

GiftAMeal

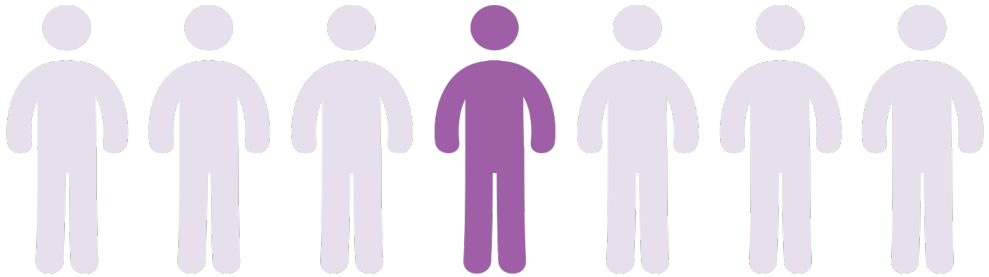
Andrew Glantz

Founder & CEO

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37,000,000 people in the United States face hunger

including **11,000,000 children**



That’s 1 in 7 children

Source: Feeding America

What happens when a child faces hunger?

More likely to…

- Be hospitalized
- Repeat a grade in elementary school
- Experience developmental impairments in areas like language and motor skills
- Have more social and behavioral problems



Source: Feeding America

Struggling Households → Struggling Children

84%

of households served report buying the **cheapest food**, instead of healthy food, in order to provide **enough to eat**

25%

of children in households at risk of hunger may be forced to **rely exclusively on hunger relief charities** to make ends meet

Source: Feeding America



#foodporn

211,228,181 posts

Follow

Top posts







What if…

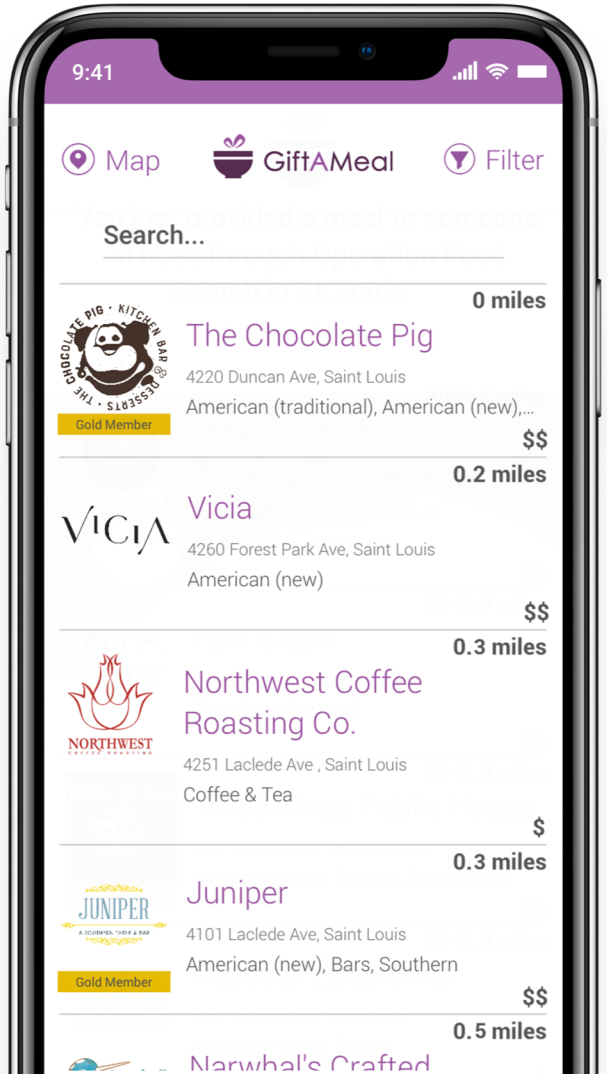
1 picture → 1 meal



GiftAMeal

Fight hunger with a photo

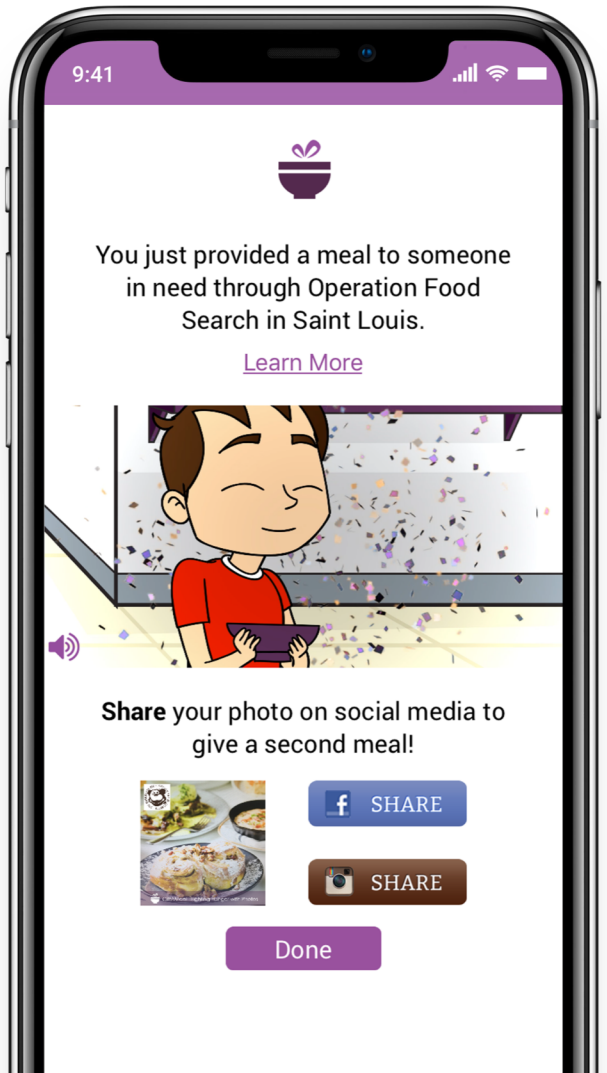
Discover participating restaurants



Take a photo to give a meal to someone in need



Share on social media to give another meal



Beginner

$49 per month

For restaurants who just want the basics

- 50 complimentary meals provided per month +1 per photo
- Listed on app and website
- Free promotional materials
- Email announcement to all users
- Monthly updates
- Free staff training

RECOMMENDED

Standard

$79 per month

For restaurants who want that extra promotion

- 100 complimentary meals provided per month +1 per photo
- Listed on app and website
- Free promotional materials
- Email announcement to all users
- Monthly updates
- Free staff training
- **Custom social media promotion**
- **Custom email campaigns**
- **Custom push notification campaigns**
- **Highlighted on website**

Premium

$149 per month

For restaurants who want to stand out

- 150 complimentary meals provided per month +1 per photo
- Listed on app and website
- Free promotional materials
- Email announcement to all users
- Monthly updates
- Free staff training
- Custom social media promotion
- Custom email campaigns
- Custom push notification campaigns
- Highlighted on website
- **Featured positioning on the app and website**
- **Personalized badge on the app**
- **Customer survey capability**
- **Keywords to boost search visibility**
- **Access to user demographics**
- **Access to curated photos taken on app at restaurant**



Take a photo at a
participating restaurant



GiftAMeal makes a donation
to a local food bank.



The food bank sends 1.2 pounds of food to a neighborhood pantry.



A meal is given to
someone in need.

165 partner restaurants



















29,000

People on the App

"Members of my church often choose restaurants that are in your program just because of the gift of giving back to those in need!"

- Jan, GiftAMeal user

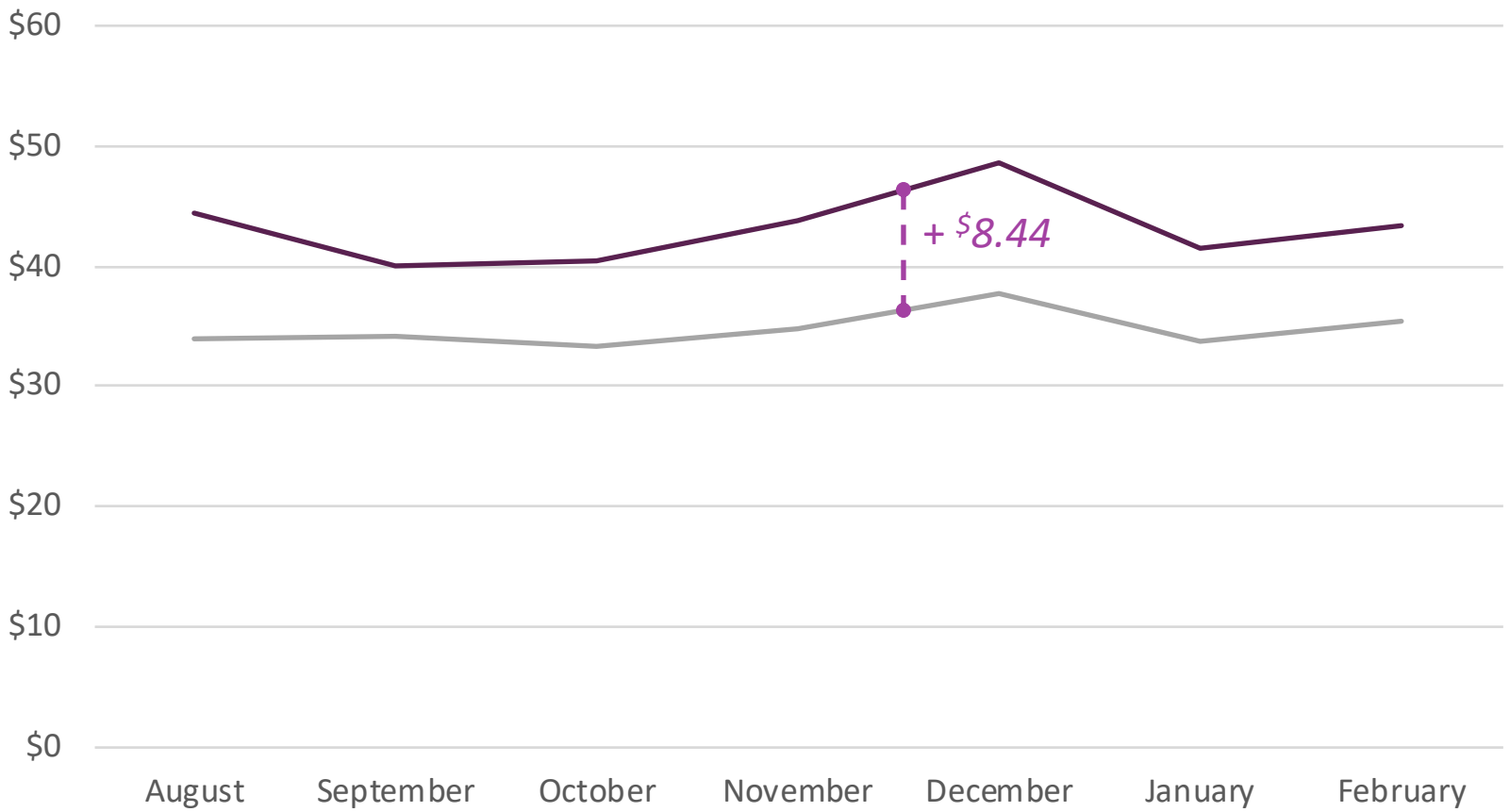
Case Study Validates GiftAMeal's Value

7 months of payment data at two Rich & Charlie's locations

- **24% higher check size** for GiftAMeal customers
- **45% greater loyalty** for GiftAMeal customers
- **14% larger tips** by GiftAMeal customers



24% Higher Average Check Size

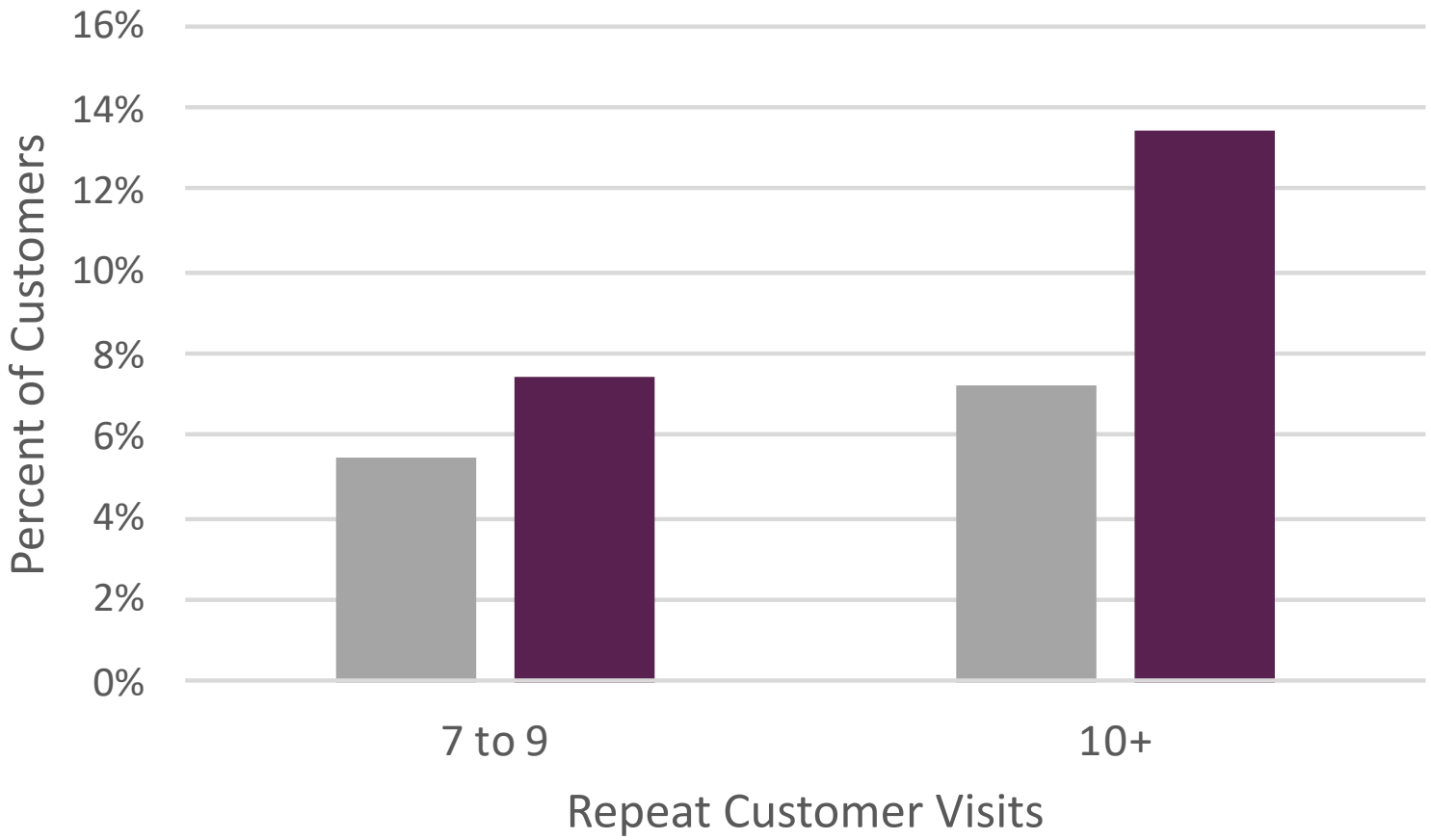


GiftAMeal **$43.14**

All Guests $34.70

Case study with 2 Rich & Charlie's locations, evaluating all customers that paid with credit card

45% Greater Visit Frequency for GiftAMeal Customers



GiftAMeal

4.97

Average Visits

All Guests:

3.43

Average Visits

Case study with 2 Rich & Charlie's locations, evaluating all customers that paid with credit card

"**GiftAMeal has provided a terrific boost to our customer loyalty and average check size.** This increase in numbers has obviously been a nice benefit, but the real reward of GiftAMeal is being able to support the community that has helped support us over the past 50 years. **The positive feedback from customers has been really exciting to see. The staff has embraced the program as well.** They see it as an easy way to help those in need, and the increases we have seen show why they are so eager to get behind GiftAMeal."

- Emil Pozzo, Owner of Rich & Charlie's

Pastaria SARDELLA taste. BRASSERIE by niche

"GiftAMeal perfectly fits the latest trends in reaching customers that care about the community. It is an **easy way for restaurants to engage customers in giving back while increasing loyalty**."

Gerard Craft
Owner, Pastaria, Taste, Brasserie, Sardella

JUNIPER
A SOUTHERN TABLE & BAR

"It's a **classic win-win**. It's marketing for the restaurant. At the same time, it's also providing for people who are in need. It's a great way to **use people's inclination for social media** and do something positive at the same time."

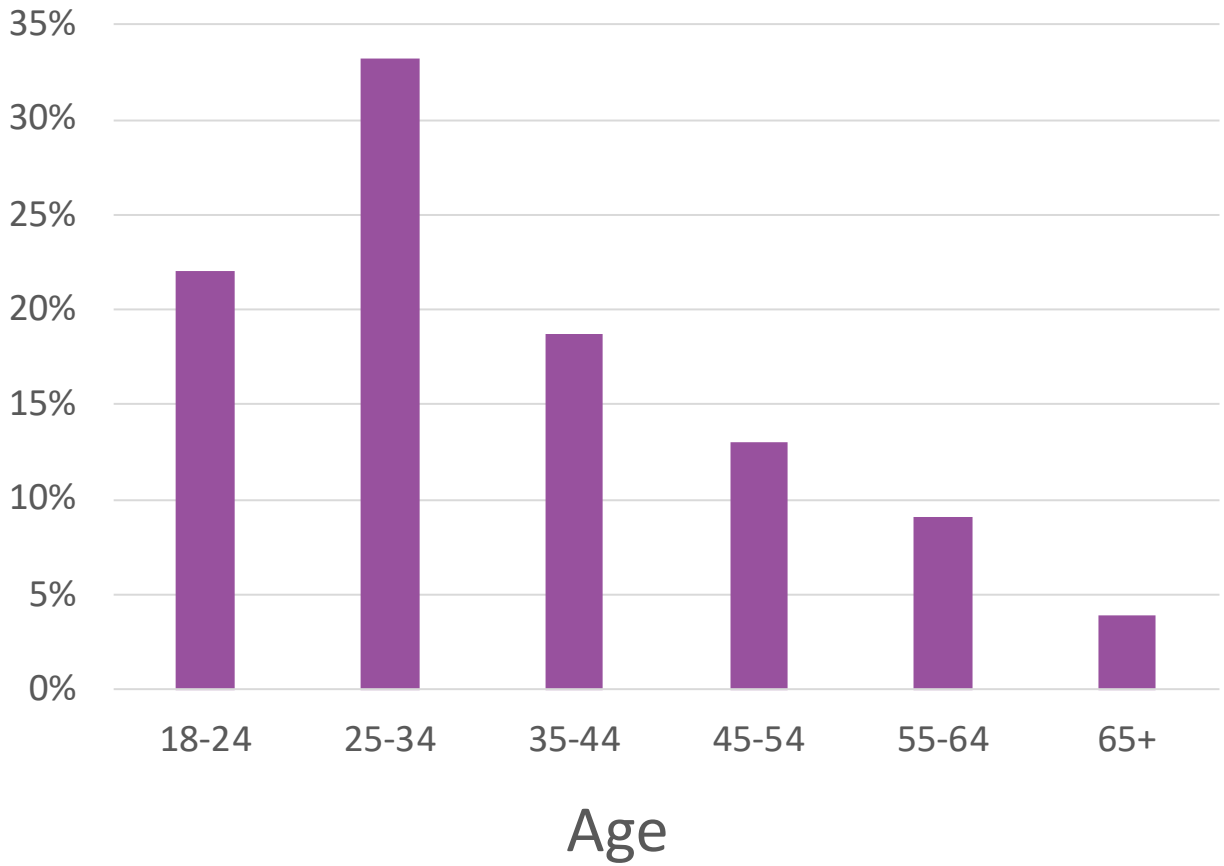
John Perkins
Owner, Juniper

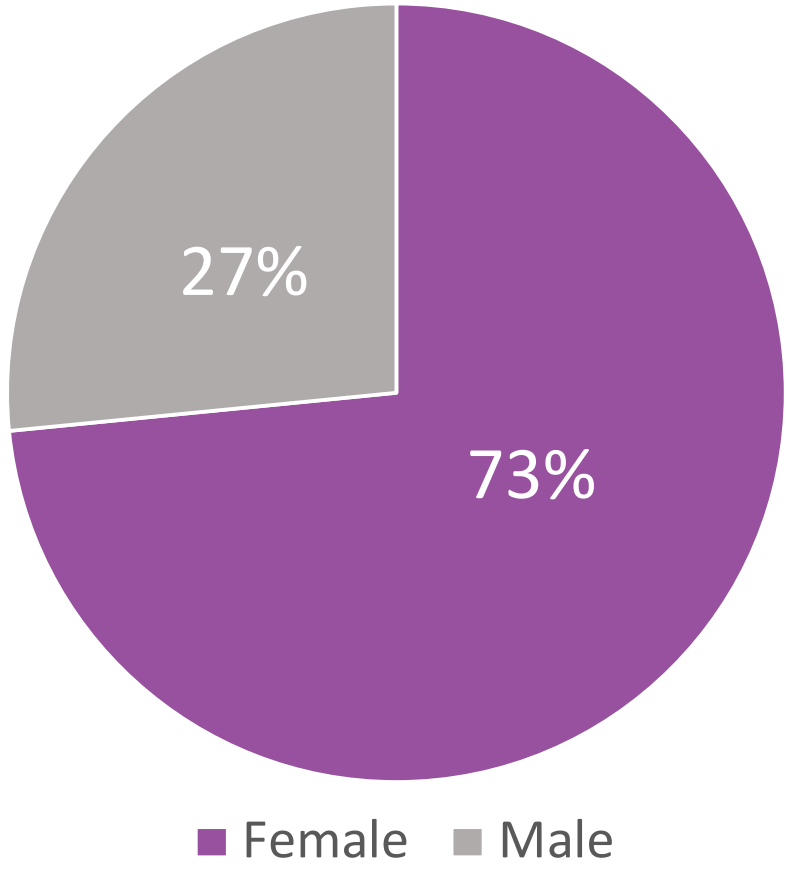
Anthonino's TAVERNA

"GiftAMeal is a **great way to interact with our guests**… As a participating restaurant, we not only provide our guests with a meaningful way to contribute to the community, we also **gain valuable marketing** information and reporting. Win-win!"

Anthony & Rosario Scarato
Owners, Anthonino's Taverna

GiftAMeal User Demographics






Bloom
CAFÉ
GiftAMeal Fighting Hunger with Photos


turn
GiftAMeal Fighting Hunger with Photos

99%

of photo captions are positive about the restaurant




350,000
Meals
Provided
420,000 pounds of food
distributed to local pantries

Lives Changed



Bridgett

"**My daughter is 15**. The food program really, really helped us. Her grades have gone sky high. We're in a good place now – we have a house and food and now **we're going to give back**."



Nathaniel

"Before I got my own place, I was having trouble finding somewhere to eat. **I have a daughter now, she just turned one**. Everybody is supporting me and **I love the support** – that makes me feel like I'm going to be a good father."



Geraldine

"I didn't realize that people were hungry until I stopped working and retired. You never think that you would end up on food stamps. I never thought it. Even though it's rough, **I'm still blessed**."

**Photos changed to protect privacy*

The Vision

10%

of restaurants in the US joined GiftAMeal

100 Million

meals provided in our
communities each year



GiftAMeal

Feeding those in need, one picture at a time.

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