

JUST ONE THING

Submitted by: Pete DiGeronimo, pete@36creative.com

Company/Organization: 36creative

Type of Organization: For profit business

Number of Employees: 15

Category: Community

Challenge or Opportunity: At the start of the pandemic we identified an opportunity where our company could support the workers on the frontlines of COVID-19.

Approach or Solution: We created "The Thank You Movement." It started by securing a fleet of food trucks and a crew of volunteers. We then contacted local food brands looking to donate products, like Stonyfield Organics, Cedar's Mediterranean, King Arthur Flour, and others to help organize food packages.

Impact: We were able to deliver over 16,000 food packages to frontline workers at 25 different hospitals, police, and fire departments across New England.