



Pantry Spotlight: God's Pantry

The automated website is a game changer



“We are so grateful for the Vivery website. It is so easy to use and maintain, and it is so powerful. The beauty of it is one person can do it all! This has been a game changer for our pantry.”

*Cindy Ascanio
Treasurer
God's Pantry*

Background

God's Pantry is a small, but mighty 100% volunteer-run pantry in Garfield, AR. They distribute food every Thursday to about 300 people in their surrounding community. They also supplement their weekly food distribution with their Thrift Store and other programs such as online ordering, hygiene products, holiday programs, and their Angel gift program.

Situation

Communicating with their neighbors was very manual and involved handing out flyers, using marquee signs, or just word of mouth.

With everyone using cell phones these days, they recognized how helpful a website would be for neighbors to find them and get details on their services and programs. However, the thought of actually setting up a website was overwhelming for Cindy Ascanio, Treasurer at God's Pantry. She even went as far as securing a domain name, but they had no volunteers, or funding for that matter, to hire someone qualified to create a website, and keep it going.

Outcome

In the spring of 2024, Cindy attended the Northwest Arkansas Food Bank agency event where she heard about the Vivery find food map and the great digital tools they were offering pantries across the nation – at no cost. She jumped at the opportunity to complete the online profile for God's Pantry, and then with a simple click of a button an automated website using the profile information was up in minutes – no technical skills required! “It was so easy to set up. I added our logo and photos, our hours and contact information, descriptions of our programs, and I can easily update the site with seasonal and special events we offer. That's the beauty of it, one person can do it all!” said Cindy. She also loves the Freshness Badge reminders she gets every 90 days to prompt her to keep the site fresh.

An added bonus is the data that Cindy can see on usage, clicks, and views. This will provide valuable insights they can use to make sure they continue to serve their neighbors in the best possible way.

God's Pantry is also using text messaging from Vivery to alert their neighbors about urgent issues. Recently, when the school zone moved to right in front of the pantry, Cindy sent a text message to her neighbors to be aware of this change so they didn't get speeding tickets!! She is getting more and more people to sign up for text messaging, either on the website, or directly on her phone when they are visiting the pantry. “We are going to take advantage of text messaging on a regular basis, that's a guarantee,” said Cindy.



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