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Community Conversations: Fresh, Accessible, and Affordable Meal Solutions!

NCIL and HelloFresh

Image: National Council on Independent Living Logo

Image: HelloFresh Logo with a green lime fruit with black text

Disability and Food Insecurity

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- Food insecurity is when people don't have enough to eat and don't know where their next meal will come from.

- Disability remains a risk factor for food insecurity

- The COVID-19 pandemic heightened awareness of food insecurity and gaps in existing programs.

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Centers for Independent Living can support people with disabilities in accessing fresh, affordable, and accessible meals solutions.

Image: Assorted vegetables and fruits

- Helping consumers access food assistance programs

- Nutrition, health, and adaptive cooking classes

- Personal Care Assistance Programs and connecting with homemaking services

- Adaptive Kitchen Equipment

- Home modification

- Smart home technology

- Systems Advocacy!

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Barriers to affordable and accessible food

- Access and affordability of food

- Lack of resources in the community

- Lack of funding available for CILs

- Gaps in food assistance programs

- Inaccessible kitchens

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Community Resources and Funding

- Supplemental Nutrition Assistance Program (SNAP)

- WIC (Women, Infant & Children) Programs

- School based food programs

- Community food pantries

- “Soup kitchen" / Hot meal locations

- Community Supported Agriculture (CSA) Programs

- Senior Nutrition Programs

- Public Health Department

- Disaster / emergency related programs

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NCIL and HelloFresh Partnership

Image: HelloFresh Logo with a green lime fruit with black text

Image: National Council on Independent Living Logo

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What is HelloFresh?

- The Reviews Are In: USA Today Named HelloFresh “America’s #1 Meal Kit”

- We Have Great Timing: Our Easy-To-Follow Recipes Have Only 6 Steps And Are Ready In 30 Minutes Or Less

-From The Farm To Your Front Door: Our Fresh Ingredients Really Deliver

- Serve Yourself: Pre-Measured Ingredients Make Restaurant-Style Meals

- Build Your Skills: Our Meals Make A Confident Chef Out Of Any Home Cook

- To Eats Their Own: Easily Customizable Menus And Flexible Delivery Dates

Image: A kitchen with a HelloFresh box and shelves on the wall

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Image of front of the recipe card that includes a picture of the meal, listed ingredients, prep time, cook time, and calories.

Image of back of the recipe card which includes 6 steps of cooking instructions, list of kitchen tools and pantry items needed.

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Our Partnership Objectives

National Council for Independent Living (NCIL) and HelloFresh are partnering to introduce a unique nutrition benefit to NCIL’s communities nationwide. Together we’ll continuously promote a healthy lifestyle by making fresh, affordable, and delicious meal solutions easily accessible to individuals and communities in need. We’re confident we can make a collective impact together, ensuring equal opportunities for all!

Additional Highlights

- With HelloFresh nationwide delivery (extending to rural areas and food desserts too), this investment will expand NCIL’s reach to ensure everyone has access to healthy meals wherever they are located.

- This will engage and educate communities on the importance of utilizing fresh ingredients and take the guesswork out of eating well! Each week, there’s a wide variety of meal solutions (45+) suitable for a broad audience and customizable based on the individual’s needs.

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Program Options

Drop-Ship: This is our surprise and delight experience where we deliver meals all on the same date to everyone’s homes for their convenience!

- Perfect for weekly meal distribution, virtual cooking-demos or Nutrition Months (March and November).

- All we’ll need is everyone’s names, addresses, and dietary preferences and HelloFresh handles the rest!

Discount Code: This will be personalized for NCIL and provide everyone with a percentage off their first five orders.

- A great way to encourage everyone to try a meal-kit at a lower cost.

These programs can be individually designed based on each Center’s needs!

Image: A HelloFresh Box filled with fruits and vegetables

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Pricing

Drop-Ship Program

Box Options

Price Per Box

2 Meals for 2 People or 1 Meal for 4 People

$65

3 Meals for 2 People

$80

4 Meals for 2 People or 2 Meals for 4 People

$100

Discount Code Breakdown

1st Box

60% Off + Free Shipping

2nd-5th Box

20% Off

This will make everyone’s first box cost as low as $25.00!

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Fun Facts: Applicable to our Discount Code

- Once you log into your account with our discount code, it will automatically apply to your first 5 orders. Our goal is to help everyone live a healthy lifestyle & order whenever suits your family best!

- HelloFresh’s menu goes live 6 weeks in advance so feel free to plan ahead to make dinner a breeze! Remember there’s a whole marketplace of items to choose from in addition to the main menu too.

- By clicking into each menu option, you will see all ingredients included in that recipe, nutritional information, allergens, recommendations on utensils needed, and even download the recipe card to set you up for complete success.

- Our delivery window falls between 8am-8pm daily. With our high-end packaging once the box is delivered, all ingredients will stay fresh for up to 36 hours to ensure if you’re not home, everything will still be fresh when you get there!

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Next Steps

Benefits:

- Together, we’ll support everyone’s well-being by offering fresh, nutritious, and effortless meal solutions to everyone. This is ideal for communities looking to expand their Wellness Program through Nutrition.

Our Roll Out:

- Plan: Choose a program (or multiple) that suits your communities best. Define a budget per person (varying based on CIL) and HelloFresh will create a unique offer.

- Educate: Participants will receive steps on how to receive their HelloFresh and continuously build confidence in the kitchen.

- Enjoy & Execute: Participants will receive their meals right at their doorstep to help make dinner time an absolute breeze moving forward!

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THANK YOU

For questions please contact:

Emily Antin

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Image: Box with three HelloFresh bags inside

Image: HelloFresh boxes and bags with various ingredients

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Community Conversation

- How has your CIL addressed barriers to accessible and affordable food in your community?

- What resources or funding sources do you need to support consumers in food access?

- Other questions or concerns?