



# St. Winifred Food Pantry

## Background

St. Winifred Food Pantry has been serving the community in Mt. Lebanon, Dormont and Castle Shannon area since 1982. Dedicated volunteers assist in distribution twice weekly from the South Hills location as well as help with senior boxes and home delivery.

Though they were successfully serving 200 families, St. Winifred Food Pantry was struggling to create an identity separate from the church in which it started. If community members were trying to find information, they would have to dig through a busy church website and would land on a page with very little information. The only way to reach the pantry was to call a phone number that rang directly to a voicemail box. All of this was managed by one individual, who was not able to make the much needed digital updates.

## Identified needs



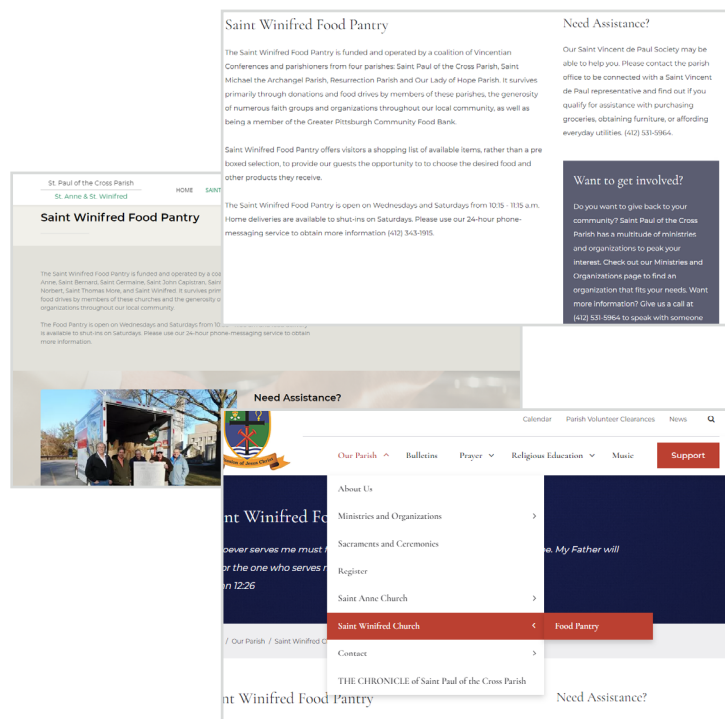
Community members were not able to communicate with pantry



Neighbors in need found it hard to find information



Did not have an identity separate from the church



*Web Presence Before DTI*

## Services provided

- ✓ Full audit of digital presence
- ✓ Created new website: [stwinifredpantry.org](http://stwinifredpantry.org)
- ✓ Updated logo and branding
- ✓ Google Analytics setup
- ✓ Google Business profile updated including adding photos and FAQs
- ✓ Training on social media management and maintaining WordPress website

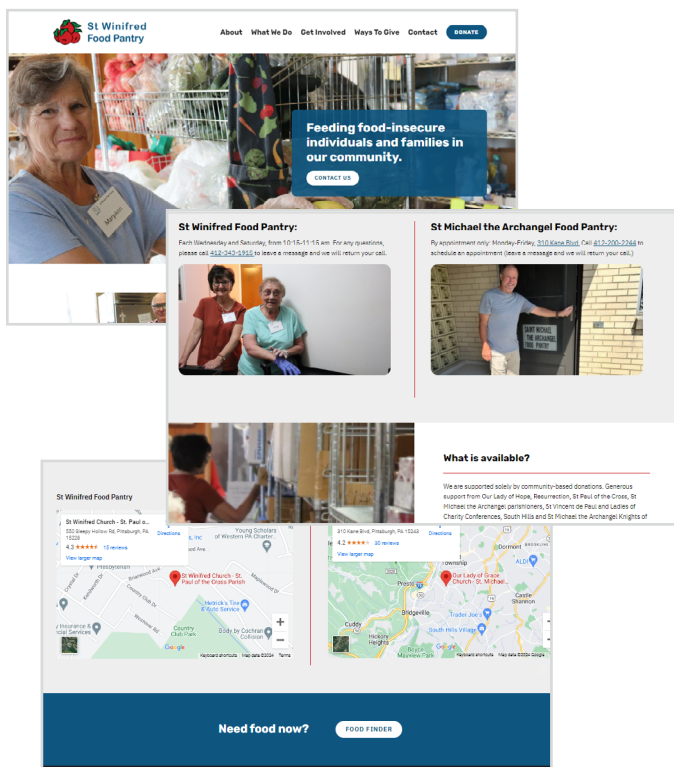
## Results

St. Winifred Food Pantry now has a full website with contact forms and a link to help connect donors with information about giving online. Their dedicated volunteers are part of an aging population, which means lifting boxes of food and traversing stairs becomes more difficult. The pantry now has younger volunteers reaching out regularly to offer help.

This case was one where an organization was stagnant. There was room for growth, but there was no staff capacity to build a digital presence. St. Winifred Food Pantry continues to do great work, but is now more visible to the community and are able to passively recruit more volunteers and solicit donations.

### In four months their website has enabled:

- 900 Views on the homepage
- 300 Unique individual website visits to learn more
- 26 Form entries asking for or offering help.



**“Our pantry did not have a website or internet presence, which is important for food-insecure people to find help, to educate our community and for fundraising. The DTI website is a place where our history, information and photos make our pantry come to life.”**

Margi Henderson,  
St. Winifred Food Pantry