



October 1, 2020

Members and Affiliates of the Delaware Nurses Association:

**FREE FOR THE ASKING: NOURISHING PRODUCTS AND SERVICES AVAILABLE
TO WORKERS ON THE FRONTLINES OF COVID-19 AND NATURAL DISASTERS**

***Frontline Impact Project Works with Corporate Donors to Provide Food, Beverages, Personal Care Items,
Wellness Products and Mental Health Services to Frontline Heroes***

NEW YORK -- Amid a devastating COVID-19 resurgence and punishing natural disasters, [Frontline Impact Project](https://www.frontlineimpact.org) is offering the nation's healthcare and emergency response personnel access to donated snacks, meals, beverages, personal care items, mental health services, and accommodations. Created by The KIND Foundation, Frontline Impact Project has become a primary vehicle through which the business community has shown support for the men and women who are keeping America's communities healthy. Frontline Impact Project is a streamlined and efficient way for institutions to request and receive resources and surface new needs as the pandemic evolves.

Institutions eligible for donations include hospitals, assisted living facilities, nursing homes, community healthcare centers, outpatient clinics, EMS squads, and more. *The Frontline Impact Project serves institutions of all sizes throughout the country — from a town fire department with 20 firefighters to a multi-state hospital system employing thousands of workers.*

At www.frontlineimpact.org, representatives from frontline institutions can submit requests for resources along with a reference to validate the institution's legitimacy. To ensure efficiency, departments or units within a larger institution are encouraged to work with their internal procurement team before requesting donations. After a request has been submitted, Frontline Impact Project matches the requester with a corporate donor(s). The donor(s) then work to deliver the product and/or service directly. While not every request is fulfilled, Frontline Impact Project does all it can to ensure needs are met.

To date, nearly 60 corporate partners, including KIND, Unilever, Extra Gum, Nestlé, Keurig, Dr Pepper, Justin's, Hint, Harry's, RISE Brewing Co., Headspace and Image Skincare, have donated more than 3.4 million products. The platform has made 525 matches across 41 states.

"We are prepared to support the needs of frontline healthcare workers and first responders no matter how long it takes for these crises to pass," says Michael Johnston, President of The KIND Foundation. "Frontline workers' needs will inevitably change in the days and weeks to come. Our intention is to recruit diverse partners now so that we are poised to meet new and unexpected needs later."

Visit www.frontlineimpact.org for more information. Direct questions to Jonathan Yates at jyates@lubetzky.org.

