

ONE MEAL AT A TIME

A DIVISION OF ONE PENNY AT A TIME

BRINGING HEALTHY MEALS DIRECTLY INTO HOMES



Vision



At One Meal at a Time, our mission is to empower families and children by providing consistent access to healthy, affordable meals that nourish bodies and minds.



Ensuring that every child, regardless of socioeconomic background, has the opportunity to learn and grow fueled by nutritious food

We believe that every child deserves the chance to grow, learn, and thrive without the barrier of hunger.



Through community-driven initiatives, educational programs provided through One Penny at a time, and strategic partnerships, we are committed to closing the nutritional gap and fostering a healthier, more equitable world where nutritious food is accessible to all.

Problem

Lack of affordable and healthy meals for families and their children.

Statistics and Facts

- 1 in 7 households (approximately 13.5%) in the U.S. faced food insecurity in 2023, impacting 47.4 million people. Among them, 13.8 million were children
- 1 in 20 households experienced very low food security, meaning they regularly skipped meals or reduced food intake due to financial constraints
- Among households with children, food insecurity rose to 13 million, a 45% increase compared to the previous year



Target Demographic

Name for individuals we help: **Hungry Hearts**

- **Low-to-Middle Income Families:** Struggle to afford nutritious food, often falling into an assistance gap.
- **Single-Parent Households:** Face financial and time constraints, benefiting from affordable, healthy food options.
- **Communities in Food Deserts:** Lack access to fresh, affordable food, relying on less nutritious alternatives.
- **School-Aged Children & Families:** Support for nutritious meals enhances health and academic performance.
- **Working-Class Families:** Dual-income families still struggle to afford fresh, healthy meals consistently.
- **Minority & Immigrant Communities:** Barriers like language, transportation, and adaptation limit access to healthy food.
- **Organizations & Community Centers:** Partnerships with community hubs enhance outreach and support for families in need.



Solution



We collect data on what resources families are lacking and what obstacles are keeping them from having healthy meals



Supplementing cost and finding more affordable options using collected data to deliver/ share these options to families



Provide hydroponics and at-home raised garden kits to encourage healthier lifestyles and give access to fresh ingredients

Implementation Plan



Phases of Development

Launching and Set Up ~3 months



Resources Needed

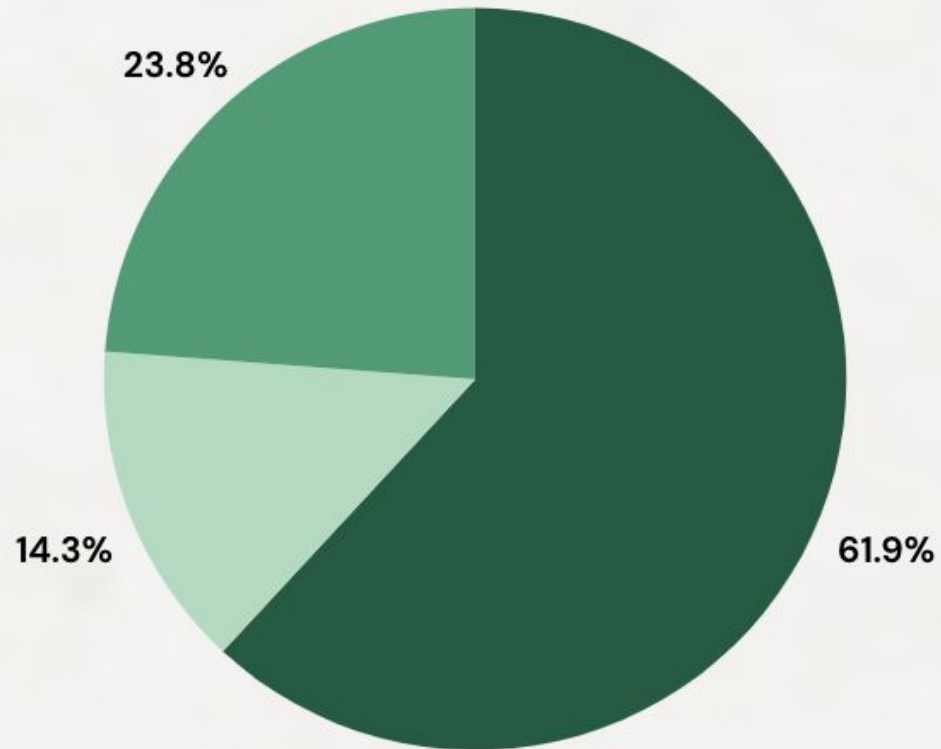
- Vendors
- Sponsors
- Strategy analyst
- Nutritionists
- Charity Events to meet other charities

Phases of Development

- Charity events to start outreach
- Reach out to sponsors and vendors
- Advertising
- Raise money to set up foundation
- Website and App Setup
- Nutritionist
- Strategy Analyst

Financial Overview

- Phase 1 - \$130K
 - Nutritionists
 - Office space
 - Attorneys
- Phase 2 -\$30k
 - Advertising
 - Vendors and Sponsors
 - Delivery System
 - Website and app creation
- Phase 3 -\$50k
 - Operations costs
 - Website maintenance
 - Hydroponics



Marketing and Outreach

Target Audience: Major grocer's and fast food corporations like Krogers and Taco Bell

Marketing Channels:

- Social Media Ads
- Phone Solicitation
- Charity Events
- Corporate Sponsors

