



# Asbury Park Dinner Table Talk

**Joe Grillo** – Asbury Park Green Team / Co-Founder  
APDT

**Kathy Kelly** – Asbury Park Business Owner / Co-  
Founder APDT

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# Announcements



More info on each initiative can be found in the rotating images at [sustainablejersey.com](http://sustainablejersey.com)

- **Certification Timeline Changes**
  - **Municipal** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)
  - **Schools** – Veronique, [lambertv@tcnj.edu](mailto:lambertv@tcnj.edu)
- **EDF Fellows: Free Technical Assistance for Energy Initiatives** – Nancy, [quirkn@tcnj.edu](mailto:quirkn@tcnj.edu)
- **Energy Toolkits & Energy Efficiency Outreach Trainings** - Nancy, [quirkn@tcnj.edu](mailto:quirkn@tcnj.edu)
- **Free Municipal Tech Coaching** – Lauren, [skowronl@tcnj.edu](mailto:skowronl@tcnj.edu)
- **Census Response** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)

# Asbury Park Dinner Table

## **Mission Statement: *Supporting Local Restaurants – Feeding Our Neighbors***

- Est. March 18, 2020 in response to disruption in hyperlocal economy due to COVID-19 business restrictions
- Relevant background:
  - Asbury Park is a year-round, food/hospitality-based economy with a strong tourism season;
  - Significant portion of population already living around or below the poverty line;
  - 95% APSD students receive free-reduced lunch meals.
- Focus on dinner meals as lunch and breakfast were being met by schools





Funds → Restaurants →  
Distribution points → People

- Meals are purchased from restaurants and delivered to distribution points.
- Distribution points staff their own tables.
- Meals distributed at dinner time.
- Average # of dinner meals distributed daily: **350**

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# Fundraising in the time of COVID-19

Taking a leap of faith on a

- New organization
- Uncommon model
- Loosely established organizational structure

New rules

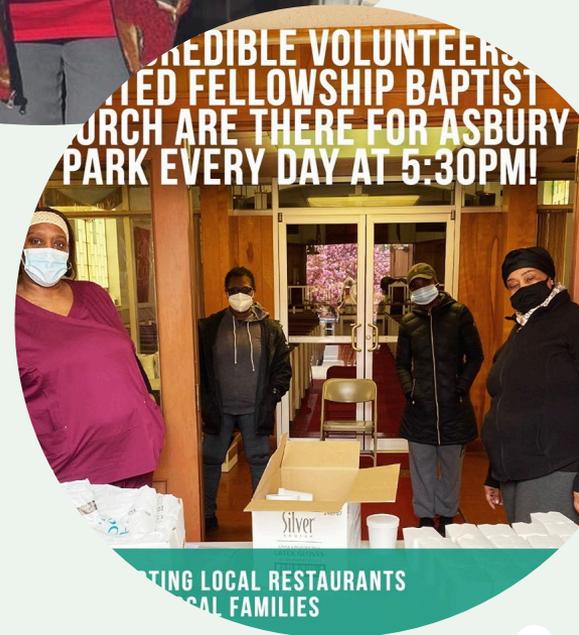
- Virtual reach only – Facebook, Instagram, email, digital gifts, phone calls
- Community engagement – again, digital reach only
- Targeting a broad audience you've never met





## Successes

- 10 participating local restaurants
- 30+ jobs saved
- Renewed community spirit during bleak times
- Replicable model
- Connect existing community resources
- Connecting the “two Asbury Parks”





**6 WEEKS**  
**\$100,000 RAISED**  
**15,000 MEALS SERVED**  
**WE ARE SO PROUD OF YOU • KEEP IT GOING!**



**SUPPORTING LOCAL RESTAURANTS**  
**FEEDING LOCAL FAMILIES**  
**[WWW.ASBURYPARKDINNERTABLE.ORG](http://WWW.ASBURYPARKDINNERTABLE.ORG)**

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## Lessons Learned

- **Move quickly!**
- **Community buy-in**
- **Food insecurity is growing!**
  - In Asbury Park, food insecurity was already a problem.
  - Additional layoffs in current economy are putting a strain on social services
  - Effects will be long term.
- **Skill sets / knowledge needed to be successful**
- **Beware of mission creep**
- **Don't step on toes**





# Asbury Park Dinner Table

Go to [asburyparkdinnertable.org](http://asburyparkdinnertable.org)

Email: [asburyparkdinnertable@gmail.com](mailto:asburyparkdinnertable@gmail.com)

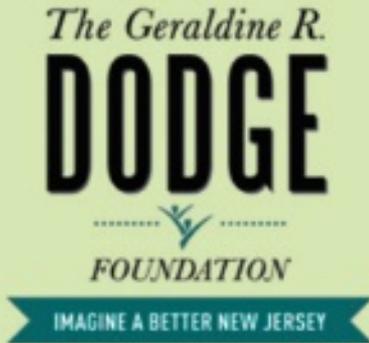
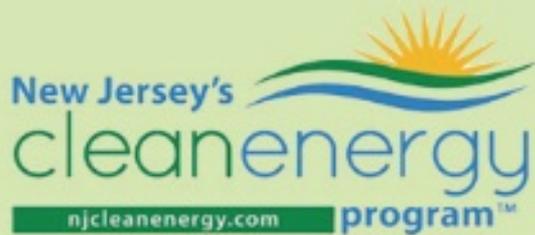
FB: [facebook.com/asburyparkdinnertable](https://facebook.com/asburyparkdinnertable)

IG: [Instagram.com/APDinnerTable](https://Instagram.com/APDinnerTable)

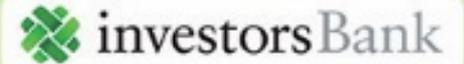
Ph. (732) 757-1934

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# PROGRAM UNDERWRITERS



# SUMMIT SPONSORS



# More Virtual Sustainability Summit events to come!

List of VSS events & to register -  
[bit.ly/NJVirtualSustSummit](https://bit.ly/NJVirtualSustSummit)

Recordings of VSS events –  
[www.sustainablejersey.com](http://www.sustainablejersey.com) >  
[Resources](#) > [Presentations](#) >  
[Sustainability Summit](#)



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Register

**Protecting Drinking**

Friday, April 24, 11:00

Register

**Asbury Park Dinner**

Monday, April 27, 4:00

Register