



# Chef Hui

## Give & Go Community Meal Program

“To Keep Farmers Farming, Chefs Cooking & Communities Eating.”

### Overview

In Hawai'i food brings us together. It crosses boundaries, relationships, and knowledge held within our communities. Sharing food means sharing our heritage and nourishing ourselves and our communities. In sharing we also share ALOHA and this simple act creates unity amongst our diverse island melting pot. Perhaps now more than ever this simple act is what will keep us healthy, resilient and connected.

Following this tradition and to address the current collapse of our restaurant industry and the growing need to provide nutritious meals to keiki and kupuna, the folks behind Chef Hui created the **Give & Go Community Meal Program**. This statewide program aims to address the tragic economic effects of the current pandemic on our culinary community while mitigating food insecurity by delivering nutritious meals to communities in need. The **Give & Go Community Meal Program** reminds us to honor the multitude of positive outcomes created from the simple act of feeding one another.

### Goals

Through the **Give & Go Community Meal Program** restaurants who are currently offering takeout or delivery options will be invited to produce a set amount of additional meals to be donated to communities in need. Through private funders and partners, this program will offer each restaurant a \$5 per meal stipend for each gifted community meal. This stipend is based on the current federal reimbursement rate for providing meals during COVID19. Additionally, restaurants will promote this program to their networks and a portion of proceeds from each customer to-go order will support these collaborative efforts. By purchasing a meal from participating restaurants, customers will amplify the **Give & Go Community Meal Program**, creating a sense of connectivity through sharing ALOHA one meal at a time.

The goal of this program is to help off-set the drastic reduction in daily revenue for restaurants who are attempting to keep their kitchens open during this pandemic through the \$5 per meal stipend, while supporting local farmers and ranchers and the necessary feeding efforts in our community.

## Process

With initial funding from Johnson Ohana Foundation and Wholesome Wave, the **Give & Go Community Meal Program** fund will support 20-25 restaurants statewide in Hawai'i's culinary community who are struggling to keep their doors open. The program is slated to run for 1 month, with an opportunity to continue if funding allows. The fund will give priority to restaurants who are already serving their community through to-go and takeout options and who are already committed to purchasing food from local farmers, ranchers, and food producers. In this way, the fund will support those who are struggling to access affordable, nutritious food and those who are challenged in bringing food to market due to food service industry closures. Working together, we will keep Hawai'i farmers farming and cooks cooking while providing prepared meals for those in need.

As fundraising continues, the program may be extended to additional restaurants to support meeting the statewide need for revenue and food, particularly those dedicated to emergency feeding efforts.

The **Give & Go Community Meal Program** is being hosted and managed by Chef Hui, a program of Pili Group LLC founded by husband and wife team Chef Mark "Gooch" Noguchi and Amanda Corby Noguchi. With food as a vessel, we cultivate experiences and educational opportunities that connect us to our heritage and provide a sense of place.

The Chef Hui team will serve as the organizer of this program and will work with partners to manage all aspects of onboarding restaurants, coordinating deliveries and connections to community feeding hubs and promoting the campaign.

## Draft Budget

Organization & Logistics	\$9,000
Marketing, Social & PR Efforts	\$4,500
Collaterals, Supplies, Postage	\$1,500
Restaurant Stipends (20,000 meals)	\$100,000
<b>Estimated Total:</b>	<b>\$115,000</b>

*\*This budget is based on a partnership with 25 restaurants statewide who would each prepare an average of 200 meals a week/800 meals a month with a \$5 per meal stipend for a total of 20,000 donated meals being distributed free of charge in Hawaii. If funding allows, this project could scale to provide participating restaurants/cooks with additional funds to increase meal production to fit the growing needs of our community.*

For more information contact Amanda Corby Nougchi at [pili@thepiligroup.com](mailto:pili@thepiligroup.com) or 808.783.1407. For more information on Chef Hui visit [chefhui.com](http://chefhui.com).