

# AmpleHarvest.org<sup>(SM)</sup>

*"Sharing your garden bounty with Neighbors in Need"*

December 2010

Dear Friends:

As you know, AmpleHarvest.org is a one of a kind national effort that simultaneously fights hunger and malnutrition, improves the environment and enables neighbors to help neighbors.

Your [ongoing generosity](#) and support since our inception May 2009 has helped us reach the point where more than 3,000 food pantries across all 50 states have now registered. Gardeners nationwide responded by delivering garden fresh produce to many of these food pantries. As the year winds down, I want share some of the other exciting things that took place this year



- January
  - AmpleHarvest.org releases the [free AmpleHarvest.org iPhone app](#).
- February
  - AmpleHarvest.org becomes a partner organization to the USDA "[Peoples Garden Initiative](#)", participates in the USDA garden to food conference in Washington DC and receives letter of endorsement from the [USDA](#).
- April
  - AmpleHarvest.org transitions from a program within a small New Jersey sustainability organization to a national non-profit charity.
  - AmpleHarvest.org presents to civic and business leaders at a [Bergen LEADS](#) - a New Jersey Leadership Program.
- May
  - Gary Oppenheimer is named a [CNN Hero](#) giving AmpleHarvest.org national coverage on CNN and CNN Headline News for a full week.\*
- July
  - AmpleHarvest.org is highlighted on the "[United We Serve](#)" government web site - a national program encouraging volunteerism
  - AmpleHarvest.org initiates a [special outreach program for the Gulf States](#) region in response to the BP oil spill

- August
  - The USDA coordinates with all of the food banks in Texas to help nurture the outreach to the food pantries in that state.
  - AmpleHarvest.org participates in a conference at [Google Inc.](#) offices with their product managers
  - The [EPA](#) lists AmpleHarvest.org as a resource to help combat the environmental impact of food waste
  - AmpleHarvest.org receives its IRS "[determination](#)" letter - officially making AmpleHarvest.org a tax deductible not-for-profit charity.
- September
  - AmpleHarvest.org participates in the Maryland Food Bank conference with all of their food pantries.
  - AmpleHarvest.org highlighted on Stark Brothers (major supplier of tree saplings to nurseries) [podcast](#).
- October
  - AmpleHarvest.org invited to participate in the [Feeding America](#) conference in Chicago - attended by nearly every food bank in the country.
  - The [Infinity Insurance Company](#) reaches out to its employees, customers and trading partners to contribute to the AmpleHarvest.org virtual food drive, matching the first \$5,000 in donations.
  - AmpleHarvest.org collaborates with the [National Hunger Hotline](#) a USDA funded organization, to help those individuals needing food assistance.
- November
  - Gary Oppenheimer presents to future business leaders at Wharton (U. of Pennsylvania) about AmpleHarvest.org's impact on the American food system
  - AmpleHarvest.org collaborates with the [Campus Kitchens Project](#) helping university students fight hunger.
  - AmpleHarvest.org publishes its vision statement (yes.. I know we were late on that).
- December
  - [Veterans of Foreign Wars](#) organization reaches out to its members to help AmpleHarvest.org
  - [AARP](#) reaches out to its members to encourage them to help AmpleHarvest.org
  - Lastly, the **3,000<sup>th</sup> food pantry** registered on AmpleHarvest.org. In 2010, the number of food pantries registered grew from 1,298 to 3,014 - meaning AmpleHarvest.org has now registered more than one out of every ten food pantries in America.



As a grass roots effort, enthusiastic public support for AmpleHarvest.org is key to its success. AmpleHarvest.org has 1,340 people "liking" it on [Facebook](#), 3,177 people recommended the [CNN Story](#), and 1,669 following it on [Twitter](#). AmpleHarvest.org is now averaging 10,000 unique hits per day on the web site. We have started development of our [YouTube channel](#) (if you have videos of your donation to a pantry, let us know and we'll add them to the channel).

Feedback both from gardeners as well as from pantries and food banks spoke of their enthusiasm for the AmpleHarvest.org Campaign. An informal email survey to 2,000 food pantries in August (mid-harvest) had an 18% response rate - unusually high for a survey. Of the responding pantries, 2/3 had received some (or a lot!) locally grown produce.... collectively approximately 700,000 lbs. We do not know how much they received after that time, nor do we know how much the non-responding pantries (many not having access to email whatsoever) received, but we can say with a lot of confidence that gardeners across America shared their garden bounty with their neighbors in need, many for the first time.

Most importantly, we got the word out - to the press, bloggers and other web sites. Google shows more than 23,600 references to the term "AmpleHarvest.org".

Not bad for a program only 19 months old. And we're not done.



AmpleHarvest.org is working on a number of initiatives including an Android app (similar to our iPhone app), a gleaning component and a produce dictionary ... all designed to work in tandem with AmpleHarvest.org to help educate, encourage and enable millions of gardeners to share their excess garden produce with a local food pantry.

A very small but dedicated team is working hard to make AmpleHarvest.org live up to its potential... and we could use your help (here is the part of the letter you've probably been expecting):

- **Please consider making an [end of year donation to AmpleHarvest.org](#) by clicking here** or better yet, let us set up with you, a recurring donation to AmpleHarvest.org so you can help us help your community month after month. AmpleHarvest.org, Inc. is a 501(c)3 charitable organization (EIN #27-2433274).
- **Help a new food pantry register itself at [AmpleHarvet.org](#).** Find a local food pantry in your community - possibly in a nearby house of worship, a YMCA or other civic location. Give them [this flier](#) and urge them to register ASAP. Remind them AmpleHarvest.org is totally FREE!



- **Help others learn about AmpleHarvest.org.** Put [this article](#) in your blog or newsletter.
- **Help local gardeners learn that they can share their ample harvest.** Print this [two sided flier](#) and post it a local garden shops, nurseries, supermarket bulletin boards, etc. to help gardeners learn about the opportunity to help the hungry.
- **Help publicize the AmpleHarvest.org Campaign.** Ask your local media to visit [this page](#) and do a story about people in the community wanting fresh produce for their families from the local food pantry.

Our vision is an America where millions of gardeners eliminate malnutrition and hunger in their own community.

Please make this your vision too.

On behalf of everyone at AmpleHarvest.org Inc., have a safe and wonderful New Year.

Take Care,  
Gary Oppenheimer  
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and [twitter.com/AmpleHarvest](https://twitter.com/AmpleHarvest)

ps: If you are hosting a New Year's party, consider donating the leftover food to a local food pantry. You know where you can find one.

\*Although both CNN and Huffington's Post named me in the headline of their story, they really focused on AmpleHarvest.org - the real "hero" of the story.