



PASSOVER FOOD DRIVE

March 24–April 28, 2025

How To: Run an Online Food Drive

Nearly one in five Jewish households in NYC is struggling to make ends meet, according to a 2023 report from the UJA Federation of New York. Help City Harvest provide free nutritious kosher food for our Jewish neighbors in NYC who are experiencing food insecurity by participating our annual *Passover Food Drive*.

For more than 25 years, City Harvest has collected and delivered more than 98.3 million pounds of free kosher food to kosher community food programs across the city. By participating in City Harvest's *Passover Food Drive*, you can help ensure we continue to provide free kosher food to kosher-observant families during Passover.

You can run a virtual Passover food drive through our partner platform [#GiveHealthy](#). If this is the best option for your organization, please follow the instructions below.

Setting up your online food drive:

1. Select dates to begin and end your food drive. We recommend running a drive for at least 2 weeks.
2. Enter information about your food drive into [#GiveHealthy](#). You will hear from a #GiveHealthy representative within 1-3 business days and receive a customized link to your food drive page.
3. Share the customized link for your food drive page with your participants through email, social media, or newsletters. Participants will be able to select kosher for Passover food items to purchase directly through your page.
4. Send periodic updates on progress and reminders to donate: we recommend messages at the beginning, mid-way point, and end of your drive.
5. After your drive has ended, you will receive a tax acknowledgment from #GiveHealthy and a food drive certificate of participation from City Harvest.

For any questions or for help setting up your online food drive, please feel free to call us at 646.277.7800 or email fooddrives@cityharvest.org.

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