Food Assistance Program Overview
General Overview

FOOD SECURITY (BASIC PROGRAM)

Banin Charity Association provides a monthly food subsidy valued at more than $50 for each approved family. This food assistance is provided through coupons usually. The family can choose the food they need from a local Coop Supermarket that Banin has mutual agreement with, or Banin can deliver a box of food directly to the family.
Procedure of Assistance

• A family visits one of 4 Banin Branches:
  - Beirut & Greater Beirut
  - Nabatieh
  - Sour
  - Tripoli

• They fill in a form that maps out all their info.

• A social visit is conducted to verify information.

• Assistance is either accepted or rejected according to each case.
Redemption Procedure

Banin has 2 ways of redeeming the food portions

- **Food Coupons:**
  - Tawfeer Supermarket in all its branches.
  - Coop Supermarkets in all Lebanese regions.
  - Our preference, so that the family has the autonomy to choose whatever they want to eat.
Redemption Procedure

• **In Kind Tangible Food Parcels**:  
  - The constituents focus on the 5 main food groups.  
  - We make sure that Protein is within each box (Canned meat, Lentils...)

• Tobacco Products are excluded from our food portions be it Tangible goods or coupons.
• Since the birth of Banin 7 years ago, it shows that food security is one of the biggest burdens that a family has.
• Banin takes extra care to supply each family under their mandate with a monthly food portion.
Evolution of Food assistance 2013-2020

- There is an average increase of 300% from year to year in amounts given to vulnerable families.
- In 2020 first quarter alone we have reached almost $100.000 with more to come.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number Of Families</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>12</td>
</tr>
<tr>
<td>2014</td>
<td>36</td>
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<td>2015</td>
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<tr>
<td>2020</td>
<td>NA</td>
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Objective:

- To Distribute 10,452 food portions all over the Lebanese Territory to the most Vulnerable Lebanese.
- As we speak we are preparing Food items & collecting monetary donations from several partners & sponsors so that we can prepare Food Portion Boxes for 10,452 families.
- Each Portion is priced at $100 and is sufficient to feed a family of five for at least 2 weeks.
- The overall sum to raise is 1,000,000$ to be able to fund this initiative.
Project 10452

Our Campaigning will include: A full 360 degree ATL & BTL Campaign as follows:

- Press Conference to launch event.
- Media Coverage (MTV is our strategic partner)
- Segments on *Mena w Jerr (The Hopemakers segment)* & Alive Morning Show during *HAMAK 3leyna* & on “*Raghem Kil Shi*”, just before the Prime time news broadcast on MTV.
- Activations in Major Malls & Touchpoints.
- Billboards (4x3)
- Social Media Coverage
- A-List Celebrities, Bloggers & Influencers that are in touch with our Humanitarian Cause.
Create a smile

What’s your action Plan ?!?!.......