelves Buying Group Information Session June 30th, 2022

7 new agencies on-boarded with 3 partner suppliers



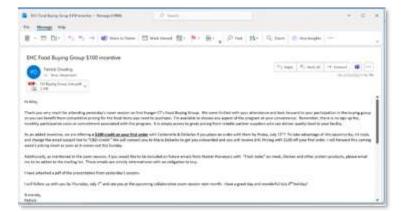
Business development and sales





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!



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









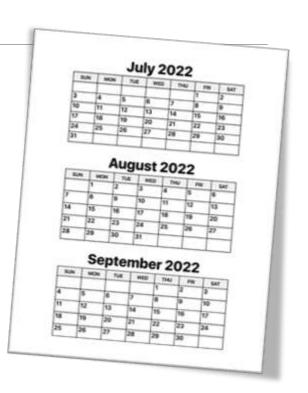






Using these tools and leveraging our partnerships, we are meeting our timetable...

- Engaged with over 250 agencies across CT
- Zoom outreach events scheduled over the next 4 months
- New website rolling out August 1st
- 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!

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



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

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



