

Dear friends,

You may not realize it now but you could be **1 BITE** away from being in a life-threatening situation.

One inclusion of peanuts in your Kung Pao Chicken, or one pizza crust made with gluten filled flour and **BOOM**.

Over 31 million people in the U.S. have food allergies and the only ones talking about it are the people who are living with it. This epidemic is spreading and in 5 years, 1 in 5 kids will have food allergies.

Since 2014, **E•A•T** has been committed to finding and funding treatments and cures for food allergies and needs OUR help.

That's where you come in. What if we made it **REALLY** easy to donate? What if we tied it to something you are already doing? What if faster than your next takeout order is ready, you could make a difference, again and again?

Kicking off this summer, **THE MORE YOU EAT, THE MORE WE E•A•T.** And when millions of us eat together, we can make a difference.



Review My Order.



RESEARCH

Consumers sourced food and drinks through mobile **130% more in 2018** than in 2016.

The U.S. also experienced a **175% increase in food delivery app downloads** in 2018 with 63% of young people having at least one food app on their phone.



INSIGHT

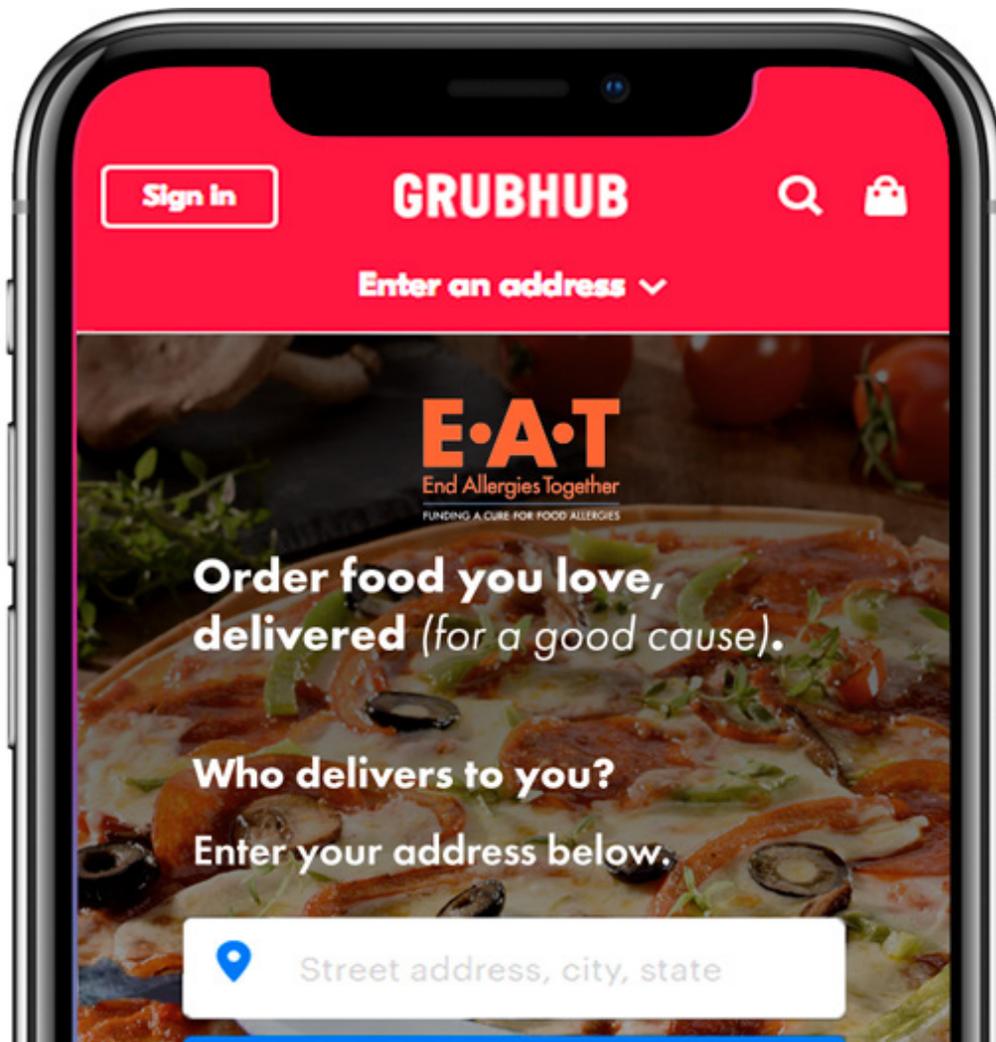
We LOVE instant gratification, always have our smartphones in our hands and love that within 30 minutes we can get food delivered from hundreds of restaurants with the tap of a button. Or maybe just delivery from the bakery two blocks away because when you need a bagel, you NEED a bagel. Our order history is saved and next week, we'll do it all over again, twice.



STRATEGY

Intercept
20- and 30-year-olds
where they already
are to donate to E.A.T.

High Five! Order Placed.



We're going to partner with the nation's leading online and mobile food ordering and delivery marketplace.

Introducing **E·A·T WITH GRUBHUB.**

Why Grubhub?

- ✓ 467,500 daily orders processed with 17.7 million active diners.
- ✓ More than 105,000 takeout restaurants in over 2,000 U.S. cities and London.
- ✓ From student discounts to Alexa commands, Grubhub helps connect hungry diners with local takeout restaurants.

Chopping, Searing and DONATING.

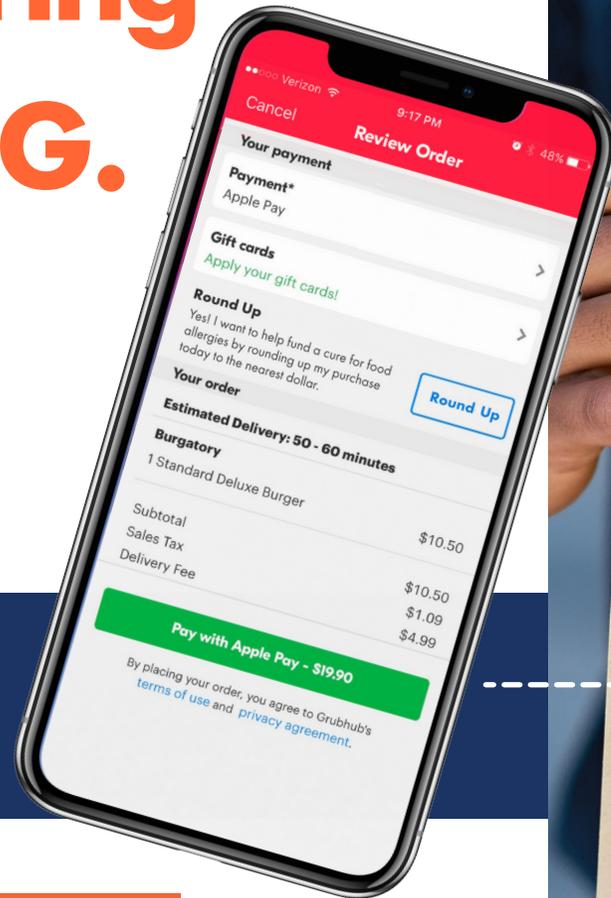
There are four things we know about millennials (aka us): we are a little lazy, tech obsessed, loovvvee to eat, and hey, we like to think we are the most charitable generation ever.

That's why we are partnering with Grubhub to make donating easy, yet impactful.

From July-March, users will have the option to "round up" the cost of their food order purchased through the Grubhub app.

A small yet mighty donation, each collective donation will make a big difference because **THE MORE YOU EAT, THE MORE WE E·A·T.**

(P.S.: Did we mention that we are asking Grubhub to match all donations?)



It's All Comin' Together.

LAUNCH MOMENT

Millennial influencer, queen of allergies and mom of two young allergen-prone children, Beverley Mitchell, to announce campaign by making Grubhub lunch deliveries to media in New York City.



ALWAYS-ON MEDIA

Throughout the campaign, continually pitch media and influencers (on national food holidays, duh) to generate earned coverage to further generate campaign awareness to increase donations.



INFLUENCERS

Hand-pick 50 micro and macro influencers with a millennial target audience to generate awareness for E.A.T. with Grubhub campaign. Target influencers from a variety of verticals: food, fashion, lifestyle, etc. to reach a broad and diverse audience. Influencers will post content throughout the year demonstrating how EASY it is to get involved and how big of an impact a small "change" can make.

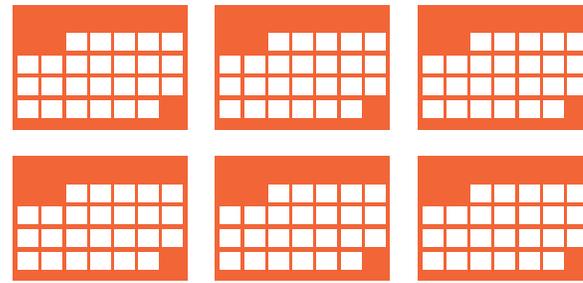
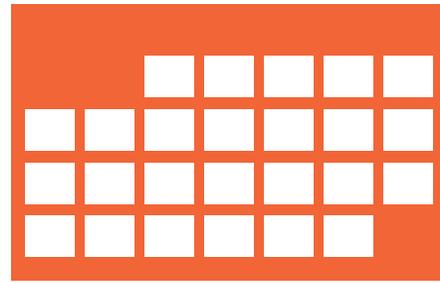
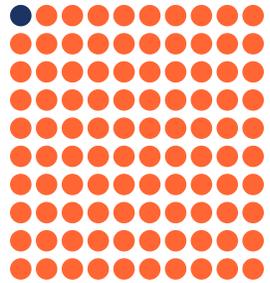


SOCIAL MEDIA AND PAID AMPLIFICATION

Through paid amplification, boost influencer and organic content to cast a wider net on social media platforms to further increase awareness and donations.



Track Your Order.



If
1 in 100
everyday users
rounded up their order,
even 50 cents, this would
raise \$2,337.50 in
donations PER DAY.



That is
\$70,125
per month.

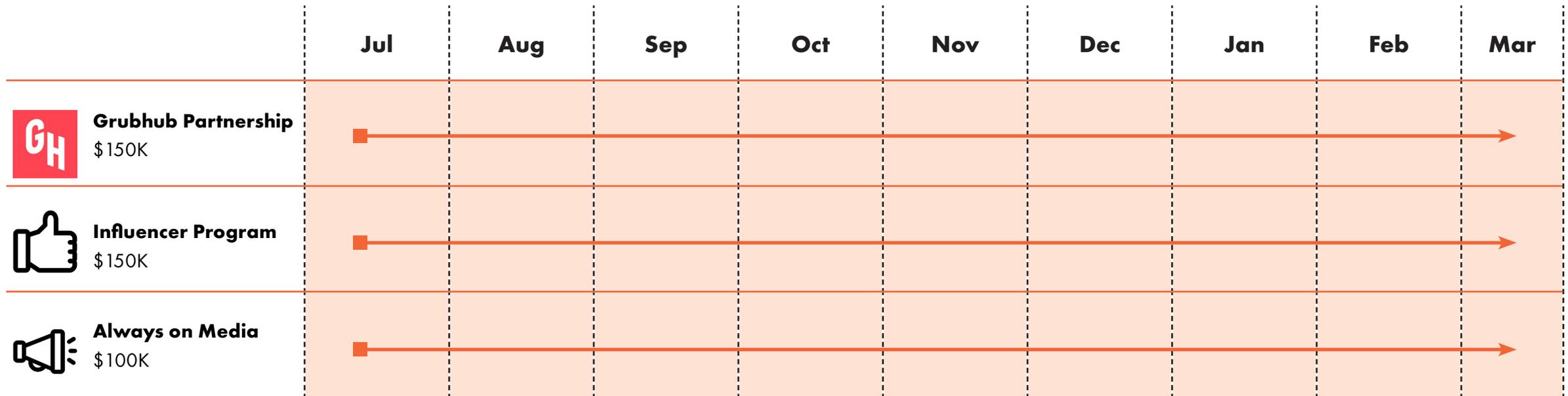


That is
\$420,750
for half of a year.



Did we mention we would
love to E.A.T. too?
That's why we are only using
\$400,000
of the \$500,000 budget.

Your Order Has Been Delivered.



GOALS MET

- ✓ Raise Money
- ✓ Get People Talking About Food Allergies
- ✓ Motivate Younger Generation To Take Action

KEY METRICS

- ✓ \$500k+ Raised
- ✓ 300+ Pieces of Influencer Content
- ✓ 20-25 National Earned Placements
- ✓ 100% Message Inclusion
- ✓ Increased Brand Awareness of **E•A•T**