



United Way
British Columbia

Working with communities in
BC's North, Interior, Lower Mainland,
Central & Northern Vancouver Island

MEDIA RELEASE
December 16, 2024

Making Spirits Bright: Christmas Food Hampers Deliver Hope in Prince George

DoorDash, United Way BC and Prince George Native Friendship Centre team up to tackle food insecurity

Prince George, B.C. - Seniors, families and people with disabilities in Prince George are getting some extra love this holiday season thanks to a partnership between DoorDash's Project DASH, Food Link by United Way BC, and the Prince George Native Friendship Centre (PGNFC).

The three organizations have teamed up to ensure people in need have food on the table during a season that can be incredibly challenging.

Over 1.1 million people – 22 per cent of British Columbians – lack consistent access to sufficient nutritious food, made worse as costs continue to climb due to high inflation. [Statistics Canada's consumer price index data](#) shows food prices jumped more than 21 per cent in the province between July 2020 and July 2024.

Later this week, United Way BC and DoorDash will be supporting PGNFC's holiday hamper program, bringing nutritious food to community members who might otherwise go without. The hampers will be delivered to local community members in need by Dashers as part of DoorDash's Project DASH.

We invite you to join us to witness the packing of these holiday hampers and their positive impact:

Where: Prince George Native Friendship Centre, 1600 3rd Ave, Prince George BC

When: Wednesday, December 18, 10 – 11am

> Additional information

[United Way BC's Food Link initiative](#) is an app linking 174 community service agencies across BC and those in need with the support. Between April and November, Food Link has provided 499 deliveries of food and period products to people in need across BC. Thirteen per cent of those who have received deliveries are folks with disabilities, and approximately 60 per cent are seniors.

Food Link by United Way BC is the only Canadian charity to partner with Door Dash on the Ride United Last Mile Delivery program, which helps ensure that essential food items reach individuals and families in need, particularly older adults, people with disabilities, those who lack reliable transportation or people who are not able to access items on their own. The program is a collaborative effort between United Ways, the 211 Network, and DoorDash. Primarily serving individuals and families across the United States, it was born out of necessity during the COVID-19 pandemic, when communities struggled with restricted physical access to healthy food services.

[Project DASH](#) is DoorDash's initiative to power delivery on behalf of food banks and pantries, community action agencies, and other social impact organizations to deliver food and essential items to people experiencing food insecurity. Since 2018, Project DASH has powered more than 6 million deliveries, including more than 100 million meals delivered to households in the U.S. and Canada.

United Way BC's Food Link and DoorDash partnership operates in the Lower Mainland and Fraser Valley, the Southern Interior, the Thompson Nicola Cariboo, and Northern BC. The partnership will expand to Vancouver Island in 2025.

> Quotes

"We know British Columbians are struggling to access nutritious food. It's not only the high cost of food, but also transportation challenges – if you don't have a vehicle or driver's license, aren't on a bus route or have mobility issues, it's very difficult. United Way BC's partnership with DoorDash means we can ease that burden by connecting people with the essentials they need in a timely manner. Thanks to our Food Link app, which brings together nonprofit partners like the Prince George Native Friendship Centre and DoorDash, we can deliver to their clients supporting their health and well-being at the same time freeing up non-profits up to do other critical work to support their communities."

- Alžběta Sabová, Provincial Director, Food Security, United Way BC

"The United Way BC DoorDash program is proving to be so helpful for our Emergency Resources food hamper program. Although we are blessed with amazing teams of staff here, we are so busy this time of year with outreach to offer mental health supports to the community, managing the transport of recovered and purchased food to the Friendship Centre, as well as an abundance of other existing commitments, that those requests for hamper deliveries are really challenging to navigate. We know that there are transportation barriers for many community members, and the DoorDash option, in conjunction with the United Way BC transportation assistance program, has filled that gap between our program capacity and the community's need."

- Emma Faulkner, Emergency Resources Coordinator, Prince George Native Friendship Centre

"Dashing not only helps me support my family, it allows me to serve members of my community who are in need. It makes me feel proud each time I get to fulfill a delivery through Project DASH."

- Michael Nguyen, Vancouver Dasher, Project DASH

To learn more about, and contribute to, United for BC's Food Security work: uwbc.ca/food-security

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About United Way British Columbia – working with communities in BC's North, Interior, Lower Mainland, and Central & Northern Vancouver Island

United Way BC supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the five regions of Central and Northern Vancouver Island, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Northern BC, our organization serves a population of more than 4.5 million people, with a focus on emergency response, kids and youth, seniors, poverty, mental health and food security.

www.uwbc.ca

Interviews are available.

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