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Food Bank expands access to food through digital initiative

Pittsburgh, PA (January 11, 2024) Greater Pittsburgh Community Food Bank (the Food Bank) has completed the first year of its Digital Transformation Initiative (DTI). The DTI provides support in building or enhancing the digital presence of local food pantries and soup kitchens in the Food Bank's network.

As part of the program, the Food Bank helps with website builds or redesigns, social media planning and activation, digital fundraising efforts and more, at no cost to the partner.

"Many of the digital support services the DTI provides can cost thousands of dollars," Food Bank manager of marketing and digital media Zac Seymour said. "The Food Bank is taking the financial burden away from partners and helping our neighbors find food in a digital world."

Since the project began, the Food Bank's DTI team has worked with 28 partners. Areas of focus have included social media presence, website development, Google Business Profile and branding and awareness support.

"We know when someone is looking for food, to donate to a local organization or to volunteer in their community, the first place they look is online," said Seymour.

One of the Food Bank's partners that has participated in the DTI is Jubilee Kitchen. The organization serves Pittsburgh's homeless community and others in need through a soup kitchen, pantry, showers, clothing closet, daycare and other social services like ID assistance.

Jubilee Kitchen's executive director Mark Latterner says the organization has seen a significant impact from their new website and digital presence.

"Since we've put the website up, we've had over 500 volunteers, and some of those are groups of people also. Most importantly, we've had more than 45 people contact us to get help," said Latterner.

For more information on the Food Bank's Digital Transformation Initiative visit www.pittsburghfoodbank.org/digital