# Democratizing access to food. For everyone.
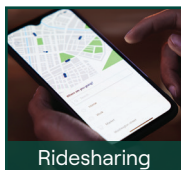
**vivery** community

## Technology is an equalizer

There is a stark digital divide between the for-profit and nonprofit world. While neighbors in need are increasingly digitally literate, the resources they depend on often lag behind due to decades of limited technology investment.

This divide is especially prevalent in charitable food distribution, where 75% of food pantries don't have a website, and simply aren't showing up in online searches. This makes it very difficult for neighbors to find essential food nearby, get regular access to nutritious food, or take advantage of available Safety Net resources.

### For-Profit
Heavy investment in technology has created a digital-first world with on-demand access

| | | | |
|---|---|---|---|
| Ridesharing | Food Ordering | Online Banking | Tele-health |

### Nonprofit
Limited investment over decades has resulted in a manual and disconnected population

| | |
|---|---|
| Long Lines | Manual and Disconnected |

**GREATER CHICAGO FOOD DEPOSITORY®**

"The statewide expansion of Vivery will ensure that more individuals and households across Illinois are connected to the food and support they need during challenging times."

Kate Maehr, Executive Director and CEO

**NORTHERN ILLINOIS FOOD BANK** 40 YEARS — **NEIGHBORS. EMPOWERED.**

"Many of our neighbors use mobile devices to search our network for pantries and programs and Vivery's Find Food map is mobile-friendly and helps us interact more effectively with our neighbors."

Julie Yurko President and CEO

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**Viv•er•y** /viv(ə)rē *verb:* **from the latin word 'vivere' and means to thrive and live well.**

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## What is Vivery?

It all began when entrepreneurs, Nasrin and Mark Thierer, pooled their technology and healthcare experience and success and founded Thierer Family Foundation with a mission to help nonprofits be more impactful through technology.

After years of building technology for food banks and pantries, Thierer Family Foundation created Vivery, in collaboration with the Greater Chicago Food Depository, to bridge the digital divide, and connect neighbors with resources to break the hunger cycle.

In 2021, Vivery was officially launched to democratize access to nutritious food and other food services, for everyone.

## What is Vivery Community?

Vivery Community is a public charity established to scale access to nutritious food and benefits for everyone. We do this by providing Vivery technology to food banks, food pantries, and the neighbors they serve across the nation— at no cost.

We are fundraising to:

1. **Bring Vivery technology to every food bank and pantry free of charge**

2. **Partner with neighborhood communities to learn locally and develop repeatable food access solutions that can scale nationally**

We are a passionate team striving to do good with technology so everyone, regardless of their circumstances, can effortlessly access essential food, nutritious food, and other services nearby.
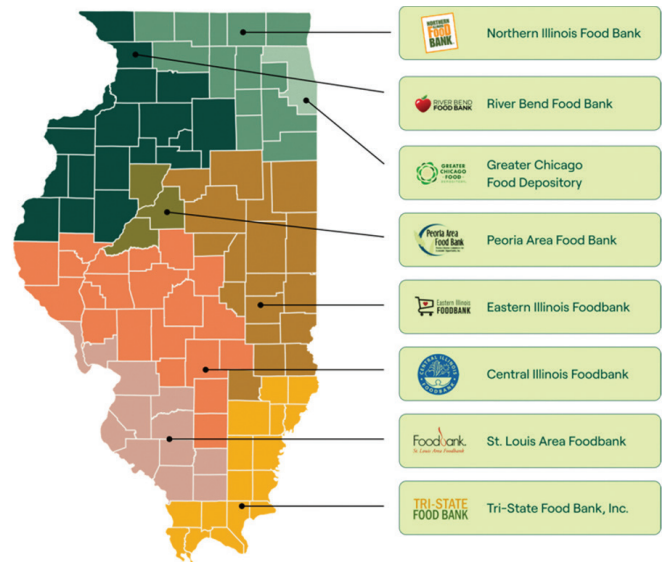
## How we do it

We believe that to truly fight hunger, we need to go deep then go wide. Our approach has been to start in our home city, Chicago, where we worked hard to establish strong partnerships and unwavering trust. Once proven, we expanded beyond Chicago to the rest of the great state of Illinois.

Our team continues to focus on making Chicago the model for food access through community-driven innovation and collaboration. We are confident that our learnings from Chicago will ultimately serve other communities.
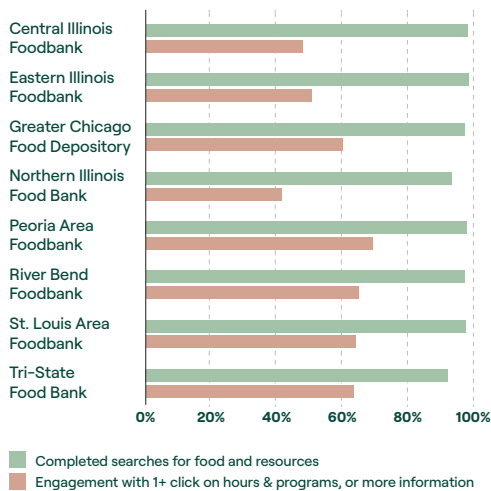
In less than 1 year, we have made significant traction with a unified Vivery map of Illinois. This map supports all charitable food resources provided by the 8 food banks in Illinois and serves more than 1 million people facing hunger.

## Unified map of charitable resources in Illinois



- Northern Illinois Food Bank
- River Bend Food Bank
- Greater Chicago Food Depository
- Peoria Area Food Bank
- Eastern Illinois Foodbank
- Central Illinois Foodbank
- St. Louis Area Foodbank
- Tri-State Food Bank, Inc.

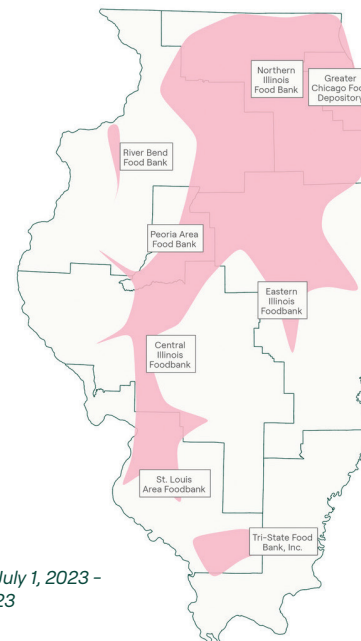## Engagement across the unified map of IL

Now when Illinoisans search, they regularly find a location for food nearby. They are also engaging with the map by clicking on hours, programs, directions or downloading information. This means that neighbors are easily finding food and resources online, and pantry staff can focus on serving their communities, rather than answering lots of calls.



- Central Illinois Foodbank
- Eastern Illinois Foodbank
- Greater Chicago Food Depository
- Northern Illinois Food Bank
- Peoria Area Foodbank
- River Bend Foodbank
- St. Louis Area Foodbank
- Tri-State Food Bank

0%   20%   40%   60%   80%   100%

■ Completed searches for food and resources
■ Engagement with 1+ click on hours & programs, or more information

*Historical data collected from the launch of each network through September 2023.*

## Not aware of food bank service boundaries, nor should you be

The statewide coverage provided by the Vivery Find Food map ensures that no matter where a neighbor searches in Illinois, they will always find detailed and accurate pantry and program information online to meet their unique needs, schedules, and circumstances.



*Data from July 1, 2023 – Aug 31, 2023*

## Cutting-Edge Innovation

Vivery received a coveted Chicago Innovation Award in partnership with the Greater Chicago Food Depository, for one of the most innovative new tech solutions driving social impact in 2022.

2022 CHICAGO INNOVATION AWARDS WINNER

# Chicago as a model city for food access

Again, we're taking a deep and wide approach. Deep is through our Vivery Community Programs that work to solve complex food access challenges at the local level, in collaboration with the community. Wide is by creating a unified hub of ALL charitable food resources for neighbors to find what they need wherever they choose to look for it.

## We envision a world where technology eliminates barriers and democratizes access.

## Vivery Community Programs

We are singularly focused on removing barriers to food access by partnering with local communities to provide consistent access to nutritious food, for everyone, regardless of their circumstances.



### ONLINE MARKETS
Partnered with 2 well-established pantries to create an online shopping platform

- 15 new locations in Chicagoland
- Serving 108K food-insecure individuals
- Over 54K orders placed

### IN-HOME DELIVERY
Partnered with 2 pantries and a local business to validate a technology-driven delivery model

- Over 1.4K+ deliveries made
- 38 new community jobs created
- 160+ volunteer hours reallocated

### INTEGRATED ACCESS AND DELIVERY
Partnered with 10 local community organizations to coordinate consistent access and delivery of nutritious food to high-need populations

- 100+ individuals in pilot
- 1.6K deliveries made
- 9K+ lbs of fresh produce delivered

### ★ CHICAGO

"Using the full force of government to work in coordination with philanthropy, community and business to improve access to healthy food for my disabled neighbors in Austin is something I'm proud to continue. This kind of partnership is essential to moving this work forward."
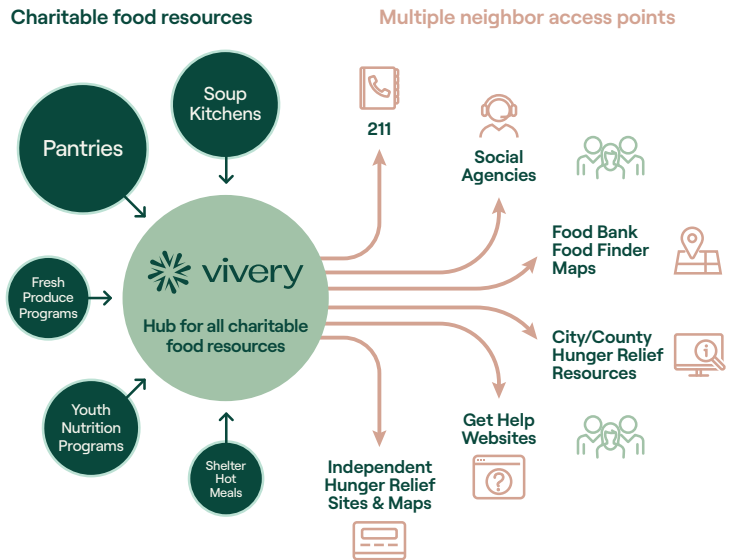
Mayor Brandon Johnson,
City of Chicago

## Our approach: Learn locally and develop repeatable, scalable national solutions.

## Build once and serve many

A unified hub of all charitable food resources will allow neighbors to get comprehensive and accurate information through multiple access points, such as 211, state and local websites, school websites, etc.

Our vision is for food insecure neighbors to be able to find the resources they need, no matter where they choose to search. In this way we will truly democratize digital access to food.

## Democratizing access to food: coast-to-coast

Vivery has been embraced by 30 food banks across 17 states* in just over a year, making it easy for neighbors to find accurate information on essential food and resources nearby.

*Some food banks have a coverage area across multiple states.*

## Vivery by the numbers

### Online access to food is growing

**5.6M people** with access

**30 food banks** using Vivery

**17 states** where neighbors can find food through Vivery

**5.8K food pantries** will now have an accurate online presence*

*includes active and onboarding pantries*

### Activity on the Vivery Find Food map is increasing

**1.75M** all time searches

**93.5K** average monthly searches in 2023

**74.7K clicks** to get directions in 2023

"Adopting Vivery for our Need Food webpage allows our neighbors to easily find our partners and learn much more about the food resources that are available to them in their own community."

**Jonathan Tetrault**
VP of Community Impact and Operations

"In a world where technology is increasingly important in every aspect of our lives, Vivery sets a new standard for food banks everywhere."

**Savannah Colevans, Marketing & Communications Manager**

## Ways to support

Please join us in this important work to provide **Vivery technology to 30,000 food pantries** across the country, **expand community programs,** and **reach 35 million people** facing food insecurity! It's going to take a village, a community, so join ours, Vivery Community, to help end the hunger cycle. Visit **www.vivery.org** to make a donation today!