







send food

INFRASTRUCTURE FOR FOOD ASSISTANCE.

For organisations looking to reduce food assistance logistics costs, Send Food provides affordable infrastructure that connects funding directly to verified families and local supermarkets.

Send Food gives foundations a simpler, more measurable way to fund food assistance.



TRADITIONAL FOOD ASSISTANCE

THE COST

Every step is an added cost.

Every step requires people, infrastructure, logistics and administration. Every step is an added risk. Every step has a price.

FUNDING

Money must be secured and managed.

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FAMILY VERIFICATION

Identify and verify eligible families.

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PROCUREMENT

Source, negotiate and purchase food.

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WAREHOUSING

Food needs storage, security and inventory management.

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TRANSPORT

Food must be moved safely to where it is needed.

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DISTRIBUTION

Teams organise and manage the final handover.

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FAMILY



TRADITIONAL FOOD ASSISTANCE

THE LOGISTICS

And every step creates another operational challenge.

SPOILAGE & WASTE

Delays, poor storage and broken cold chains can cause food to rot, expire or become contaminated before it ever reaches a family.

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STORAGE & HANDLING

Food must be securely stored, protected from pests, kept at the right temperature and continuously managed.

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DIVERSION & LOSS

Every additional handoff creates another opportunity for food to be lost, stolen, diverted or misdirected.

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DISTRIBUTION & SAFETY

Crowded distribution points create serious challenges around security, crowd control and safety for vulnerable people in high-pressure environments.

CASE STUDIES: WHEN FOOD AID LOGISTICS FAIL

INFRASTRUCTURE GAPS

Poor roads, inadequate storage and slow transport can cause up to 37% of perishable food to spoil before it reaches its intended destination. Infrastructure gaps make food assistance slower, more expensive and less reliable — particularly in communities where transport and storage systems are already under strain.

World Bank Group — How Poor Transport Drives Food Insecurity in Africa

WORLD BANK GROUP

AID DIVERSION & BLACK-MARKET HIJACKING

A Reuters investigation found that thousands of tonnes of donated grain intended for humanitarian assistance in Ethiopia were systematically diverted, including to commercial mills, armed groups and black markets. The diversion ultimately contributed to a suspension of food assistance.

Reuters — Ethiopia Food Aid Investigation

REUTERS

DISTRIBUTION SAFETY

In extreme food shortages, distribution itself can become dangerous. Crowded aid sites, limited supplies, security concerns and desperate conditions have contributed to deadly incidents around food distribution points.

Associated Press — Deadly Food Distribution Incidents in Gaza

Associated Press

COMPLEX & UNPREDICTABLE SUPPLY CHAINS

Research into humanitarian food logistics identified numerous factors that can cause delays, including inventory shortages, road conditions, communication failures and infrastructure constraints. A disruption at one point in the chain can affect the entire delivery process.

Annals of Operations Research — Humanitarian Food Logistics



TRADITIONAL FOOD ASSISTANCE

THE ADMIN

Every distribution creates a paper trail.

More programmes mean more records, more reporting and more administrative time.

BENEFICIARY RECORDS

Collect, verify and update family information.

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PAYMENTS & RECONCILIATION

Track purchases, payments, receipts and balances.

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MONITORING

Record who received what, when and where.

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REPORTING

Compile data and evidence for funders, audits and compliance.



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. Less costs.
2. Less logistics.
3. Less Admin.
4. More food choices for families.

Food assistance also 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 and the people who need it most.



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.

ONE PLATFORM. MANY PROGRAMMES.

Send Food supports different kinds of food assistance.





CRISIS RESPONSE
Rapid support for people affected by crisis or displacement.

HOUSEHOLD FOOD SUPPORT
Recurring food credits for families experiencing financial hardship.

COMMUNITY PROGRAMMES
Targeted assistance for specific communities or locations.

CORPORATE PROGRAMMES
Food assistance funded through CSR, employee giving or community initiatives.

GOVERNMENT FOOD PROGRAMMES
Provide eligible families with food credit they can use at participating local supermarkets.

WHO WE SUPPORT

FAMILIES ALREADY WAITING FOR SUPPORT
Send Food maintains a list of families who have been identified as needing food assistance. We can provide these families with food credit and QR vouchers to use at participating local supermarkets.

FAMILIES IDENTIFIED BY YOUR ORGANISATION
Already working with families who need support? Bring your existing list to Send Food. We can securely register eligible families, issue QR food vouchers and enable them to access groceries through our local merchant network.

Your families.
Your programme.
Our infrastructure.



HOW IT WORKS

From funding to food in three steps.

1 — 2 — 3 — 4

FUND
Partners provide funding for a food assistance programmes.



VERIFY
Eligible families are verified according to the programme's requirements.



REDEEM
Recipients receive a QR voucher and use it at a participating local grocery store.



MEASURE
Every redemption is recorded, reducing admin while making impact clear and measurable.



You **don't** buy, store, or distribute the food.

You **don't** manage the logistics.

You **don't** build the infrastructure.

You fund the food. We handle the infrastructure that gets it to families.

IS SEND FOOD RIGHT FOR YOU?

Let’s put it to the test by adding one of your real food programmes into our Cost-Efficiency Calculator.

Use our Send Food Cost-Efficiency Calculator to compare one of your real food campaigns with the Send Food system.



Which one best describes your funding model?

1 **DONATION FUNDING**

Donations cover aid and operational costs.

OPEN CALCULATOR

2 **EXTERNAL FUNDING**

Donations cover aid, while operational costs are funded separately.

OPEN CALCULATOR

3 **HYBRID FUNDING**

Programme costs are shared between donation funding and external funding.

OPEN CALCULATOR

WHAT YOU GET

Everything you need to deliver food assistance — without the logistical complexity.

VERIFIED FAMILIES
We help ensure assistance reaches the families your programme is designed to support.

DIGITAL VOUCHERS
Families receive a secure QR voucher they can redeem at participating local grocery stores.

MERCHANT NETWORK
Sourced and provided locally, supporting participating grocery businesses in the communities you serve.

REAL-TIME RECORDS
Every redemption is recorded, giving you a clear view of where assistance was delivered.

PROGRAMME INSIGHTS
Understand your programme at a glance — funding, spending, families, redemptions and merchants.

SIMPLE SETTLEMENT
We manage redemption reconciliation and merchant settlement, reducing the administrative burden on your team.

LIVE WIDGET
We manage redemption reconciliation and merchant settlement, reducing the administrative burden on your team.





LIVE IMPACT WIDGET

Show supporters the impact of their funding in real time.

- Families currently being supported
- Food assistance delivered
- Funding distributed
- Vouchers redeemed
- Programme progress

Give your supporters a live view of the impact they are helping create. The Send Food widget can be embedded directly on your website, showing real-time programme progress and the families being supported through your funding making your impact visible, tangible and easier for supporters to connect with.

THE ECONOMICS OF WORKING TOGETHER



Programme service fee

Send Food charges a small percentage of funded food assistance.

The fee covers the infrastructure required to move assistance from funding to families, replacing the need to manage procurement, warehousing, transport and physical distribution yourself.



Technology



Family Verification



Transaction Management



Merchant Support



Reporting & Insights



PARTNER NGO'S

11.5%

For NGOs using Send Food to provide food assistance through the merchant network.



STRATEGIC PARTNERS

NEGOTIATED RATE

For high-volume programmes, long-term partnerships or multi-country campaigns.

FREQUENTLY ASKED QUESTIONS

We're glad you asked.









DO FAMILIES RECEIVE CASH?

No. Families receive food credits that can be redeemed for groceries at participating merchants.

CAN FAMILIES CHOOSE WHAT FOOD THEY RECEIVE?

Yes. Rather than receiving a predetermined food box, families use their food credit to choose the groceries they need at any participating merchant.

CAN WE TALK TO SOMEONE ABOUT A PARTNERSHIP?

Yes. Organisations can contact Send Food to discuss their existing programme, funding model and requirements, and explore whether Send Food's infrastructure is suitable.

IS SEND FOOD A CHARITY OR NGO?

No. Send Food is a technology and infrastructure company. We work with organisations that fund food assistance and provide the infrastructure needed to verify families, allocate food credits, manage transactions and track redemptions.

HOW DOES IT WORK?

Organisations fund food assistance through Send Food. Families can be selected from Send Food's verified family network or provided by the organisation. We then allocate food credits and provide families with QR vouchers they can use at participating local grocery stores. Merchants record each purchase, creating a digital record of every redemption.

WHAT DOES AN ORGANISATION NEED TO GET STARTED?

We only need to know your funded amount, the region you want to support, and whether you will provide your own list of verified families or use families from the Send Food verified network. From there, we can help set up the programme and connect the funding with participating local grocery stores.

WHAT IF A FAMILY DOESN'T HAVE A SMARTPHONE OR CAN'T ACCESS A QR CODE?

Families do not need a smartphone to access their food assistance. Every verified family receives a unique membership number that can be used to redeem their food credit directly at participating grocery stores.

