

Pop-Up Pantry



How it started

Founder Alexia Morrison, started Reach St.Pete in 2016. She had the vision to bridge the gap that existed between people and the resources they need. After her own experiences with homelessness and low-income situations she felt there weren't many dignifying options for her to get the help she needed. Reach St.Pete would start with assisting those who were homeless and expand to food, housing, clothing, hygiene items, low-income situations, and more



Grocery store experience

This project was done with the intention of making the experience the same as shopping at your local grocery store. Displaying things in a visually appealing way while providing staple items like milk, eggs, fresh produce, dry goods, and hygiene products

What is it, and why is it different?

The Pop-Up Pantry is a grocery store on wheels committed to providing direct access to fresh food in food deserts and low-income areas across Pinellas County. What makes it unique is the large capacity it provides, being a decommissioned city bus. Additionally driving directly to the needs, providing free groceries in a "choice model" allowing guests to shop what they need.



THE MISSION

A GROCERY STORE ON WHEELS COMMITTED TO RESTORING ACCESS TO FRESH FOODS IN FOOD DESERTS AND LOW-INCOME AREAS THROUGHOUT PINELLAS COUNTY. THIS INITIATIVE HOPES TO BRIDGE THE PHYSICAL, FINANCIAL, AND EDUCATIONAL BARRIERS TO FOOD.

THE OBJECTIVES

DIRECT ACCESS: PROVIDING FRESH FOOD TO COMMUNITIES UNDERSERVED BY TRADITIONAL GROCERY STORE OPTIONS BY DRIVING DIRECTLY INTO THE HIGH-NEED AREAS.

FOOD AFFORDABILITY: PROVIDING HIGH QUALITY GROCERY ITEMS AT NO COST FOR THOSE EXPERIENCING FINANCIAL BURDENS OF ANY KIND.

COMMUNITY AWARENESS: WORKING TO PARTNER WITH ADDITIONAL ORGANIZATIONS AND CORPORATIONS TO BRING ATTENTION TO THE RESOURCES AVAILABLE TO THOSE IN NEED.

POP-UP PANTRY TIMELINE



JUNE 2021

THE PSTA BOARD UNANIMOUSLY APPROVES DONATION REQUEST TO REACH ST.PETE



JULY 2021

THE FIRST LOOK OF OUR NEWLY DECOMMISSIONED BUS.



AUGUST 2021

DRAWING UP INTERIOR VISION BOARDS AND MAKING CONSTRUCTION PLANS.



SEPTEMBER 2021

THE PSTA HOSTS THE OFFICIAL "HAND OFF THE KEYS" EVENT MAKING US THE NEW OWNERS OF A 2007 GILLEG BUS.



OCTOBER 2021

CONSTRUCTION PLANS BEGIN ENSURING THE BUILD OUT WOULD BE A DIGNIFYING EXPERIENCE.



FEBRUARY 2022

THE POP-UP PANTRY RIBBON CUTTING CEREMONY COMMENCED. THE FIRST OPERATIONS TOOK PLACE FEBRUARY 24TH, 2022.



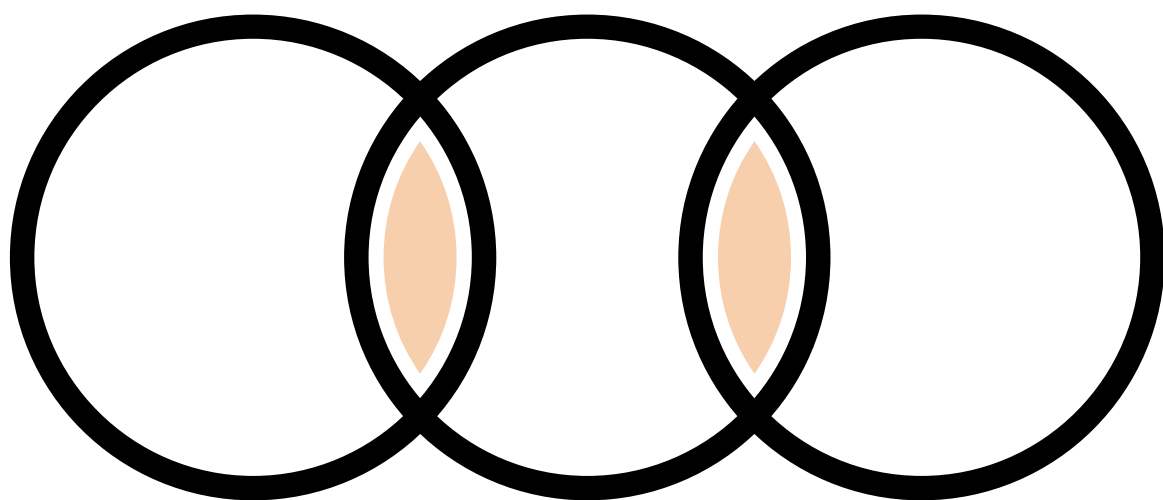
OUTCOMES

OUR EXPECTED OUTCOMES ARE AS FOLLOWS:

90% OF ALL CLIENTS SERVED WOULD BE GRANTED ACCESS TO FOOD THEY WOULDN'T NORMALLY BE ABLE TO PURCHASE DUE TO TRANSPORTATION, FINANCIAL BURDENS, AND ACCESS.

95% OF ALL CLIENTS WOULD USE THE SERVICE PROVIDED TO REPLACE A TRIP TO UNTRADITIONAL GROCERY OPTIONS INCLUDING DOLLAR TREE, FAST FOOD OPTIONS, OR QUICK MARTS IN ORDER TO IMPROVE THEIR OVERALL NUTRITION.

85% OF CLIENTS WOULD BE ABLE TO GET EVERYTHING THEY WOULD FROM A TRADITIONAL GROCERY STORE FROM OUR SERVICES.



90%

95%

85%

SPONSORS & DONORS

