



FOOD4KIDS NIAGARA

PROJECT OVERVIEW

LN 2019 helped support Food4Kids Niagara – a new-to-Niagara non-profit organization providing healthy food for disadvantaged kids each weekend – by preparing a social media strategy to increase community awareness of the program and help foster volunteer and donor involvement. The group participated in food packs and prepared a Communications & Marketing Plan outline for future use, including a targeted media list, media pitch and social media schedule. Work is ongoing to further build the brand and the group is excited to continue their involvement!



Small actions,
big impacts



Easily applied else-
where



Everyone can mean-
ingfully contribute



Just getting started