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Digital Hyve gives back through virtual food drive

Partnership with Foodlink highlights the food bank's new online giving tool

ROCHESTER – Foodlink found the perfect digital partner to launch the first virtual food drive using its new online giving platform.

The Digital Hyve, a digital marketing agency with offices in Syracuse and Rochester, piloted the initiative, and is now challenging other local organizations to do the same. The organization's Rochester office raised \$641, which is the equivalent of 1,923 meals, and spent an afternoon volunteering at Foodlink's distribution center on Nov. 5. Digital Hyve's Syracuse office also partnered with and supported the Food Bank of Central New York this holiday season.

"I have been involved with food banking for over a decade and have seen, first-hand, the vital role it plays in our community in the fight against food insecurity," said Jeff Knauss, co-founder of Digital Hyve. "We are so proud to partner with Foodlink to leverage digital and social technologies to scale our collective ability to make an impact in the Rochester community. I ask that my fellow business community leaders join us in helping Foodlink in its mission to end hunger and build healthier communities."

Foodlink accepts food donations from the community, but also purchases food in bulk to drive down costs for its hundreds of members, such as food pantries, shelters and meal programs. For every \$1 donated, Foodlink can provide 3 meals to community members who are at risk of hunger. Throughout the 10 counties that Foodlink serves, more than 145,000 people are considered food-insecure, the USDA's measurement for a household's limited or uncertain availability of nutritionally adequate foods.

"This partnership made perfect sense," said Martha Bush, Foodlink's Chief Marketing Officer. "Digital Hyve truly understands the value and potential of online giving and the strength of social media, and we applaud their willingness to pilot this new platform for us."

For groups and organizations interested in hosting a virtual food drive for Foodlink, visit <https://give.foodlinkny.org/>, or contact Krista Jenkins at (585) 413-4078 or kjenkins@foodlinkny.org.

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About Foodlink

Foodlink is the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. For more than 40 years, we have leveraged the power of food to end hunger and build healthier communities. Through good stewardship, innovation and collaboration, Foodlink mobilizes a diverse network of community partners to eradicate both the symptoms and root causes of hunger.

Foodlink's community health programs provide new access points to nutritious and affordable food in underserved communities. We empower individuals and families to make healthy choices through nutrition education initiatives. Our food banking operations distribute millions of pounds of food to a network of nonprofit members. The Foodlink Community Kitchen nourishes thousands of children daily with healthy meals, slices locally grown apples, and prepares people for culinary careers through a one-of-a-kind career empowerment program. Learn more about how we are transforming lives and creating healthy futures for every community we serve at www.FoodlinkNY.org, or follow us on Facebook, Twitter or Instagram at @foodlinkny.

About Digital Hyve

Digital Hyve is a full-service digital marketing agency with offices in Syracuse and Rochester. In 2019, Digital Hyve was recognized on Inc. Magazine's "Fastest 5,000 Growing Companies in America" list for the 2nd year in a row. Our mission is to blend cutting edge technology and forward-thinking strategies to grow our clients' brands with measurable and meaningful results. If you would like more information about this topic, please contact Jeff Knauss at 315-573-4376 or email at jeff@digitalhyve.com.

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