



THE HELPING MENU

How do you feed the hungry?
Go out to eat at a restaurant.

Braised Giving 25

You're lucky enough to have a meal tonight, not everyone is. Add to your order and donate directly to The Greater Boston Food Bank.

MYERS+
CHANG

Sweetened Kindness 10

Take a bite. Send a bite. Add this to your order and donate directly to The Greater Boston Food Bank.

HARVEST

CHILLED CHARITY 10

Help is a menu item away. Add this to your order and donate directly to The Greater Boston Food Bank.

THE BANKS
Fish House

SEARED GOODNESS 5

Giving is delicious. Add this to your order and donate directly to The Greater Boston Food Bank.

trillium

Crisped Compassion 15

Hungry? You're not the only one.
Add to your order and donate directly to The Greater Boston Food Bank.

Menu items hidden within restaurant menus that aren't dishes, they're donations.

THE ISSUE

Food insecurity is a problem that simply won't go away. Throw in the pandemic and now inflation, and the issue has only gotten worse. The Greater Boston Food Bank needs donations now more than ever to help feed the hungry people and families of Boston.

THE IDEA

To help raise funds for the food bank, we partnered with iconic local restaurants and hid menu items among the appetizers, entrées, and desserts that were actually donations.

Items like Chilled Charity, Braised Giving, and Sweetened Kindness hit hungry patrons in the belly, and heart while they order. Then all they have to do is add any of the menu "items" to their bill, and a donation goes directly to the food bank.

SOCIAL POSTS

Social posts were designed for restaurants and the food bank to use to help promote and amplify the program.

