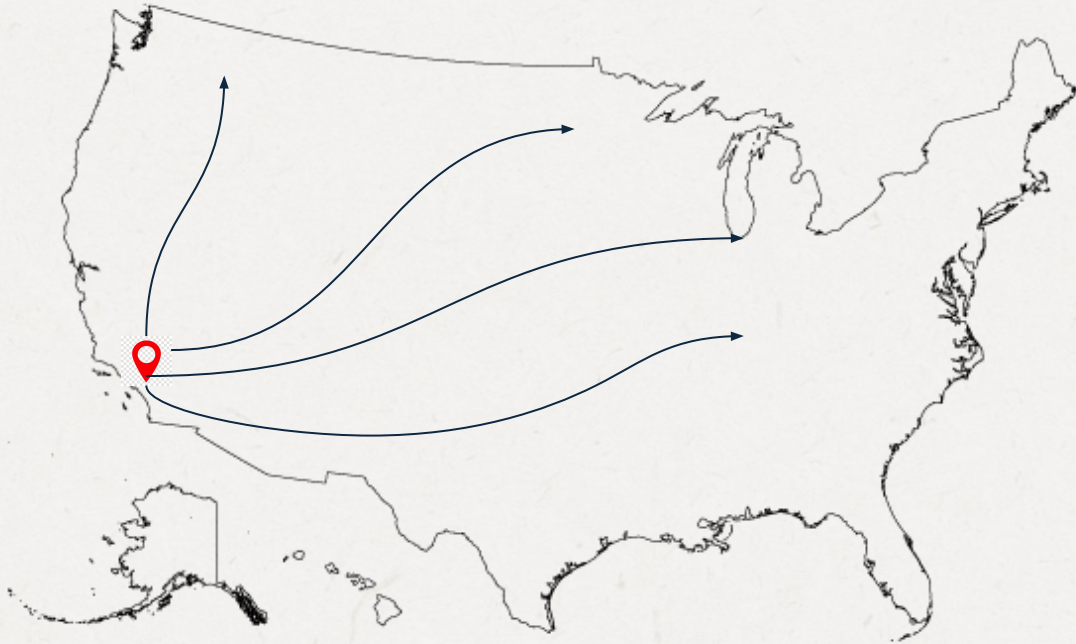


ONE PENNY AT A TIME

PRESENTING

ONE LUNCH AT A TIME, ONE MEAL AT A TIME



Starting in Los Angeles, California

Presented by Rob Silvera, Demi Norman

Mission Statement

At One Penny at a Time, our mission is to empower families by bridging the gap between financial challenges and essential resources.

From health insurance to car coverage and critical household bills, we strive to ensure no family faces the hardship of choosing between their basic needs.



Through comprehensive support, community partnerships, and educational programs, we are committed to raising awareness and equipping families with the knowledge and resources they need to focus on the better things in life.

One Penny At a Time, we aim to build stronger, more informed, and resilient communities.

Problem

Families struggle to meet basic needs due to financial constraints.

Statistics and Facts

USA

- Food prices and other perishables have risen by over 25% since 2021.
- Consumer prices have risen by 22% nationally
- Rental costs have risen 8.9% to 46.9%

- Corporate price increases are driving up costs, impacting low-income households the most.
- Many families are forced to choose between food and rent.



Target Demographic

Name for individuals we help: **The People's Union**

- **Low-to-Middle Income Families:** Struggle to meet basic needs despite ineligibility for public assistance.
- **Single-Parent Households:** Limited resources and higher responsibilities create financial strain.
- **High-Cost Area Families:** Face challenges in regions where living costs outpace assistance thresholds.
- **Minority & Immigrant Families:** Encounter barriers like language, access issues, and systemic inequities.
- **Families with Children:** Prioritize child nutrition for development and academic success.



Solution



Our App collects data from families in need to source better pricing, helping them to be able to afford their basic living needs.



Through donation support we supplement their costs and find more affordable options



Using the “**One Penny APP**” and informative events

- Help guide them into financial autonomy
- Organize a *Pay it Forward* volunteer system through community and corporate support

Phases of Development



Timeline

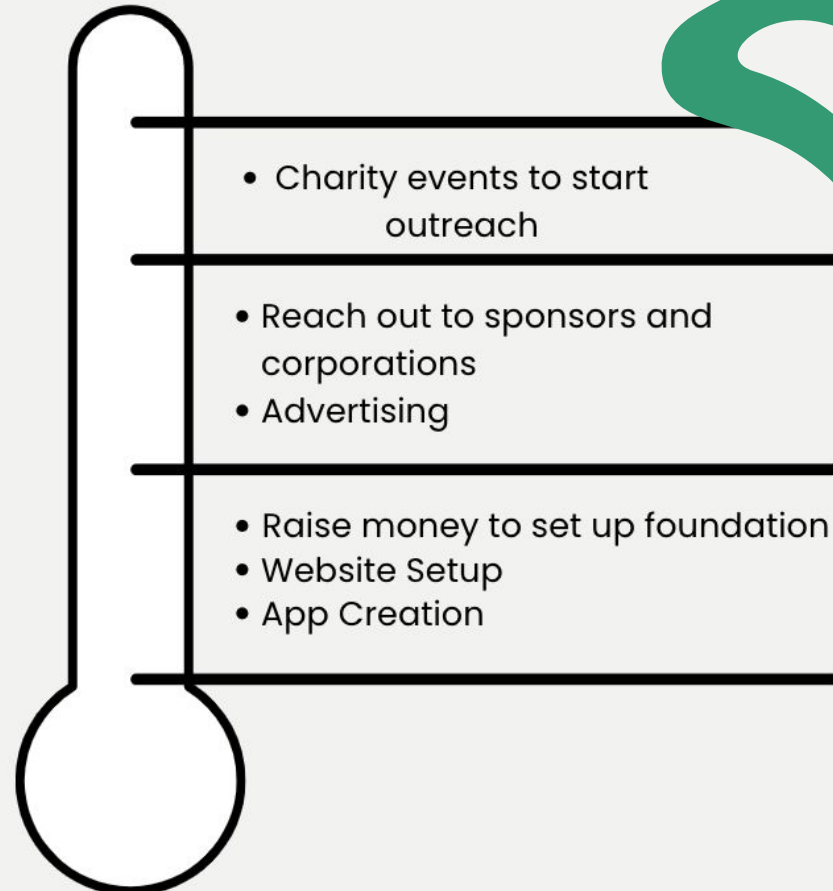
Launching and Set Up ~3 months
Functioning and Helping ~ 6 months



Resources Needed

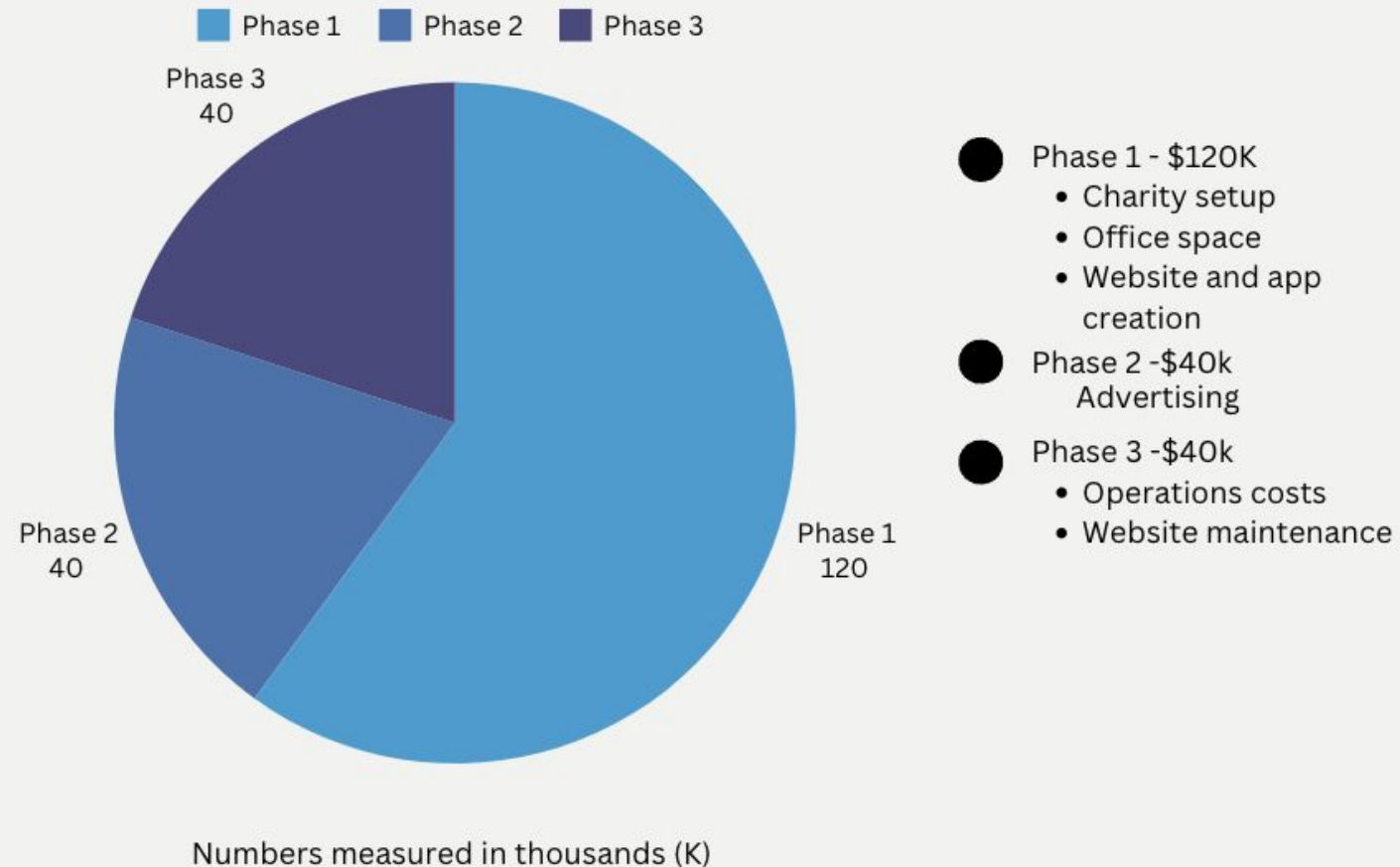
- Strategy analyst
- Office space
- Attorneys
- APP developer
- Website and advertising services
- CPA's

Phases of Development



Financial Overview

One Penny



Marketing and Outreach



Marketing :

Online Ads on Social Media
SEO Placement for our website
Organization outreach via Email,
Phone and door to door



Target Audience:

Corporate Sponsors
Insurance Companies
Food banks, vendors, distributors, etc.
Other charitable organizations





Save Smart, Live Happy

Our App feature is designed to simplify saving money and making happier/ healthier choices. By scanning and uploading monthly bills, it identifies cheaper alternatives and cost-saving opportunities, helping users manage expenses more effectively.

As part of One Penny at a Time, our app focuses on reducing costs while promoting budget-friendly options. With the goal to provide affordable food delivery solutions and empower users to grow their own vegetables at home, fostering sustainable and healthy living.

Summary

At **One Penny at a Time**, we are dedicated to addressing financial challenges by helping families access essential resources more affordably. Through our "One Penny App," donation support, and educational events, we guide families toward achieving financial independence. Our mission is to bridge the gap between rising costs and basic needs, creating stronger and more resilient communities.

At **One Lunch at a Time**, we are committed to transforming the quality and accessibility of school lunches to ensure every child has nutritious, affordable meals. By replacing highly processed, nutrient-deficient foods with wholesome, balanced options, we aim to support students' physical health, cognitive development, and overall well-being. Through partnerships with cost-effective and healthy food vendors with funding assistance, educational programs and policy advocacy, we work to create a future where healthy school meals are a standard, not a privilege.

At **One Meal at a Time**, we are building a system to ensure children and their families have access to nutritious, affordable meals that support their growth and learning. By identifying obstacles families face through data collection, we will supplement costs, and giving them affordable solutions, we work to close the nutritional gap. Through the growth of vegetables using hydroponics, at-home garden kits, community resources, and educational programs, we empower families to embrace healthier lifestyles and create a world where no child or family is held back by hunger.

Contact Us!



(805)668-1455- Rob
(818)470-0490- Demi



OnePennyContact@gmail.com