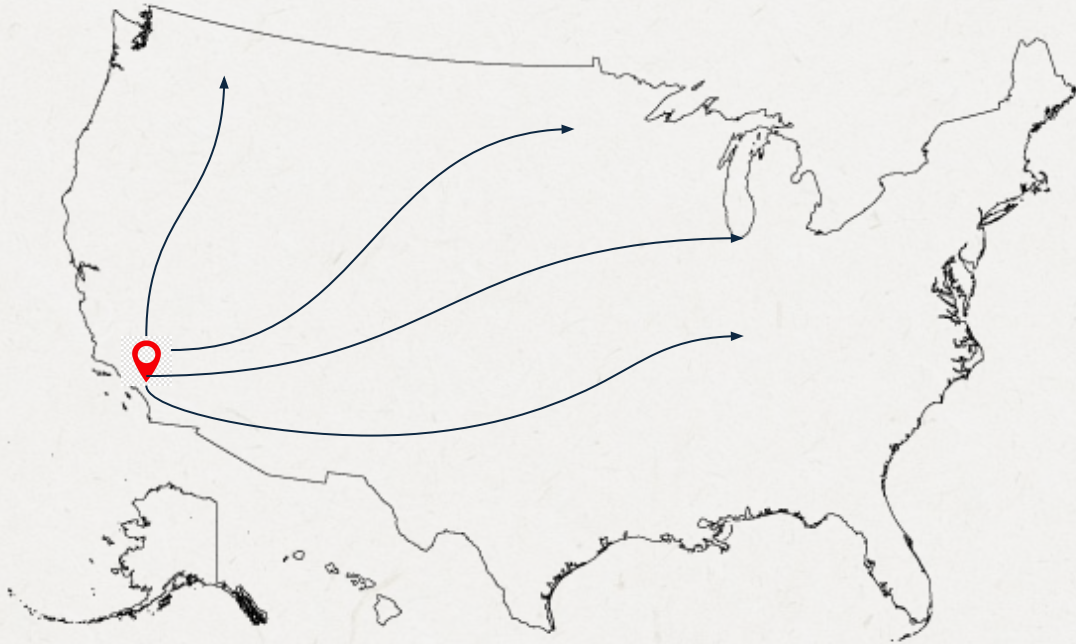


ONE PENNY AT A TIME

PRESENTING

ONE LUNCH AT A TIME, ONE MEAL AT A TIME



Based in Los Angeles, California



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

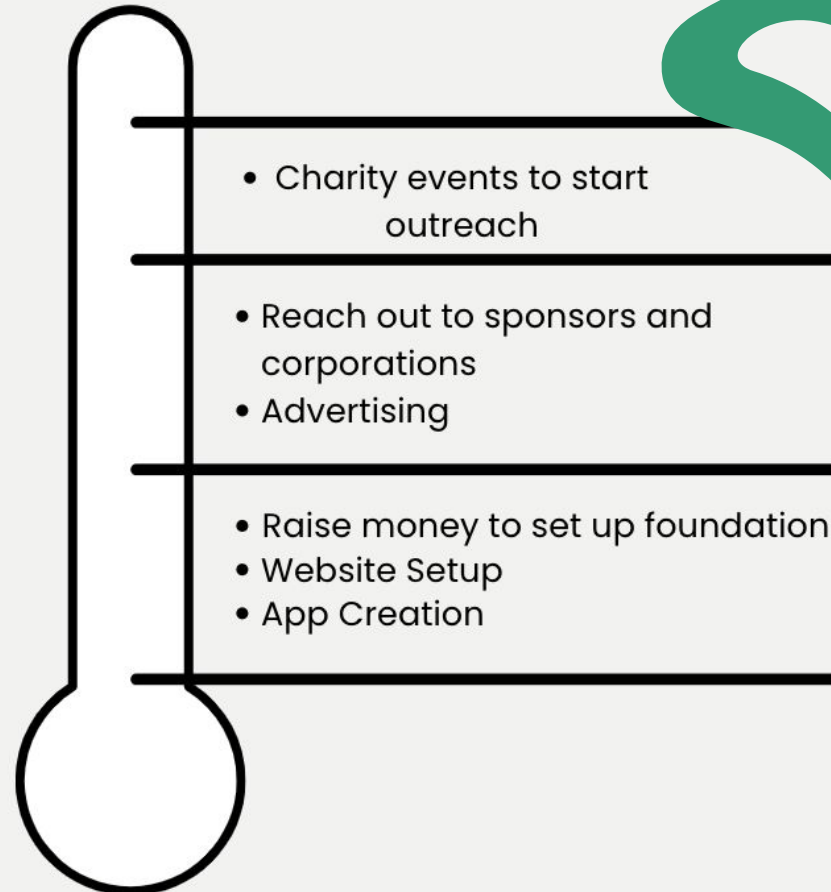
Launching and Set Up ~3 months
Functioning and Helping ~ 6 months



Resources Needed

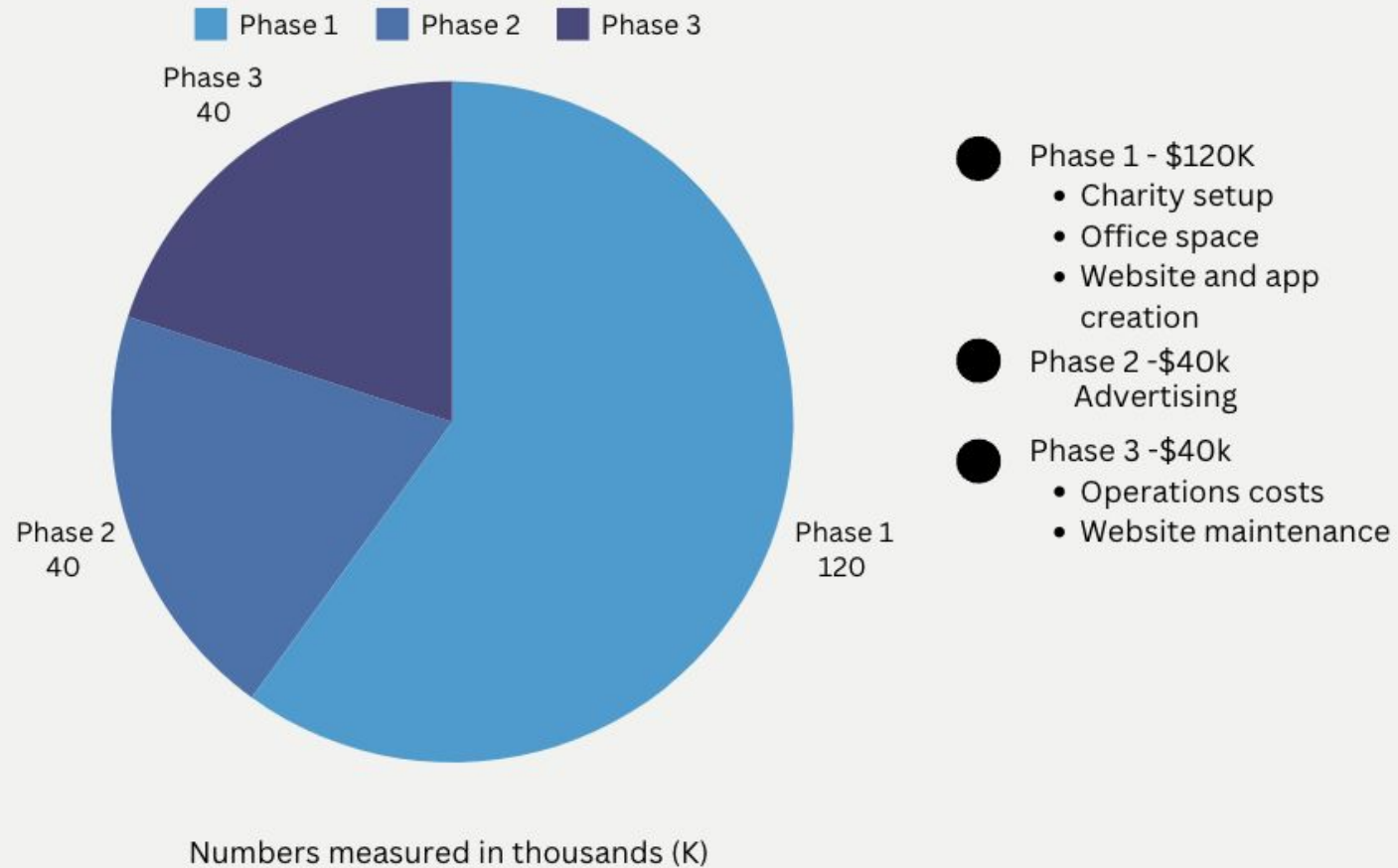
- Strategy analyst
- APP developer
- Office space
- Website and advertising services
- Attorneys
- CPA's

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.

ONE LUNCH AT A TIME

A DIVISION OF ONE PENNY AT A TIME

HELPING CHILDREN TO NOT THINK ABOUT
WHERE TO GET LUNCH



Mission Statement

- At One Lunch at a Time, our mission is to transform the nutritional landscape and availability of lunches within school systems by advocating for and providing access to healthier, affordable meal options for our youth.
- We strive to replace the expensive and highly processed nutritionally deficient foods that infest modern school districts with wholesome, nutrient-rich alternatives that support students' physical and cognitive development.
- By championing fresh, balanced meals, we aim to empower children to thrive academically and personally without the challenge of hunger.
- Through collaborative partnerships with healthy food with cost effective vendors and community engagement, we seek to build a future where quality nutrition is a standard, not a privilege.



Problem

Kids are not eating or getting nutritional meals at school.

Many children rely on school meals to fuel them throughout the day but are met with unhealthy foods or no food at all that leads to lack of motivation/energy and an increase in stress/ distress.

Statistics and Facts

- 1 in 7 kids comes to school hungry, skipping breakfast
- 1 in 4 students eligible for free or reduced-price lunch does not eat school lunch regularly, often due to stigma, limited time, or lack of appeal in meal options
- 1 in 8 kids face food insecurity at home, affecting their nutrition and learning



Target Demographic

- **Students (Pre-K–12):** Especially in low-income communities, rely on school meals for nutrition critical to health, learning, and development.
- **Low-Income Families:** Struggle to afford nutritious food; eating meals at school helps mitigate food insecurity.
- **Community & Vendors:** Collaborate with organizations to promote sustainable, local food sourcing, aiding children and economies.
- **Health Advocates & Nutritionists:** Partnerships to design effective programs and educational resources for child health.



Solution



Supply nutritious, affordable meals and by fostering local vendor collaborations that support healthier food sourcing.



Funding assistance, educational programs, and advocate for policies that ensure every child has access to quality school meals.

Phases of Development

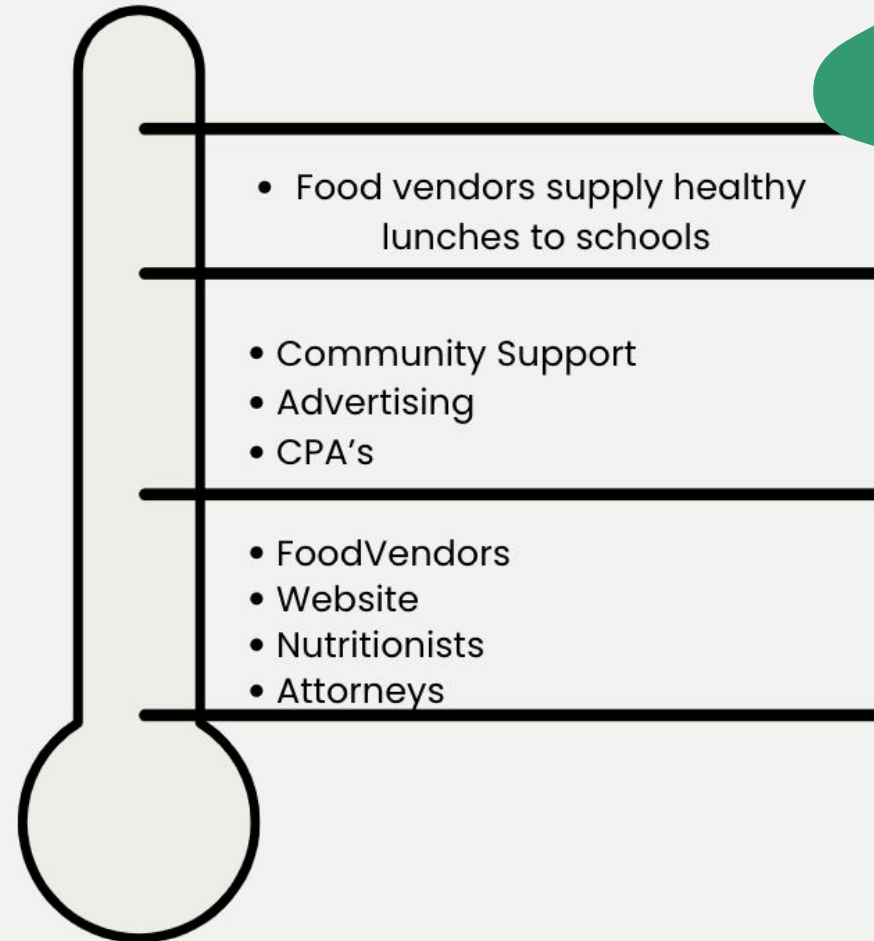
Launching and Set Up ~3 months



Resources Needed

- Lawyers
- Nutritionists
- CPA's
- Strategy analyst
- Food Vendors
- Community Support

Phases of Development



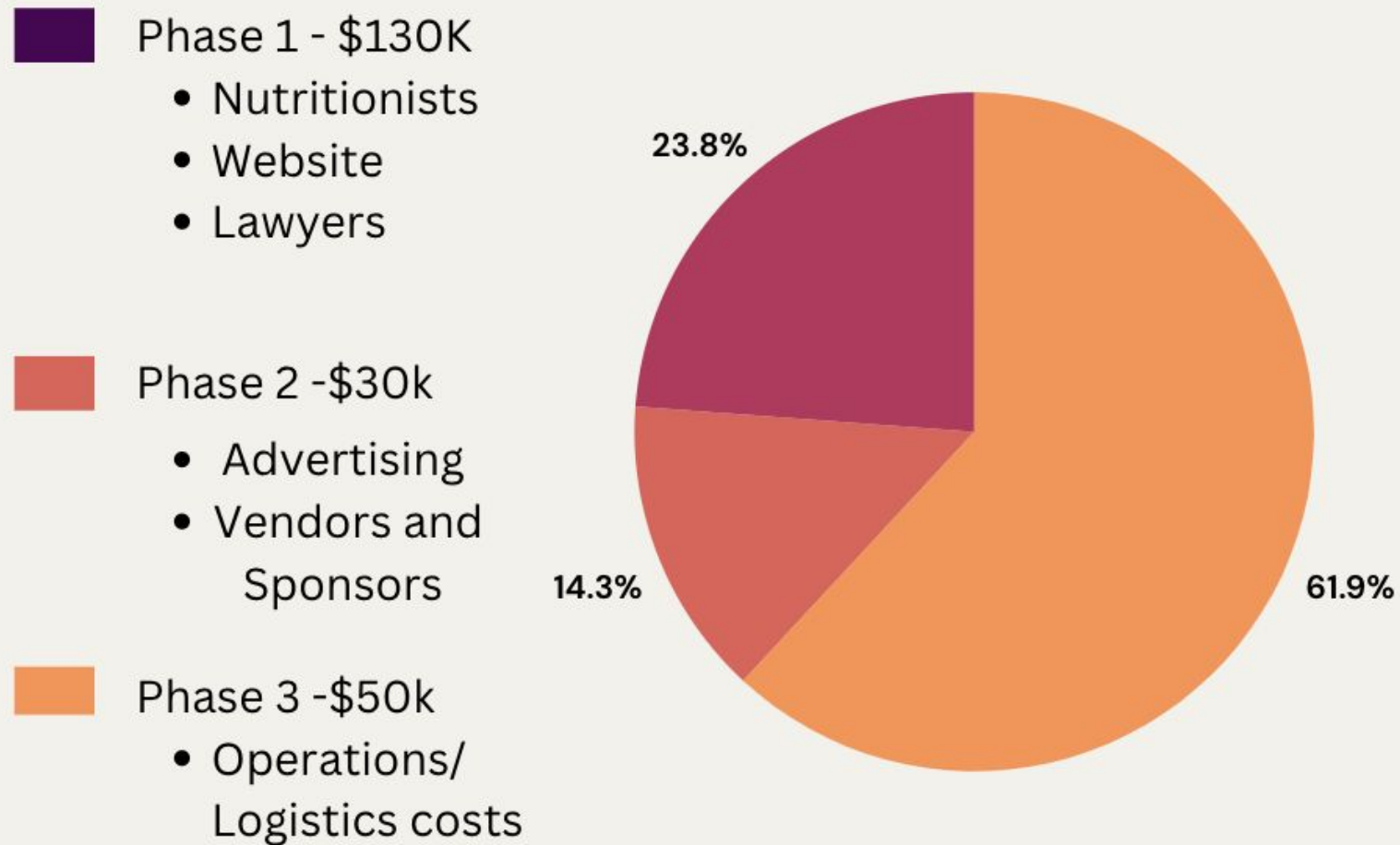
Implementation Plan



Phases of Development

- P1- Lawyers get FOI of accounting costs
- P2- Nutritionists analyze current lunches
- P3- Find food vendors with healthy/ cost effective
- P4- Get school boards to approve new vendors

Financial Overview



Marketing and Outreach

Marketing :

- Online Ads on Social Media
- SEO Placement for our website
- Vendor outreach via Email and Phone

Target Audience:

- Corporate Sponsors
- Food banks, vendors, distributors, etc.
- Parent Teacher Association (PTA)
- Community members
- School District Boards



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

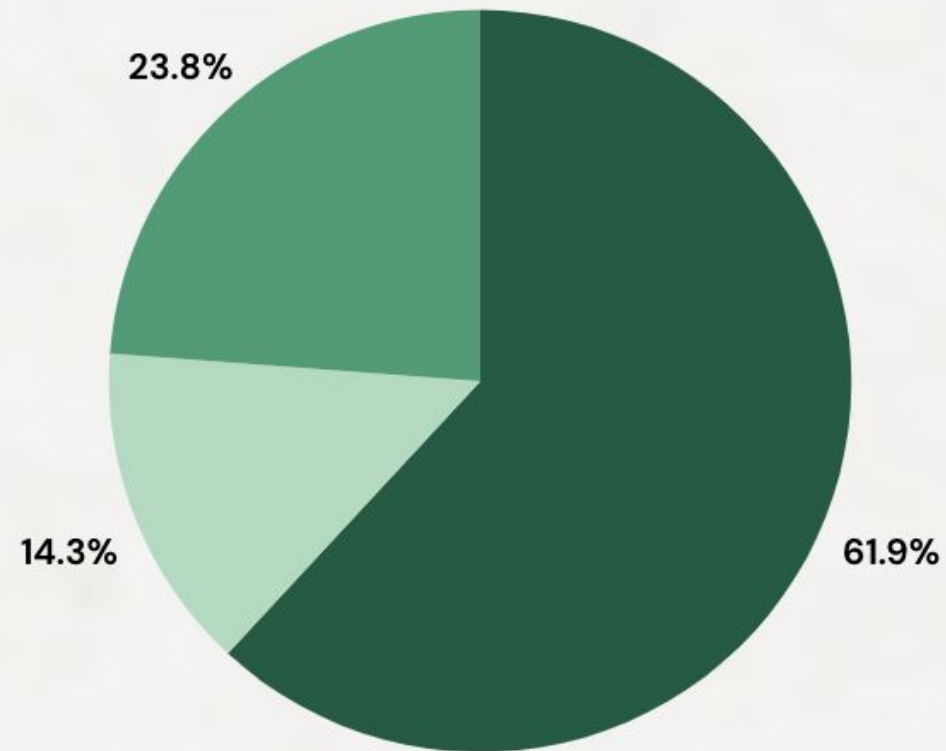
- Vendors
- Sponsors
- Strategy analyst
- Nutritionists
- Charity Events to meet other charities

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

