A NEIGHBORHOOD-SERVING GROCERY

# HOLLYWOOD HARVEST

# COVID-19 SENIOR FOOD RELIEF PROGRAM

*A PROJECT OF THE CENTRAL HOLLYWOOD NEIGHBORHOOD COUNCIL*

- SERVED 703 SENIORS
- 2120 DELIVERIES
- 32,000 LBS OF FOOD
- 8 WEEKS
- 46% SERVICE CONNECTED TO PROJECT ANGEL FOOD

# WEEKLY HOLLYWOOD 4WRD FOOD TASK FORCE MEETINGS

MEET IMMEDIATE NEEDS

COLLABORATION

PROGRAM CLOSURES

IDENTIFY SYSTEM GAPS

COMMUNITY CONCERNS

NEW PATHWAYS

# IDENTIFIED INSTABILITIES

- LA FOOD BANK INCREASES DISTRIBUTION 70%

LA REGIONAL FOOD BANK 6/8/2020

- CHARITABLE GIVING FOR FOOD PROGRAMS INCREASES 773%

CHRONICLE OF PHILANTHROPY 6/26/2020

- APPROX 365,000 RENTER HOUSEHOLDS IMMINENT DANGER OF EVICTION

UD DAY: IMPENDING EVICTIONS AND HOMELESSNESS IN LOS ANGELES 5/28/2020

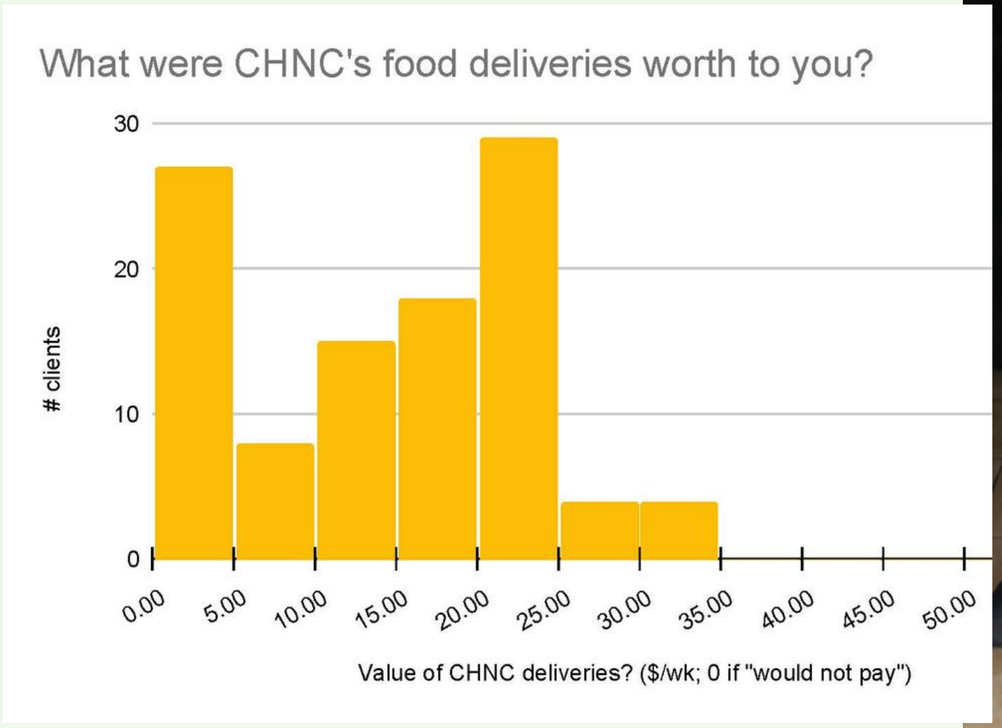
- 7 DAY AVG POSITIVITY RATE IN LA COUNTY - 10.5%

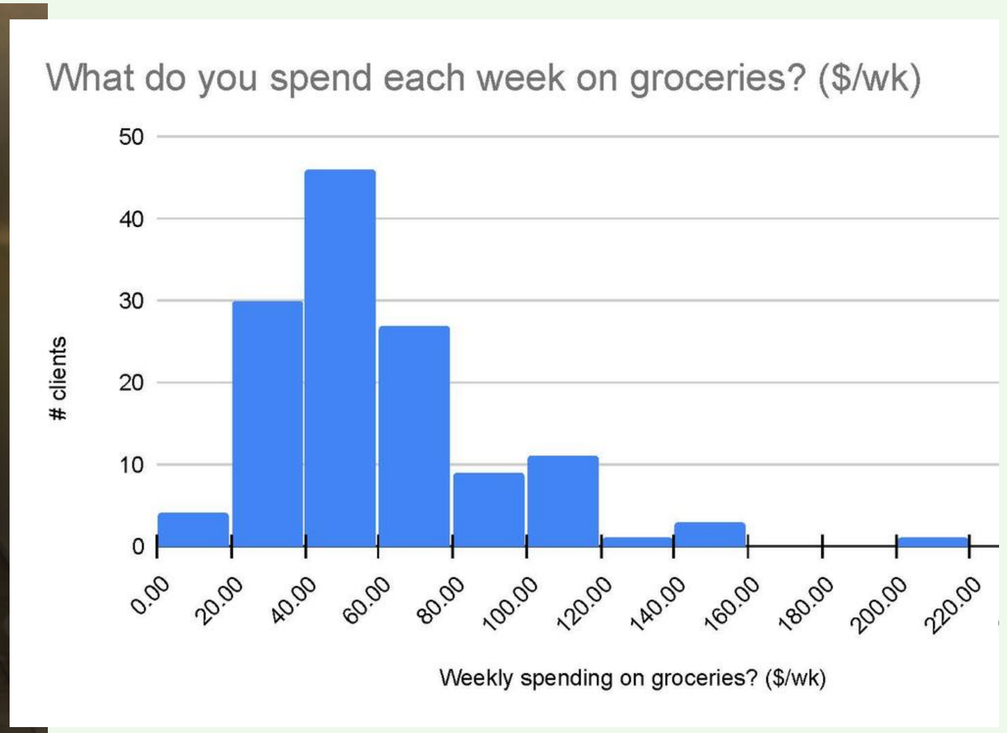
LA COUNTY: DEPT OF PUBLIC HEALTH 8/14/2020

- 'THIS MARKET IS NUTS': S&P 500 HITS RECORD, DEFYING ECONOMIC DEVASTATION

NEW YORK TIMES 8/18/2020

# GROCERY DELIVERY WORTH ~$15 FOR THOSE WHO COULD PAY






# WEEKLY SPENDING ~$50 FOR THOSE WHO COULD PAY

# VINE STREET STOREFRONT

OCCUPANCY AGREEMENT
PARKING LOT IN BACK
3200 SQ FT
24 MONTHS

MOU
CO-LOCATION
ALIGNMENT ON MISSION
PROVIDE 80% PRODUCE, RENTAL SUPPORT

# FOOD RESCUE ORGANIZATION

# HOLLYWOOD HARVEST

**ESTABLISHING:**
**LOCATION**
**INVENTORY**
**KNOWLEDGE & EXPERTISE**
**PILOT PHASE**

BEFORE COMMITMENTS:
CAPITAL CAMPAIGN
FUNDRAISING LAUNCH
HIRING STAFF

## SUBSIDIZED DELIVERY

$0-60 PER MONTH

## INVENTORY DONATED

OFFERED FOR DONATION

MEMBERSHIPS

STOREFRONT

## SUBSIDIZING DELIVERY

$100-200 PER MONTH

## INVENTORY PURCHASED

RETAIL MARGIN

# ANTICIPATED TIMELINE

## FALL 2020

OBTAIN SPACE
1ST BUILD OUT
PILOT:
WEEKLY
GROCERY
SERVICE
FUNDRAISING
CAMPAIGN

## EARLY 2021

STAFF & WORKFORCE
2ND BUILD OUT
REVIEW FINANCIALS
MEMBERSHIP MODEL
INVENTORY SYSTEM
DEVELOP CONTRACTS

## SUMMER 2021

LAUNCH
STOREFRONT

## WINTER 2021

REEVALUATE
STOREFRONT
CAPACITY AND
WORKFORCE
VIABILITY

# LEADERSHIP TEAM

FERRIS WEHBE
nonprofit & funding

EMILY UYEDA KANTRIM
executive director

SPENCER HILLMAN
logistics & delivery

RICH SARIAN
business liaison

ELVINA BECK
real estate & marketing

DANIEL POLANSKY
customer lead

LOUIS ABRAMSON
data & infrastructure

KERRY MORRISON
strategy & vision

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