MAPPING YOUR PARTNERSHIP ASSETS: TECHNOLOGY PARTNERSHIP

September 16, 2020
SUMMER 2020 VIRTUAL LEARNING SERIES

The Power of Partnerships to Drive Senior Nutrition COVID-19 Response and Recovery

Part 1: Potent Partnerships in the Age of COVID-19
• August 31, 2020

Part 2: Mapping Your Partnerships Assets
• September 10, 15, 16 and 17, 2020
  • Restaurants ✓
  • Emergency Services ✓
  • Technology
  • Food Systems

Visit: https://nutritionandaging.org/virtual-summer-series-2020/
VISION FOR THIS WEBINAR

• *Gain Insight:*
  • Into an example of a partnership – learn from their partnership story to glean ideas, and get inspired about possible partnerships of your own

• *Consider Your Assets:*
  • Spend some time thinking about your local partnership assets that can be engaged to seed a new collaboration or expand an existing initiative

• *Share Your Map, Learn From Peers, Stay Connected:*
  • Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!
CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff across the country to connect, share and network with your peers!

Signing up is easy! Visit www.nrcna.mn.co and click ‘Invite’!
What reasons has your organization entered into strategic partnerships with a technology partner in the past / at present? Select all that apply.

- To expand service delivery options?
- To increase efficiency of services offered?
- To modernize services delivered?
- To increase ensure equal access to available services?

Other reasons? Please let us know in the chat box!
What kind of partnerships does your organization have or hope to have with a technology partner?

• We have....
• We hope to have...

Please let us know in the chat box!
Meals on Wheels of Southwest OH & Northern KY + Food Forest
About Us

2 states
11 counties
3000+ seniors
1 million meals
THE PROBLEM
How we solved it ...

Mobile grocery delivery for seniors!
March 2020
Jennifer calls David Curin with a crazy idea

April 2020
Partners identified

May 2020
White label app launched

June 2020
Seniors identified and enrolled
Ordering begins

September 2020
PARTNERSHIPS MADE IT HAPPEN

Pilot Program

Meals on Wheels America

Food Forrest

United Way

Northern Kentucky Community Action Agency RSVP

Produce Perks

Northern Kentucky Area Development District
Produce Perks Midwest is an Ohio nonprofit that pioneers solutions to address inequities within our food system. The work increases affordable access to healthy food, supports local farmers and strengthens local economies - in the most under-served communities.

Key feature is a 1:1 SNAP match at Farmer’s Markets.
Food Forest was founded on the belief that fresh food is for everyone, regardless of address or income with a mission is to close the gap on food insecurity through the power of technology.

Food Forest is establishing equitable, scalable technology that enables a more collaborative approach to address food insecurity while strengthening our local food systems at the same time.
Impact

76 orders placed
29 seniors ordering
1/2 of participants utilizing technology independently

$400 in EBT SNAP match funds leveraged
Local Food System Strengthened
1638 items delivered
CHALLENGES

• Philosophical questions (nutrition vs testing the technology)
• Consumer lens vs 3rd party lens
• Future product development funding
• Refinement and substantiality of staffing model
WHAT WE LEARNED

• If you build it, they will come:
  • Partners, Funders, Seniors
• COVID-19 is here for the duration
  • How might we meet the new needs of seniors in ways that are sustainable after the initial crisis?
• There is something (or nothing) in between
  • There appears to be a gap between seniors needed MOW services and being able to independently shop/visit a pantry
• Hold hands and jump
  • Especially in a crisis, innovative partnerships require trust, an open mind and not sleeping
Reach Out
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LIVE ASSET MAPPING
NEXT STEPS

• *Share Your Map, Learn From Peers, Stay Connected:*
  
  • Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!

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FINDING THE INVENTIVE PARTNERSHIPS THREAD

Visit www.nrcna.mn.co to join the conversation.
SHARE YOUR MAP, CONNECT WITH PEERS

Visit www.nrcna.mn.co to join the conversation.
THANK YOU
SEE YOU ON NRCNAengage