



# Mealshare Media Package

## About Mealshare:

### The Why

[Mealshare](#) is a non-profit on a mission to end hunger. Their team's goal is to one day be able to explain to their grandkids that hunger **used** to be a problem in the world. They realize this is an audacious goal, which will require massive systemic change. But they also know that the global percentage of malnourished children has dropped from 33% to 25% over the past 15 years! So, the world is on the right track, and Mealshare wants to enable and inspire millions of people to join the fight to end youth hunger. Simply... Mealshare wants to use hunger, to end hunger!

### The How

Mealshare partners with top tier restaurants and puts their logo beside a few menu items. When a customer orders one of these Mealshare branded menu items, they get their meal, just like normal, and they are also providing one meal to a youth in need. There's no extra cost or action for the customer - just buy one, give one!

When a partner restaurant sells a Mealshare menu item, they contribute financially to Mealshare. Mealshare then forwards along most of those funds to a partner charity to purchase and provide one meal to a youth in need. Mealshare has at least one local charity partner in each city it operates in, and provides half of the meals locally. The other half are provided through their international charity partner, Save the Children.

Mealshare strives to make sure that the meals they provide are the catalyst for long-term systemic change, and they do this by partnering with solution-focused charity partners. Their charity partners don't just provide meals, they use their meals to do much more. These meals incentivize education and/or expose families to new programs that can change their lives. Mealshare is all about using meals in very strategic way to have a long-term impact on youth. [Learn more at our website here.](#)

### The When & Where

Mealshare was launched in July 2013, and then quickly expanded across Canada. Currently, Mealshare is partnered with over 300 restaurants in 8 cities and 43 smaller communities. They have been able to provide over 1,400,000 meals to those in need.



## Mealshare Key Facts:

- Registered non-profit society launched in July 2013;
- Every Mealshare item ordered guarantees that one meal will be provided to a youth in need – “Buy one, Give one”
- Mealshare supports at least one local charity in each city it operates in. Half of the meals go to local organizations, and the other half goes to their international partner, Save the Children;
- Led by two cousins who left their corporate careers to have a greater impact on the world;
- Brand new idea and first of its kind in Canada
- Operates in Calgary, Edmonton, Toronto, Vancouver, Victoria, Ottawa, Montreal, Austin and more.

## Recent Awards For Mealshare:

- Mealshare Marketing Manager, Breanne Sich, named Top 40 Under 40 in Calgary – Avenue Magazine – [Profile here.](#)
- Mealshare Co-Founder, Andrew Hall, named one of BC’s Top 30 Under 30 – BC Business - [Winner’s Profile Here.](#)
- **Winners of The 2016 Canadian Social Venture of The Year Award** - Small Business Achievement Awards By Air Miles – Winners - [Winner’s Profile Here.](#) (February 2016)
- **Andrew Hall & Derek Juno Named As Top 25 Alumni To Watch** - University of Victoria’s Gustavson School of Business – [News Article](#) (June 2015)
- **Winners of The 2015 Community Impact Award** - Small Business BC - [General Finalist Page.](#) (February 2015)
- **Mealshare’s Co-Founders recognized as two of Canada’s Top 30 under 30 Sustainability Leaders** - Corporate Knights Magazine - [Winner’s Profile Here.](#) (January 2015)
- **Winners of The 2015 Community Impact Award** – Calgary Chamber of Commerce - [General Finalist Page.](#) (October 2014)

## Frequently Asked Questions

Please read our FAQs [here.](#)

## Team Bios

Please read our [Team Bios here.](#)



### Video Links:

Mealshare's "We are Canada" feature on CBC: <http://www.mealshare.ca/cbc>

Mealshare's "Why" Video - <https://www.youtube.com/watch?v=uT-l5Fnqay4>

Mealshare's Information Video - [https://www.youtube.com/watch?v=5S\\_PdKV6P9c&feature=youtu.be](https://www.youtube.com/watch?v=5S_PdKV6P9c&feature=youtu.be)

Mealshare's Commercial - <https://www.youtube.com/watch?v=Btopbpc8JEC>

Mealshare's Telus Promotional Video - <http://youtu.be/QvRhzt9gEv8>

### Social Media Handles:

Facebook: [MealshareTeam](#)

Twitter: [@MealshareTeam](#)

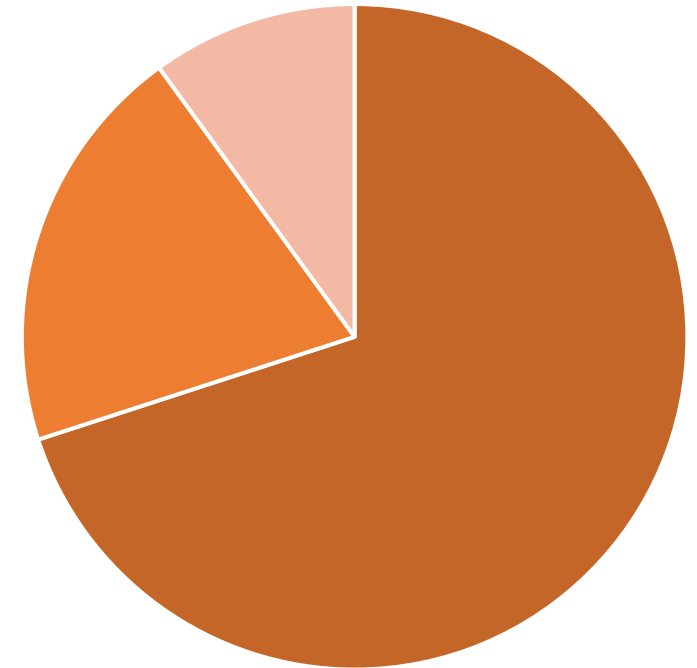
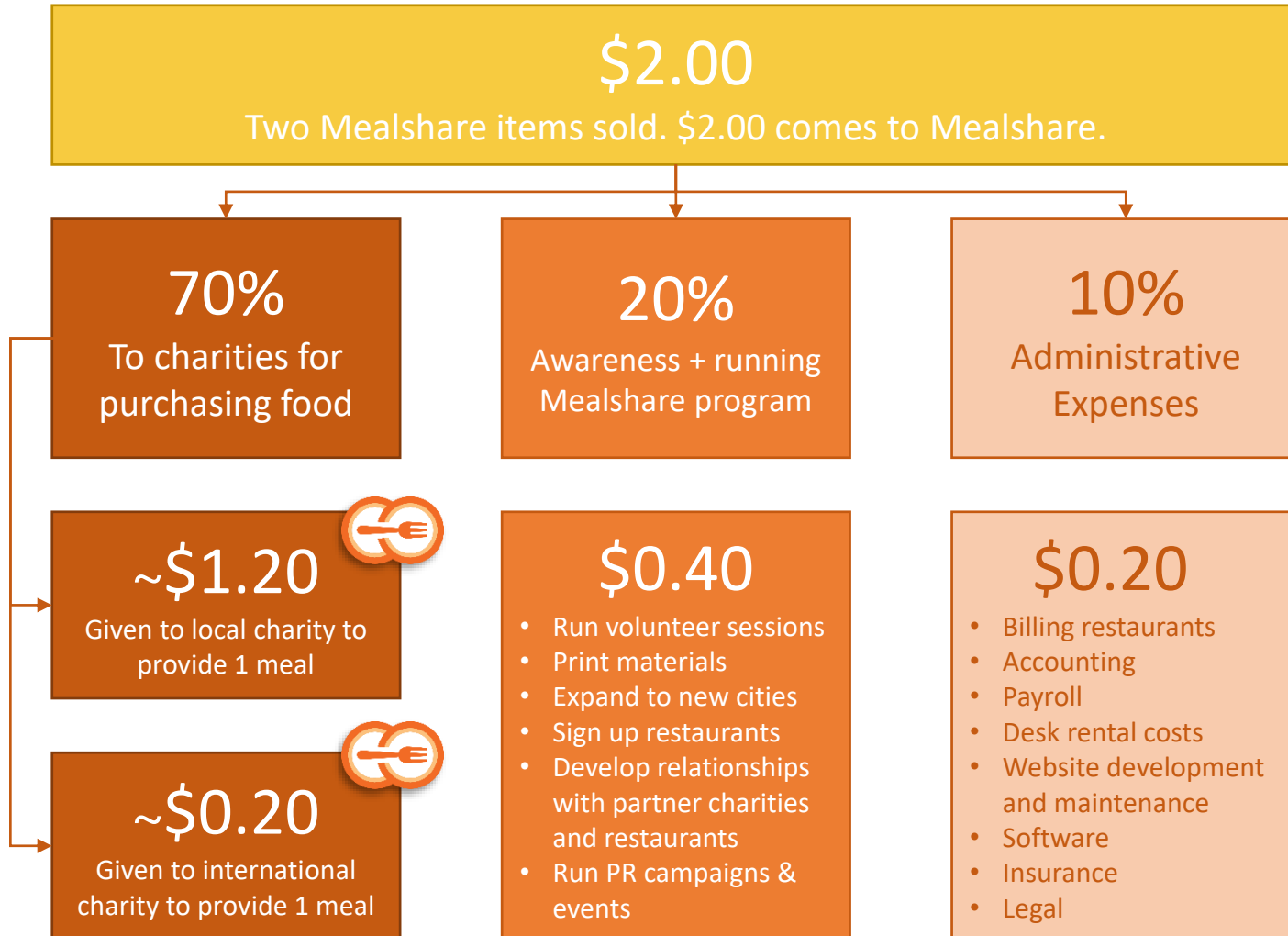
- [Victoria: @MealshareYYJ](#)
- [Vancouver: @MealshareYVR](#)
- [Edmonton: @MealshareYEG](#)
- [Calgary: @MealshareYYC](#)
- [Toronto: @MealshareYYZ](#)
- [Ottawa: @MealshareYOW](#)

Instagram: [@Mealshare](#)

### Media Contact:

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It's easiest to visualize Mealshare's financial breakdown when we talk about two Mealshare items being sold. \$2.00 comes to Mealshare, and two meals are provided.



- To charities for purchasing food (70%)
- Awareness + running Mealshare program (20%)
- Administrative expenses (10%)

Two Mealshare items sold. Two meals provided to youth in need.