



lemon tree

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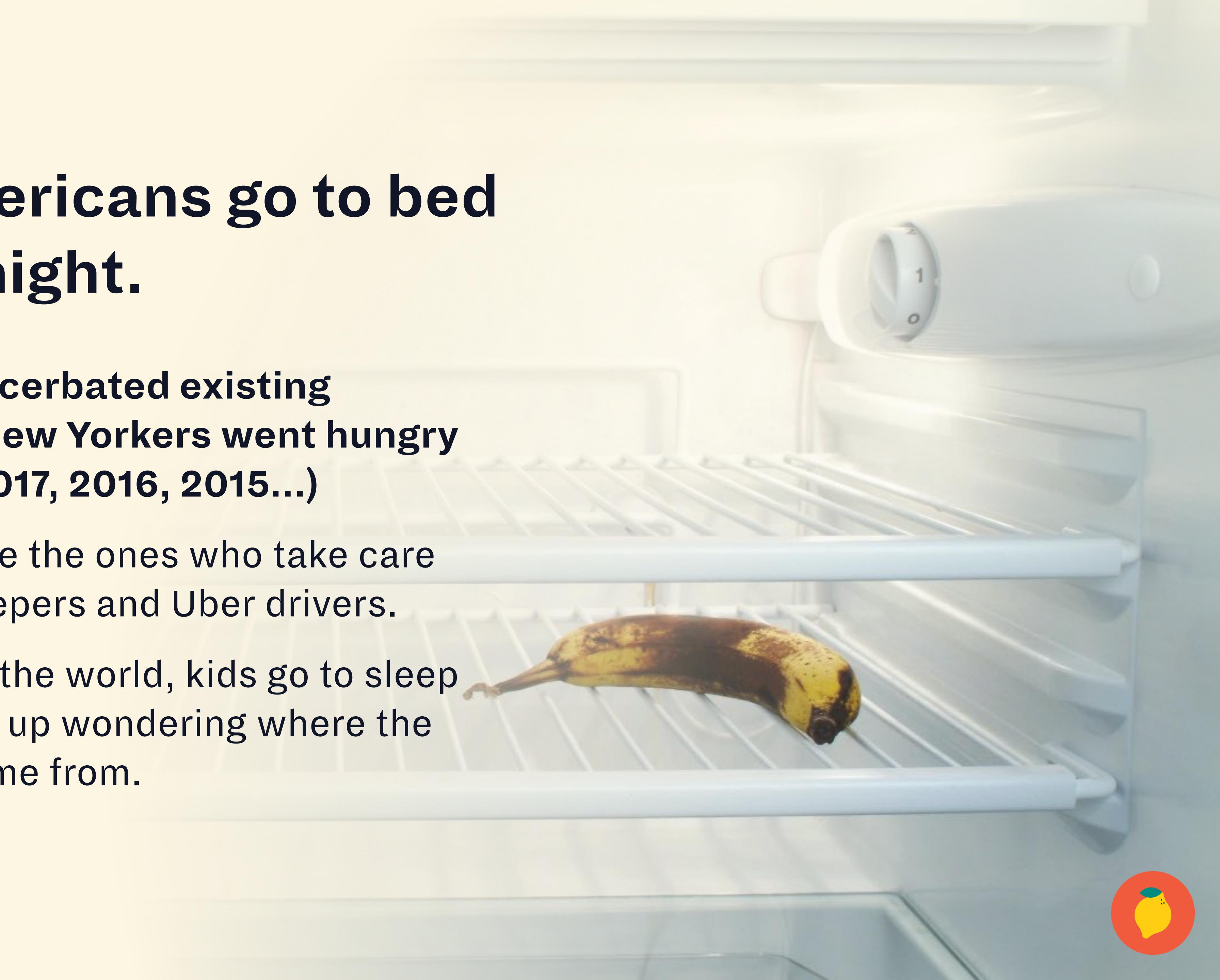
## THE PROBLEM

**Millions of Americans go to bed hungry every night.**

**COVID-19 has only exacerbated existing problems. 1.2 million New Yorkers went hungry in 2019 (and in 2018, 2017, 2016, 2015...)**

Our hungry neighbors are the ones who take care of us: waiters, house keepers and Uber drivers.

In the richest country in the world, kids go to sleep hungry while moms stay up wondering where the next meal is going to come from.





## THE PROBLEM

**Yet, 75% of hungry families don't access available free food.**

**Despite plenty of capacity in the emergency food system, only one in four folks take advantage of the resources available.**

New York City has more than a thousand food pantries and enough food to feed everyone. But, a recent Robin Hood study found that only 25% of families experiencing a food emergency access these resources.

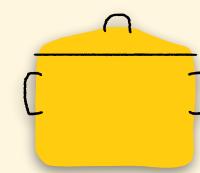
New Yorkers are going to bed hungry while the emergency food system has the capacity to feed them.



## OUR SOLUTION

# We help the hungry find food.

**Our easy-to-use text and phone helpline delivers up to the minute information on food resources seven days a week.**



Information on Food Pantries, Soup Kitchens, SNAP Benefits, Delivery and more.



Help from real people via Phone or SMS. Staff (volunteer agents coming soon) are trained in hospitality.



Our growing database has accurate information on more than 1,000 food pantries in the NYC area.



"Penelope helped me. The best. The best. You  
guys are awesome. You guys are angels."

- Elizabeth From Woodlawn

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## HUMANS HELPING HUMANS

**And we treat them with the respect they deserve.**

To be poor is to be constantly told that you're not good enough.  
Our team prioritizes hospitality in every interaction.

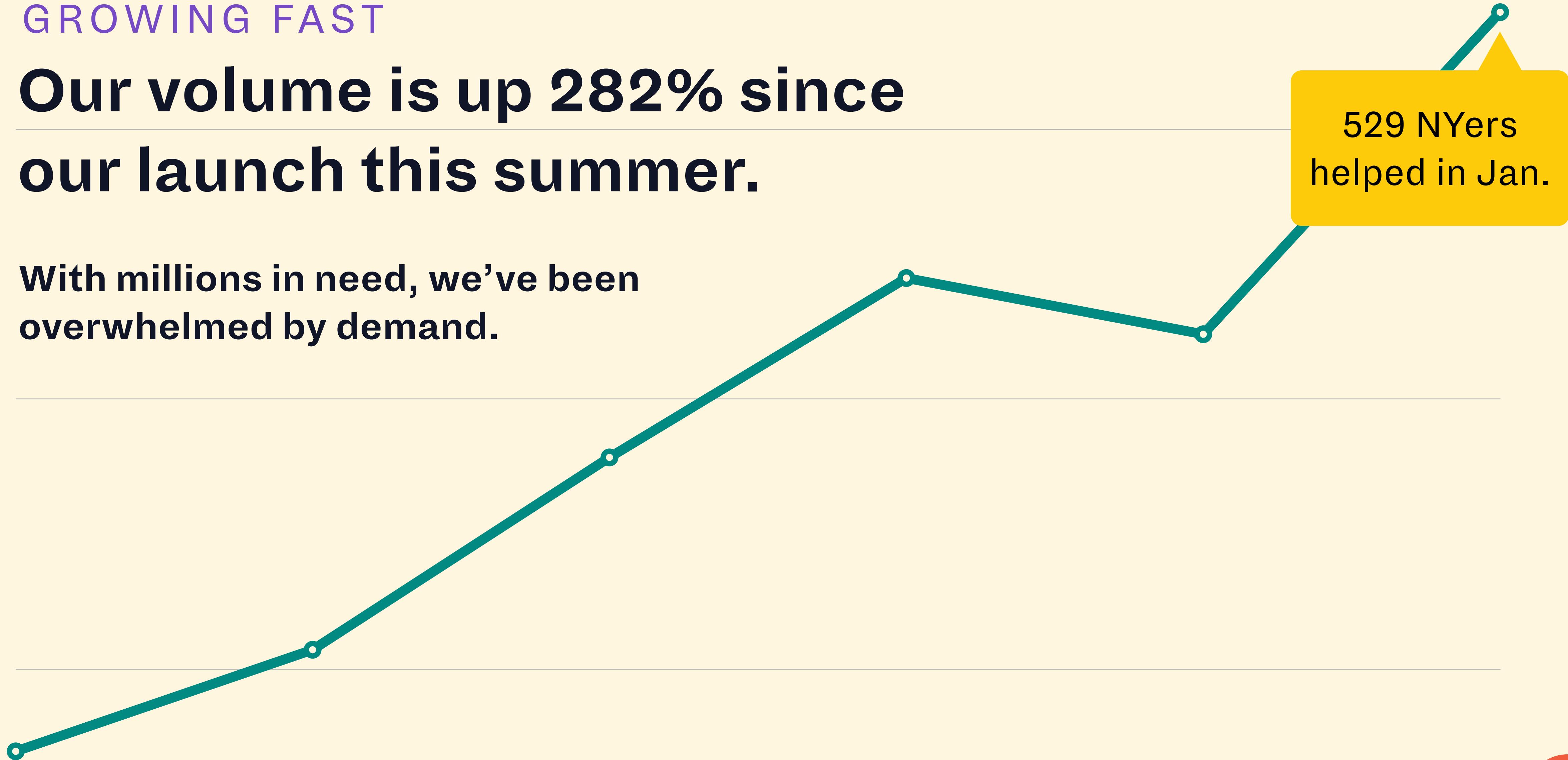
Every interaction is a chance to re-affirm the humanity of someone  
living with tremendous uncertainty.



GROWING FAST

**Our volume is up 282% since  
our launch this summer.**

**With millions in need, we've been  
overwhelmed by demand.**



NOT JUST A BAND-AID

# We're building datasets for systemic change.

**Every interaction we have with a hungry client is an opportunity to learn about how our food system can improve.**

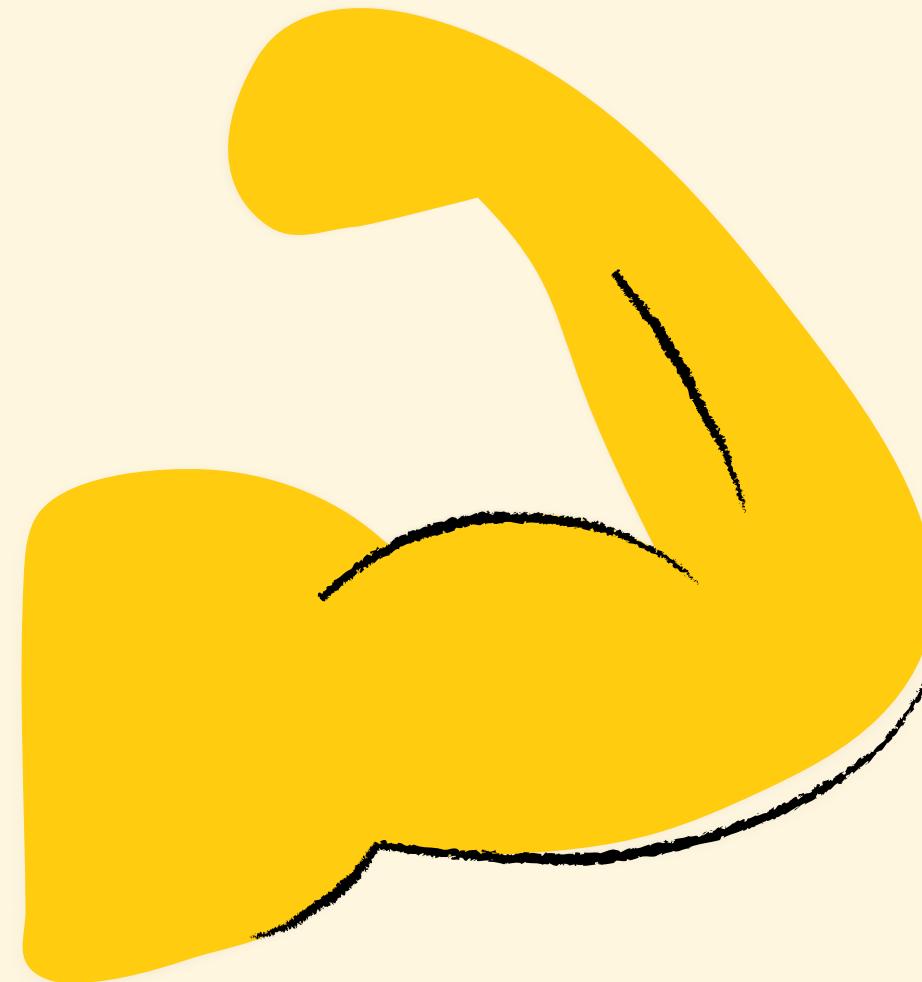
After every call, we follow up with a survey about the resources we referred folks to: Were they open? Did they provide enough food? How long was the wait?

As we build out more and more data, our plan is to leverage it to elevate the last-mile of the emergency food system.



STARTUP/NON-PROFIT HYBRID

## Our solution is high leverage—and getting higher.



**Every dollar spent referring someone into the hyper-efficient emergency food system creates an outsized impact.**

As an information marketplace rather than a direct service provider—our startup magnifies the impact of existing organizations and avoids re-inventing the wheel.

As a team of builders, we're creating software to streamline and simplify user interactions. And, as a non-profit, we are constantly finding ways to use volunteers.



# Our core team is made up of startup nerds, hospitality geeks and operations pros.



**Kasumi, Community**

Team Leader, 826 Washington DC  
VP, NAACP GWU Chapter



**Alex, CEO**

Founder, Dispatch (acq. Meetup)  
Founder, Love-a-thon\*  
\*raised \$250k in four hours with Jane Fonda, Judd Apatow, Herbie Hancock etc.



**Austin, Operations**

First Ops Hire, Doordash NYC  
Staff Sergeant, US Army



**Raffaella, Volunteers**

Volunteer Relations Manager, NY Cares  
Food Justice Fellow, Repair the World

# We're honored to get support from a family of incredible donors.

Alan Tisch

Albert Wenger

Alex Pellegrini

Ali Thorne

Amit Lubling

Anonymous

Audrey Meyer

Ayelet Schabes

Brad Gillespie

Bradley Tusk

Brian O'Kelley

Chris Fralic

Dan Shipper

Danny Meyer

David Tisch

Elizabeth Rovere

Esther Dyson

Eugene Remm

Fernando Vigil

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Hursh Agrawal

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Joe Killian

Jonathan Chetrit

Josh Miller

Joshua Kushner

Kal Vepuri

Lisa Gansky

Luke Schaefer

Mette Walter Werdelin

Meeta Gournay

Nicholas Thorne

Sam Koppelman

Sam Blank

Scott Heiferman

Sheila Amara Smith

Susan Danziger

Swati Mylavarapu

Taryn Blank

The Robin Hood Foundation

Zara Terez Tisch

We're lemon**tree**

We believe that **everyone deserves the magic of a home cooked meal.** We believe that **there are volunteers ready to step-up.** We believe that **not having money doesn't make you any less human.** We believe that **non-profits should serve customers—not donors.** We believe that **using software is a good idea.** We believe that **solutions that don't scale aren't worth pursuing.** We believe that **the only way to create change is to listen.** We believe that **food should create joy.**

