



KRYSTAL AZUL  
MARTINEZ

# Food Distributors

PERLA RUELAS  
NICOLE LOPEZ



## Our Mission

*We are the Food Distributors. Our team applies creativity, communication, and social emotional skills to solve food insecurity in the city of Norwalk by holding annual food drives to help the community.*

## Our Skills

1. Communication
2. Creative
3. Social Emotional

## Target Audience

*City of Norwalk*

## The Challenge

*The causes of the food Insecurities are the prices of food, poverty, economic disparities, and systemic issues like supply chain disruptions. Additionally, many people live in food deserts; a geographic area that is often low-income and lacks supermarkets or grocery stores. Most people experiencing food insecurity don't have homes or are unemployed. It is important to solve because individuals are not getting all the nutrients necessary to have a healthy life and in turn will not be able to survive to thrive in their community.*

## Our Plan of Action

- Fundraising/Money Source: We can host a fundraiser, donations, sell items, save money from a job, and start a GoFundMe.
- Resources/Materials Needed: fresh and nutritious food donations
- Potential Partnerships: Farmers, grocery stores, and city mayor.
- Communication/Promotional Ideas: some ways we can promotional is make flyers to put up and make social media post
- Call to Action: Our group will be doing a food drive at the high schools in the city of Norwalk.

## Evaluating Success

- We can ask the families to evaluate the overall experience of attending our drive as a donator or family receiving services
- We can conduct a survey to determine how our food drive can be improved
- We can have then leave a review to evaluate how beneficial our drive was for the community
- We can have people sign in to track attendance and how many families benefited from our drive