

PLATING CHANGE



Businesses Battling Food Insecurity

The Official 5-Step “How To” Guide

Join us as we aim to feed those in need across the country

Check off the items as you have completed them.

1 Create an item that is specific to your restaurant

- Give item a name. ex: “Bowl of Hope”
- This item should:
 - Have a good profit margin and be easily executed
 - Be a balanced meal (think protein, vegetable, starch etc.)
 - Be approximately 14-16 oz serving
 - Be able to be served hot or cold

2 Reach out to the community! Find organizations who focus on fighting food insecurity

- Contact local shelters, rescue missions, and organizations that help fight food insecurity in your community, particularly seniors who are at highest risk of COVID-19 & often in the most need

Questions to ask:

- Are you able to take and distribute pre-made food?
- When do you distribute food (day/time)?
- How many people/families do you regularly feed?
- Would you be able to pick the food up, or would you need it delivered?
- Do you need a vegetarian option? If so, how many?

3 Training & execution

- Create a "how-to-build" guide for easy and consistent execution
- Create any necessary recipe cards
- Create a label for your item that lists the following:
 - Contents of item
 - Best by date/time
 - Reheating instructions (optional)
- Teach staff what Plating Change is and about your restaurant specific item
 - Make sure to distinguish the difference between hunger and food insecurity
- Create language for point of sale (POS) employee to use to promote donations at register
 - Ex: "Would you like to donate to Plating Change today to help our neighbors who suffer from food insecurity?"
- Teach employees how to accept donations and track donations on register

4 Documenting & marketing

- Take pictures of your item for marketing assets
- Promote on social media and in store
- Take pictures when making donations if possible

5 Tracking donations

- Before beginning this program, please consult with your accountant or tax advisor
- Create donation button on your POS system so guests can easily donate
 - Ex: \$1, \$5, or round up change to nearest dollar amount
- Create a donation fulfilled button on your POS system so you can track when and how many donations you have fulfilled
- Ask the donation organization for the following paperwork for tax purposes:
 - W-9
 - A statement on their letterhead detailing the donation received