







send food

BECOME A SEND FOOD MERCHANT

Turn food assistance into local business.

- Reach new customers.
- Increase sales.
- Strengthen your community

Send Food is building a network of local food merchants where funded food assistance becomes real business for local shops.

CAIRO

A Large, Existing Market for Food Assistance

~779,000
Registered refugees & asylum-seekers in Cairo + Giza

$339M
2025 humanitarian response plan for refugees & host communities in Egypt

$20.2M
Food-security funding allocated to Egypt under the Sudan refugee response

The money is there.
The customers are there.
The businesses are there.

What's missing is a seamless connection.



WHERE DOES FOOD ASSISTANCE SPENDING GO?

Humanitarian food assistance can involve a long chain before food reaches a family:

FUNDING
↓
ORGANISATION
↓
PROCUREMENT
↓
WAREHOUSING
↓
TRANSPORT
↓
DISTRIBUTION
↓
FAMILY

Every step requires people, infrastructure, logistics and administration.



SEND FOOD CONNECTS FOOD ASSISTANCE DIRECTLY TO LOCAL MERCHANTS.

FUNDING
↓
SEND FOOD
↓
LOCAL FOOD MERCHANT
↓
FAMILY

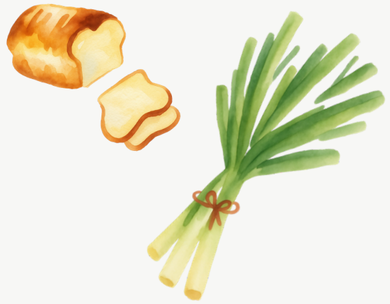
Instead of moving food through a separate distribution chain, families can use funded assistance to purchase food directly from participating local businesses.

THE RESULT

1. Families get choice.
2. Merchants make sales.
3. Local businesses capture more of the economic activity.

Food assistance becomes local commerce.

WHAT IS SEND FOOD?





Send Food is **affordable infrastructure** that connects food funding with families through an **online marketplace** of local **supermarkets**. With us, families have the ability to choose the groceries they need most, while organisations **reduce the cost, complexity and administration** of food distribution, with **clear** and **measurable impact** from funding to redemption.

WHAT IS SEND FOOD?

We connect humanitarian funding with local food merchants.



FUNDERS
Provide funding for food assistance.

SEND FOOD
Verifies families, manages the programme and connects them with participating merchants.

MERCHANTS
Sell food and receive payment.

FAMILIES
Receive food assistance and shop at participating local businesses.

A NEW REVENUE OPPORTUNITY FOR LOCAL FOOD BUSINESSES

There is already significant funding being spent to help families access food.

Send Food creates a **new channel** for that spending to reach local merchants.

For your business, that means:

Humanitarian funding can become **real business** for local food merchants



NEW CUSTOMERS
Reach verified families with funded purchasing power.

INCREMENTAL SALES
Turn humanitarian food spending into purchases at your shop.

VISIBILITY
Become more discoverable through the Send Food platform.

FUNDED DEMAND
Reach verified families with funded purchasing power.

MORE MARKET REACH
Join a network that connects participating families with local food businesses.

You **don't fund** the assistance.

You **don't distribute** the food.

You **sell** it.

Send Food brings the funded customers to your business.

HOW IT WORKS

You **receive** the funding. Then the **customers** arrive.

1

JOIN

Register your business and complete Send Food merchant onboarding.



2

RECEIVE PAYMENT

Send Food transfers the allocated food-assistance funds to your business.



3

STOCK UP

Use the funds to maintain food inventory for your Send Food customers.



4

SERVE CUSTOMERS

Verified families come to your shop and claim their allocated food.



5

RECORD & RECONCILE

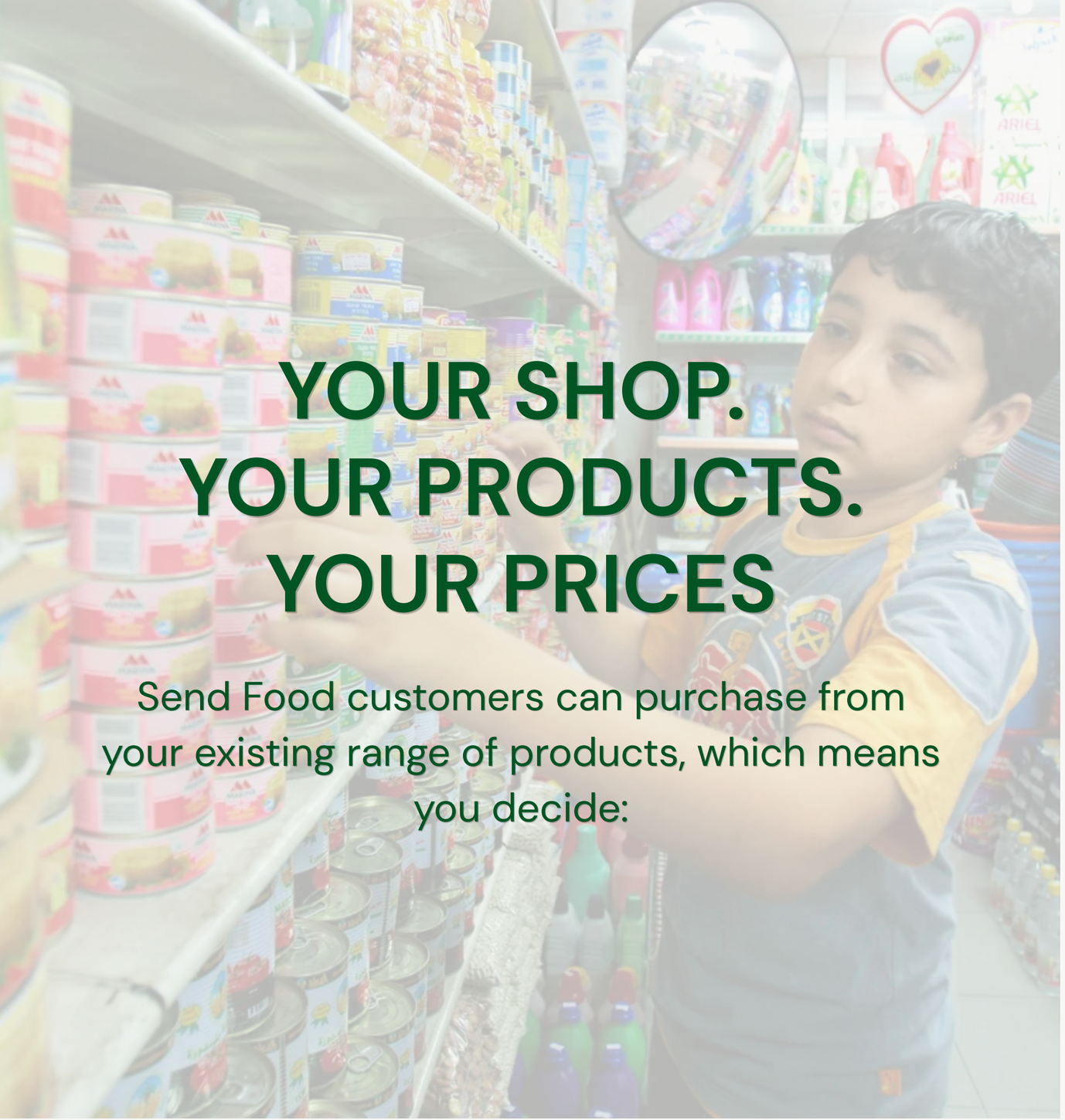
Transactions are automatically recorded when scanning the customers QR code.



You **don't donate** the food.

You **don't wait** to be reimbursed.

You **receive** the funds, sell the food, and **serve** the customer.



YOUR SHOP. YOUR PRODUCTS. YOUR PRICES

Send Food customers can purchase from your existing range of products, which means you decide:

- WHAT YOU SELL
  Your food products and available stock.
- HOW YOU OPERATE
  Your normal opening hours, staff and shop operations.
- YOUR PRICES
  Your normal retail pricing.
- YOUR INVENTORY
  You manage your stock just as you do for your other customers.

1. Send Food provides the funded customers.
2. You provide the food and the service.
3. It's your business — with a new customer channel.

WHAT YOU GET

More than a social-impact badge.









NEW CUSTOMERS
Reach verified families with funded purchasing power.

INCREMENTAL SALES
Turn humanitarian food spending into purchases at your shop.

REACH
Become part of a growing merchant network.

RELATIONSHIPS
Build relationships with customers who live in your community.

IMPACT
Be part of something bigger, and turn everyday business into something that makes a difference.

FUNDED DEMAND
Reach verified families with funded purchasing power.

MORE MARKET REACH
Join a network that connects participating families with local food businesses.

VISIBILITY
Become more discoverable through the Send Food platform.

INFRASTRUCTURE
Get your own merchant login and dashboard, with the tools to scan and redeem Send Food e-vouchers.



THE ECONOMICS OF WORKING TOGETHER



Merchant service fee

Send Food charges a small percentage for transactions.

The fee supports the technology, family verification, transaction management, merchant support and reporting that make the network possible.

- Technology
- Family Verification
- Transaction Management
- Merchant Support
- Reporting & Insights

FOUNDING MERCHANTS

5%

First 10 merchants
For their first 2 years.

STANDARD MERCHANTS

UP TO 10%

For merchants joining after the founding period.

WHAT YOU NEED TO JOIN

Simple requirements. Built for local businesses.

1 — 2 — 3 — 4

A MOBILE PHONE

You'll need a smartphone to access your merchant account and scan Send Food e-vouchers.



INTERNET ACCES

A reliable internet connection is required to log in, verify vouchers and record transactions.



PAYMENT ACCESS

A bank or payment account that can receive funds.

Examples:

- Local bank account
- PayPal
- Payoneer
- Wise
- Other supported payment services

A FOOD BUSINESS

You must operate a food business to provide products to Send Food



If you can sell food, receive funds and use a smartphone, you can join.

READY TO JOIN US?

We'll guide you through each step.



1 SIGN UP

Complete the Send Food merchant application.

2 VERIFY

We review your business details and confirm your shop meets the merchant requirements.

3 ACCOUNT SET UP

Create your merchant account and provide the details we need to send you payments.

4 TRAINING

Enjoy a free 5 min training on how to access your account, scan e-vouchers and review transactions.

5 TRAINING

Start accepting Send Food e-vouchers, serving families and growing your business.



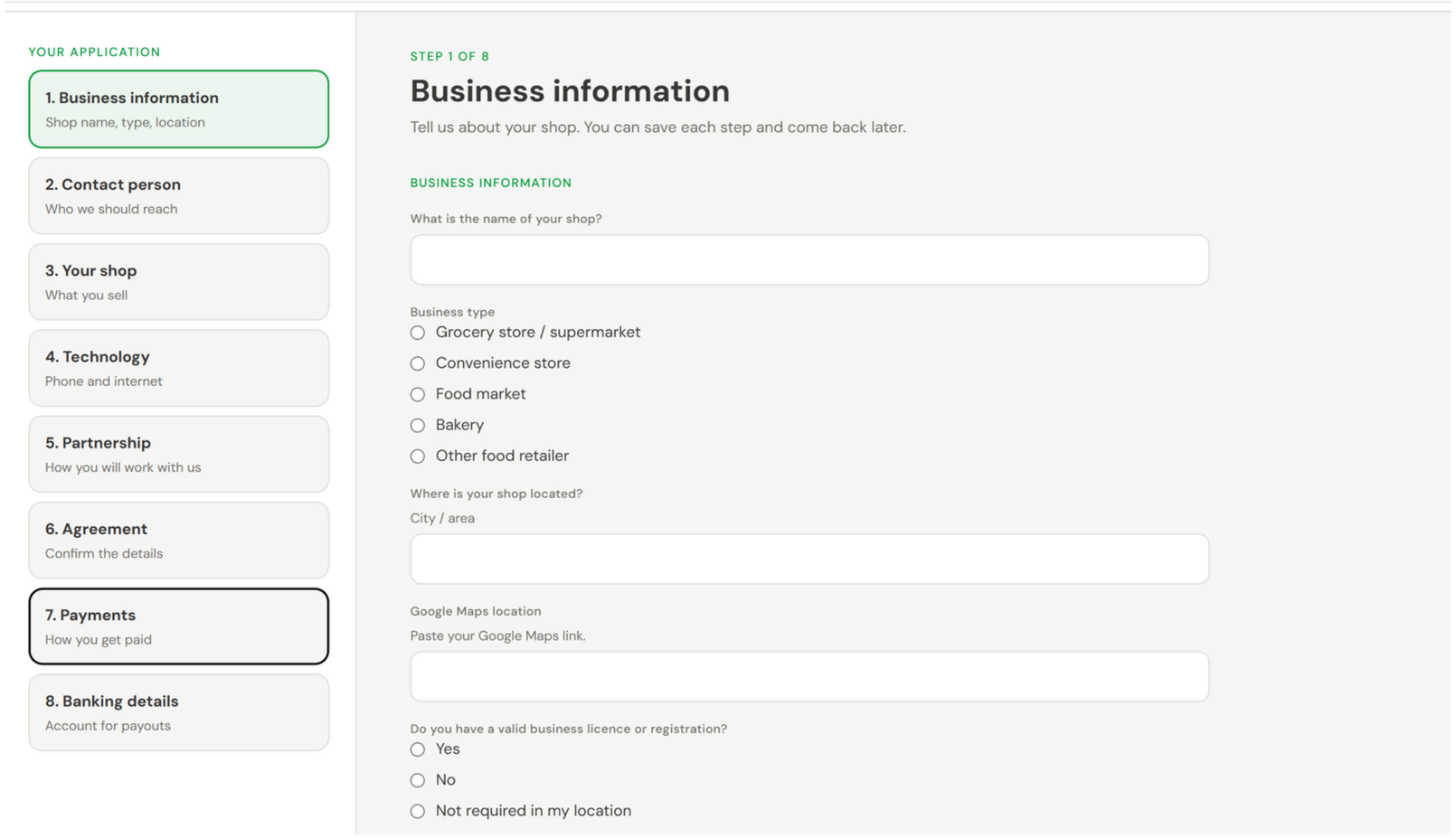
5 EASY STEPS

For Merchant Onboarding

1

SIGN UP

Complete the Send Food merchant application.

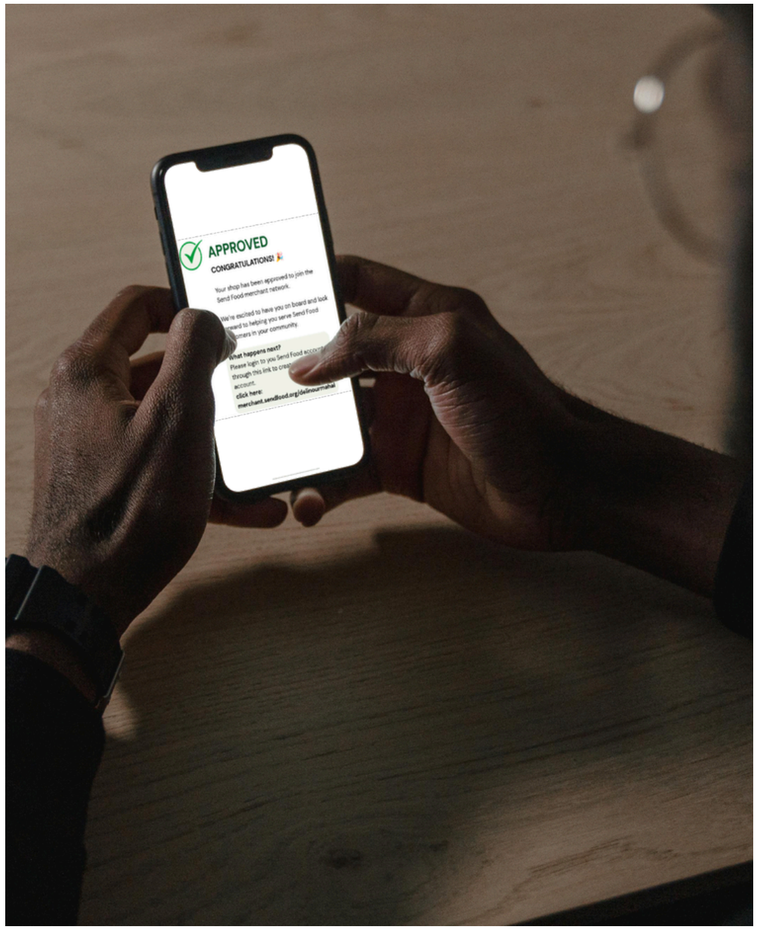


5 EASY STEPS

For Merchant Onboarding

2 VERIFY

We review your business details and confirm your shop meets the merchant requirements.



APPROVED

CONGRATULATIONS! 🎉

Your shop has been approved to join the Send Food merchant network.

We're excited to have you on board and look forward to helping you serve Send Food customers in your community.

What happens next?
Please login to your Send Food account through this link to start scanning Send Food customers' QR codes.
click here:
merchant.sendfood.org/delinourmahal

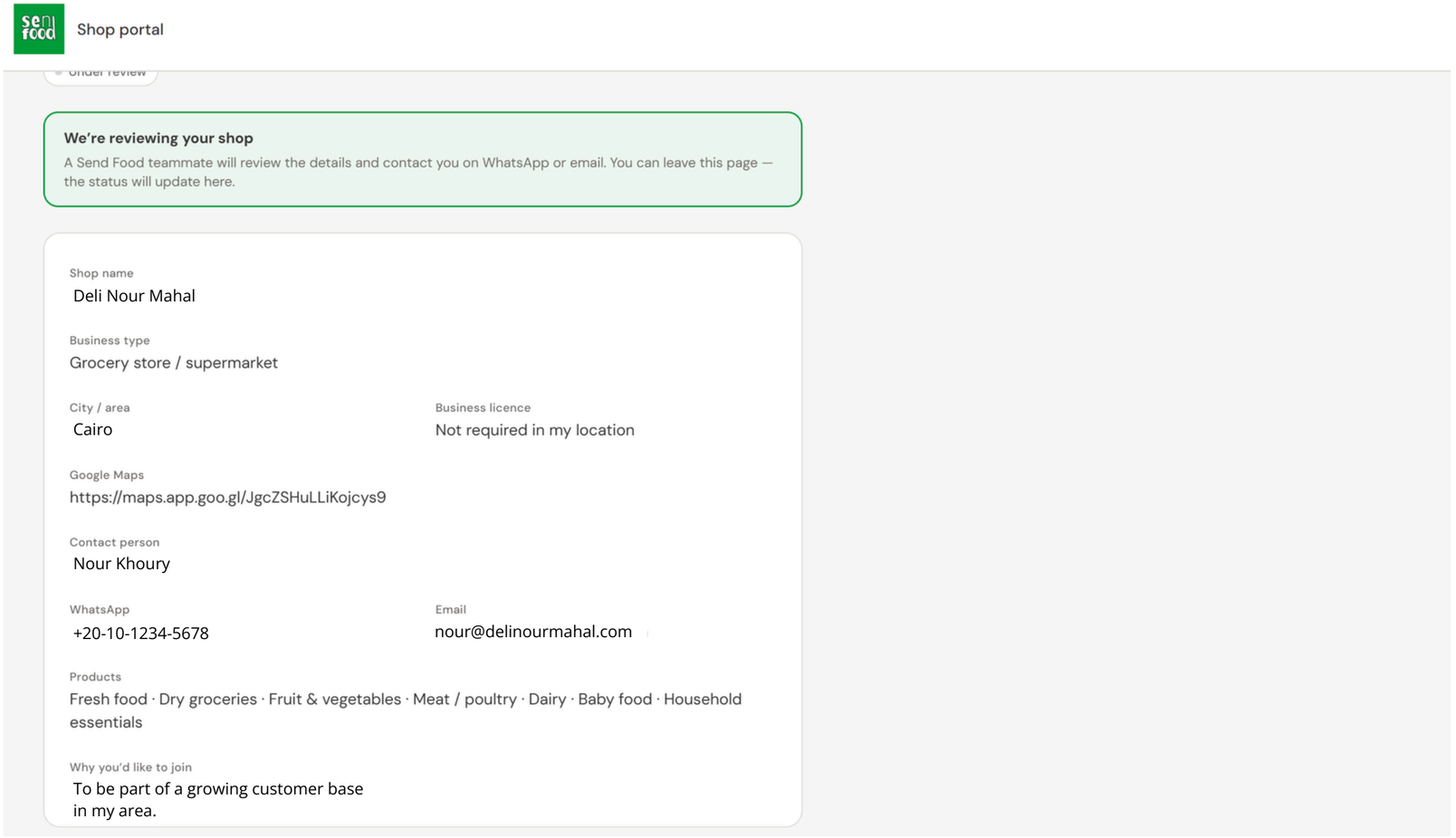
5 EASY STEPS

For Merchant Onboarding

3

ACCOUNT SET UP

Create your merchant account and provide the details we need to send you payments.



5 EASY STEPS

For Merchant Onboarding

4

TRAINING

Enjoy a free 3 min online tutorial on how to access your account, scan e-vouchers and review transactions.



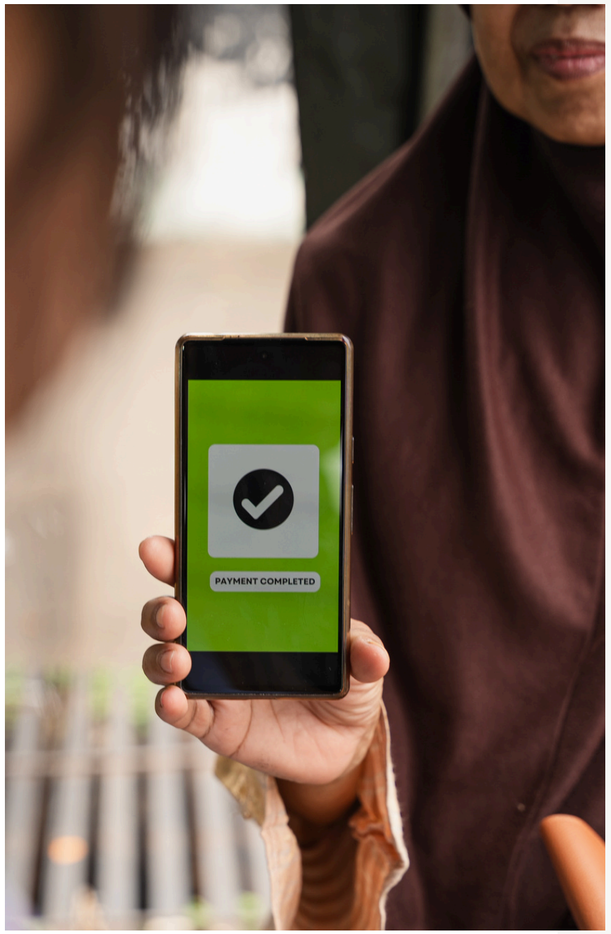
5 EASY STEPS

For Merchant Onboarding

5 GO LIVE

Start accepting Send Food e-vouchers, serving families and growing your business.













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YOU'RE ALL SET.

Your shop is now part of Send Food!

- We'll notify you as soon as your shop receives its first Send Food allocation.
- From there, you'll be ready to accept e-vouchers and provide groceries to Send Food families.

Welcome to the network.

FREQUENTLY ASKED QUESTIONS

We’re glad you asked.







CAN I CANCEL MY PARTICIPATION?

Yes. Merchants can request to leave the Send Food network at any time, subject to completing any outstanding transactions or payment reconciliation. There are no long-term commitments.

WILL I NEED TO CHANGE HOW MY STORE OPERATES?

No major changes. Families shop normally, your team scans the voucher, and the transaction is recorded through Send Food.

HOW DO I RECEIVE PAYMENT?

Send Food pre-funds participating merchants for allocated food credit. Purchases are then recorded through the Send Food system and reconciled with the merchant.

DO I NEED SPECIAL EQUIPMENT?

No. You need a smartphone or device with internet access to scan QR vouchers and access the merchant dashboard.

WHAT IS SEND FOOD?

Send Food connects funded food assistance with local supermarkets, allowing verified families to shop for food directly from participating merchants.

DO I HAVE TO DONATE ANYTHING?

No. Participation does not require you to donate food or money. You provide the products and receive payment for the sales.

HOW DOES A CUSTOMER REDEEM THEIR FOOD CREDIT?

The family receives a Send Food QR voucher. Your staff scans the QR code at checkout, records the purchase, and processes the transaction like a normal sale.

WHY SHOULD I JOIN?

Because you don't have to fund the assistance or manage the distribution. You simply sell food to funded customers, get paid, and gain access to new customers through Send Food.

