



**ON THE
HOUSE**

a community driven initiative to ensure everyone eats



11.21.2020 - 12.29.2020

OUTREACH MARKETS

NEW YORK CITY, NY
PHILADELPHIA, PA
COMPTON, CA



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OVERVIEW



In 2020, with the Coronavirus pandemic ravaging the United States and the rest of the world, food insecurity hit an all time high. With millions of individuals and families not knowing where their next meal would come from, InHouse created a way to feed those in need in underserved communities. Thus, the On The House program was launched.

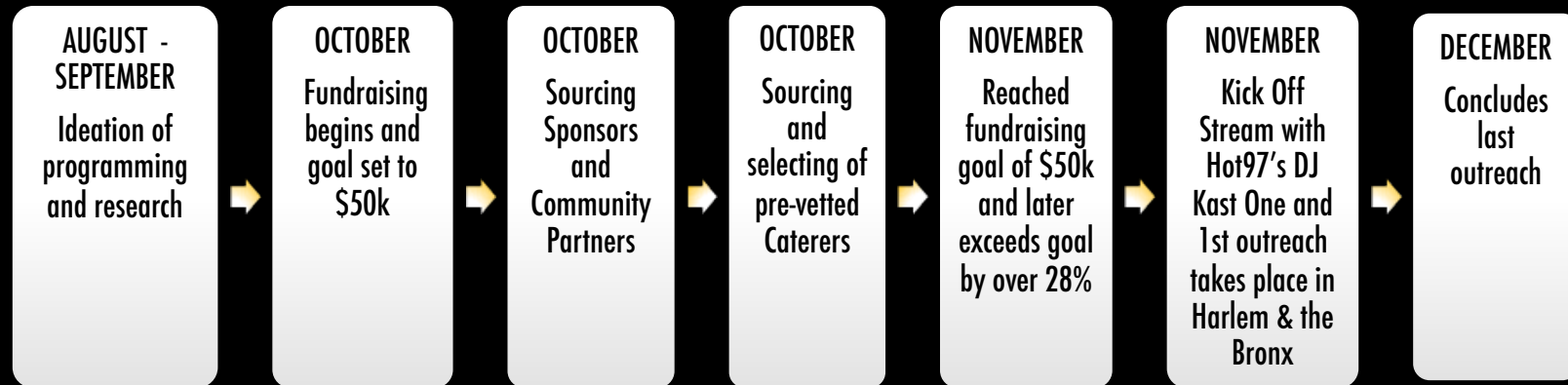
On the House is a community driven initiative to ensure everyone eats. The On The House team set a goal to serve 10,000 meals during the 2020 holiday season. Between November 21st and December 29th, the On The House team hosted 27 meal outreaches in partnership with multiple non-profit organizations including NYC Relief, Hour Children, and The INN. All meals served were catered by local minority and/or female led businesses.

Through this program, On The House was not only able to feed those in need, but also support those whose businesses had been severely impacted by the ongoing pandemic. The team at InHouse was involved in every step of the On The House program from concept to execution.

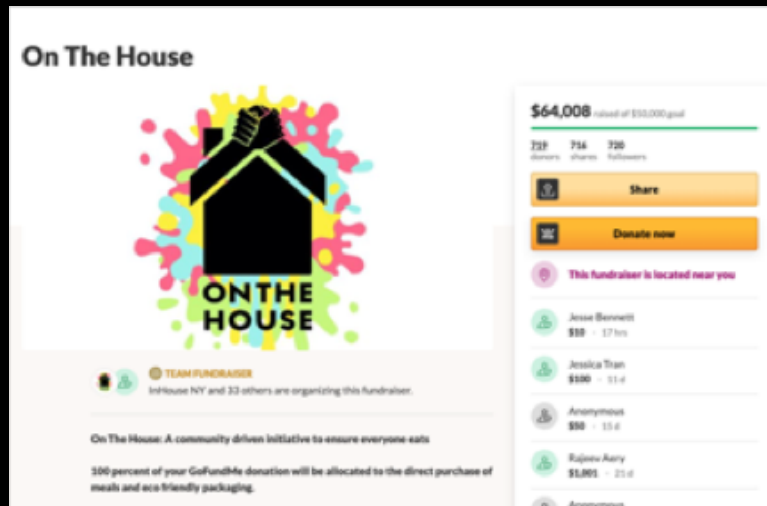
All design, creative, production, and logistics were managed by InHouse.



2020 TIMELINE



FUNDRAISING



The On The House team leveraged its network of families, friends, and communities to drive this initiative forward.

In early October, the On The House GoFundMe page was created with a goal of raising \$50,000. After an outpouring of support, news coverage, & two amazing 12 hour live stream events, On The House raised \$64,008 exceeding its goal by over 28%.

To help bring increased awareness to the program, On The House had its exclusive delivery vehicle redesigned and fit with its branding. The vehicle also featured a custom QR code that directed users to the GoFundMe page upon scanning, which created more visibility while on the road.

All funds received via the On The House GoFundMe page were allocated to directly purchasing meals from the pool of pre-vetted catering partners.



CREATIVE & DESIGN CONCEPTS

1. **ON THE HOUSE MEAL RECEPTION STATION** – 10' x 10' pop up tent with On The House branding, designated socially distanced station allowing for guests to receive a complimentary pre-packaged hot meal.
2. **ON THE HOUSE DELIVERY VEHICLE** – delivery vehicle fitted with On The House branding to be used for transportation and delivery of meals to designated outreach locations.
3. **SOCIAL DISTANCING SIGNAGE & PPE** - branded social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage is inclusive of branded tents and signs was used at each outreach location. InHouse also designed and created a contactless, branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff to monitor their temperature and keep their hands clean at all times. On The House face masks were branded and provided to each staff member.
4. **ECO-FRIENDLY PACKAGING** - made entirely from a sugarcane and bagasse material, this square takeout box was made to be entirely compostable and biodegradable to reduce the environmental impact.
5. **MEAL OPTIONS** - InHouse provided both a vegetarian and non vegetarian option at each location where meals were distributed. On The House also hosted two unique Vegan only days. The meals were cooked up by selected minority and female led caterers.





THE SALVATION ARMY

THE RELIEF BUS

ON THE HOUSE

visible

ON THE HOUSE - 11.21.2020 - 12.29.2020



NONPROFIT PARTNERS





Founded in 1989, New York City Relief has mobilized thousands of volunteers to compassionately serve those struggling with homelessness by providing hope & resources that lead towards life transformation.

NYC Relief is a mobile outreach to the homeless that consistently goes to the same five locations, seven times a week. They create an intentional space that is welcoming and dignifying – where everyone belongs and help can always be found.



Hour Children is a leading provider of services to incarcerated and formerly incarcerated women in New York State. Focused on women and their children, supporting families during a mother's incarceration and helping them get back on their feet upon release.



As a not-for-profit, volunteer-based organization, The INN provides a broad variety of essential services to assist those challenged by hunger, homelessness and profound poverty. The INN partners with those in need in a dignified and respectful manner to help them achieve self-sufficiency.





From its origins as a soup kitchen in 1985, Face to Face has evolved into a multi-service organization that offers free human services to more than 2,500 low income and homeless individuals each year.

Face to Face offers a Dining Room which serves hot meal restaurant style Fridays through Tuesdays.

Doors open at 9am Mondays, Tuesdays, Fridays, Saturdays and at 11am on Sundays, allowing guests to socialize over coffee while they wait for the meal. Guided by their motto of: Hospitality, Mutuality, and Transformation, Face to Face believes that each guest is the equal of each staff member and volunteer

Through the On The House program, a partnership was facilitated with Face to Face to do more work on further community initiatives in the future .

THE LOWER EASTSIDE GIRLS CLUB

The Lower Eastside Girls Club is training the next generation of ethical, entrepreneurial, and environmental leaders. Girls Club members overcome adversity, perceive opportunity, develop self-confidence, make ethical decisions and healthy life choices, thrive academically, embrace leadership, and have the ability to enter college or the workforce as fully prepared and connected adults.

As a community-based organization they work to overcome the fragmentation of youth services through partnerships with non-profit organizations that share their mission, with local businesses, academic institutions, faith-based communities, and with our members' families. By creating a 'whole-girl' approach – emphasizing a broad range of cultural competencies needed for success – curiosity, poise, happiness, resiliency, compassion, health and job readiness they use more than academic performance to benchmark our impact.

Through the On The House program, a partnership was facilitated with the Girl's Club to do more work on further community initiatives in the future. The excess funds raised from the On The House GoFundMe campaign was used to host an additional 300 meal giveback at the LES Girls Club on February 10, 2021.



CATERING PARTNERS





Delights By D'Anti

Details by
Ms. Dawn

blend



The Arty
Chef



LOVE THY NEIGHBOR.
NO EXCEPTIONS.

IMMIGRANTS:
WE GET THE
JOB DONE.



ON THE HOUSE - 11.21.2020 - 12.29.2020



QUEEN'S BULLY



Queens Bully, named after the iconic Queens Boulevard, is a gastropub located in the heart of Forest Hills. A spacious hangout serving American BBQ, dishes with global flavors, and craft cocktails and beers, Queens Bully was born out of a mutual love for the neighborhood's culture.

By showcasing the diverse and bold flavors of Queens, Queens Bully has made a mark as Queens' favorite gastropub since opening in July 2017. They take pride in serving the finest foods, cocktails, and brews in Queens.

Queens Bully is located at 113-30 Queens Blvd, Queens, NY.



SISTER'S CUSINIE



If you want a culinary tour of the Caribbean without leaving Manhattan, make your way to Sisters Caribbean Cuisine and sample a variety of island eats. Hidden away on 124th street between Park and Madison, this intimate Caribbean and Southern café is truly East Harlem's diamond in the rough. Opened in 1995 by Marlyn Rogers, a Guyanese immigrant, now run by her son Rande; their kitchen is known to offer a healthy and authentic experience to its diners, from vegans to carnivores.

Jamaica to Trinidad to Guyana then the South. The powerful flavors of this cuisine come together on the plate in a way that makes even the finest chefs take notice. Marcus Samuelsson commented in *New York* magazine that this mom and pop restaurant has been around for decades and "Their goat curry is fantastic."

Additionally, they have been featured on *Grub Street's* The Best of New York for "Absolute Best Jerk Chicken", and *Eaters* 13 Best Caribbean Restaurants. Celebrity Chef Eddie Huang is also a customer and fan, featuring the restaurant in an episode of *Viceland's* "Huang's World".



DELIGHTS BY D'ANTI



Delights By D'Anti is a premier catering brand showcasing sophisticated southern comfort foods with a blend of modern but classic fare. Currently based out of Atlanta, Georgia, Delights By D'Anti has capabilities to travel and serve her delicious food globally.



BLEND ON THE WATER



Blend on the Water is a Latin fusion restaurant, presenting authentic cuisine inspired by all Latin countries. Well-known for their acclaimed Latin Fusion restaurant located on Vernon Blvd in Long Island City.

The Center Blvd location is three times the size of the 47-04 Vernon Blvd restaurant, with seating for 160 diners along with an outdoor patio seating 60 people and a private dining room. In addition to the dining area, Blend on the Water features an amazing spacious bar consisting of premium liquors and 5 large plasma screens.

Their newest location features 10 foot windows that wrap around the restaurant, providing breathtaking views of the East River and Manhattan. Blend on the Water's menu is their interpretation of Latin cuisine, and is inspired by all Latin countries.



DETAILS BY MS. DAWN



Ms. Dawns Kitchen was opened in Burlington, NJ. The art of food incorporated with business has been both rewarding and difficult at the same time; as she put it "owning and operating a restaurant has been one of the hardest jobs I have ever had but it was lessons learned daily and so many blessings that made me focus on what is important in my life".

Ms. Dawn closed her restaurant and shifted her focus to full-time catering where she could be hands on with clients. "I love my customers and they become family! They call us time after time. We love sharing life special moments with them and we're so appreciative for their referrals".

One major key to her success is that she pays special attention to every detail, presentation of food and making sure that she meets with all of her clients to build a professional/family connection. "I make every customer feel like I want to feel... important"



LA COCINA DE CHOLY



Chef Ana and Chef Carlos are the leaders of La Cocina de Choly. Hailing from Yonkers, they specialize in vegan foods with some Latin flavor. Beyond La Cocina, Chef Ana also works as a private lifestyle chef with a focus on healthy and vegan meals.



THE ARTY CHEF



A creative, passionate and a professional Chef with a repertoire in various cuisines. Chef Walter specializes in Regional Indian, Asian, and Western Cuisines.

He has previously worked as an Executive Chef with top Indian Restaurants in New York, earned Michelin stars, and stellar reviews in New York times.

He has also been invited to showcase his cooking skills on ABC, NBC, and Fox & Friends.

At this time, Chef Walter runs his own private restaurant and catering consultancy, cooking for charitable events, private catering at private homes, large banquets, and weddings functions, as 'heartychef'.



STICKY'S A FINGERS JOINT



As part of its commitment to the community, Sticky's program donated 250 meals to On The House.

Sticky's was created out of a love for chicken fingers, and the desire to think outside of the box for how a restaurant could serve them. The founders of Sticky's thought there were a lot of New Yorkers who really loved chicken fingers but didn't have a great place to get them; and thus, Sticky's was born!

Their first location opened on March 22nd, 2012 in Greenwich Village, Manhattan. The store was featured on the Food Network show "3 Days to Open with Bobby Flay" along with numerous other TV shows and magazines. They offer an abundance of homemade dipping sauces, inspired by cuisines from all around the world. They also source ingredients locally and use farm-raised, antibiotic and hormone-free chicken.

Sticky's is not a minority or female led business, yet joined the On the House team and donated food as part of its commitment to underserved communities.



ON THE HOUSE AMBASSADORS





DJ Enuff
@djenuff
232k followers ✓



Nadia Jagessar
@nadiajagessar
107k followers ✓



DJ Saige
@djsaige
17.5k followers



DJ Steph Cakes
@djstehcakes
42.6k followers





DJ Shilpa

@djshilpa

10k followers



Hip-Hope Mike

@hiphopmike

59.2k followers



Sneh Diwan

@diwanbydesign

2,127 followers



DJ Juanyto

@dijuanyto

30.4k followers





DJ Ash G

@ashgofficial

3,065 followers



Marco Glorious

@marcoglorious

26.4k followers



CORPORATE & COMMUNITY SPONSORS





BELLWETHER CULTURE



DISSDASH



4imprint



ZARA
LUXURY HOMES





ON THE HOUSE

W. House

800.736



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KEY COLLABORATIONS



HEAVY HITTERS x ON THE HOUSE



ON THE HOUSE KICK OFF STREAM

DI KAST ONE
& Friends

**THE ON THE HOUSE
KICK OFF STREAM**

Help us serve 10,000 hot meals this holiday season.

FRIDAY 11/20/20

**12PM * DJ GET LIVE
(3 HOUR SET)**

2PM * DJ KAST ONE

3PM * DJ CAMILO

4PM * DJ ENUFF

5PM * DJ TAJ

6PM * DJ SAIGE

7PM * DJ ESTYLEZ

8PM * DJ FINESSE

9PM * DJ BIG BEN

10PM * DJ QUIZ

11PM * FATFINGAZ

ON THE HOUSE

djkastone @onthehousecommunity

To drive awareness and increase donations, InHouse and Hot 97's DJ Kast One created a 12 hour DJ marathon hosted on Twitch. The live stream took place on November 20th, 2020 which was the day before the launch of the first outreach.

As a member of the world renowned Heavy Hitters DJ crew, Kast One invited other members of the Heavy Hitters team to be a part of this kickoff event. The 11 DJs who participated in this stream are some of the largest and most recognized names in hip hop today.

Each DJ drove awareness to the stream by sharing the schedule, flyers, and GoFundMe link on social media to their respective followers. This stream resulted in over \$2,000 additional donations made to On The House.

All production and broadcasting was managed by InHouse.



THE DJs



@dkastone ✓
64.7k followers



@djetlive
6,576 followers



@djenuff ✓
231k followers



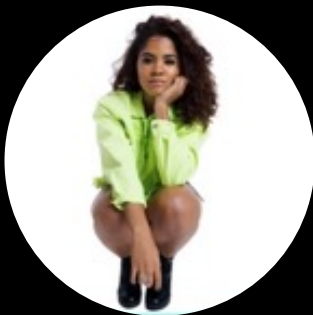
@djcamilo ✓
362k followers



@djfattingaz
36.6k followers



@djiltaj ✓
351k followers



@djsaige
17.3k followers



@djstylez
15k followers



@djfinessenyc
6,649 followers



@djquiz
10.9k followers



@djbigben
32.3k followers



HEAVY HITTERS x ON THE HOUSE APPARREL

Our friends at The Heavy Hitters and Color Werx designed a t-shirt to help drive awareness. The purchase of each t-shirt helped us serve 3 meals to those in underserved communities. Oh yea, and they looked FIRE.

You can still support by purchasing here:
<https://theheavyhitterdjs.com/apparel-shop/>

100% of every purchase was used as a donation towards On The House and helped feed a family.





ON THE HOUSE - 11.21.2020 - 12.29.2020

FOOT LOCKER x ON THE HOUSE



ON THE HOUSE - 11.21.2020 - 12.29.2020



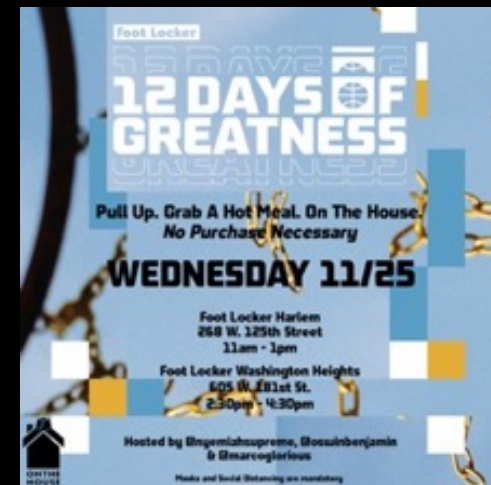
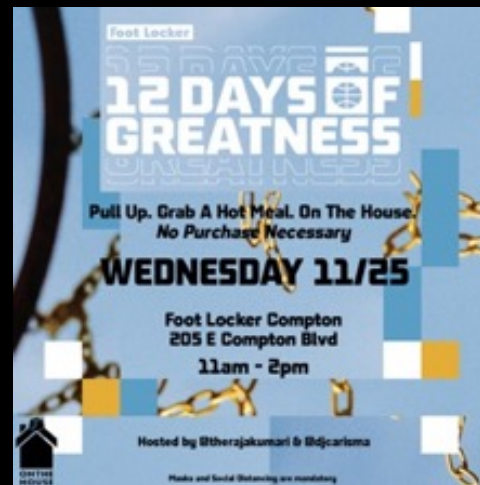
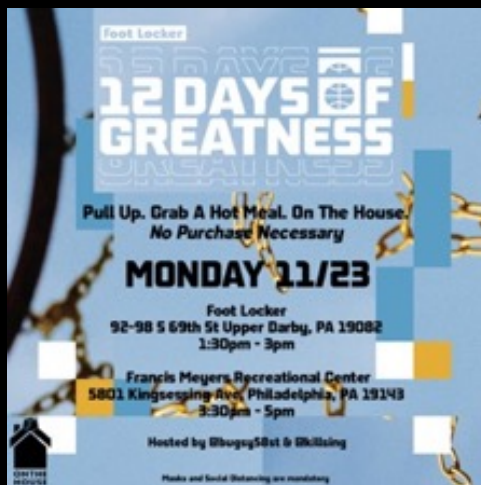
ON THE HOUSE - 11.21.2020 - 12.29.2020

12 DAYS OF GREATNESS

Foot Locker partnered with the On The House for a multi-city meal program in NYC, Philadelphia and Compton to be part of its community driven, 12 Days of Greatness.

Over the course of 3 days, 1,750 hot meals were distributed outside of Foot Locker retail locations on Fulton Street, 125th Street, and 181st Street in NY. In LA and Philadelphia, the outreaches took place in the parking lot of the Foot Locker Compton and 69th Street locations. In addition to Foot Locker's store location in the Philadelphia market, a partnership was formed with Face To Face (Germantown) and Francis J Myers Recreation Center (South Philly) to serve to those who have been suffering from food insecurity during the ongoing pandemic.

A team of influencers with strong ties to each respective market was selected to help drive awareness to each outreach. Safety guidelines were adhered to with signage placed strategically at each outreach location instructing guests to social distance, wear a mask, and keep hands clean at all times.



INFLUENCER TEAM





ON THE HOUSE - 11.21.2020 - 12.29.2020

FOOT LOCKER PHILADELPHIA



HOST – Foot Locker

INFLUENCERS – Bussy 58st & Kill Sing

MEALS SERVED – 500 across 3 different locations

CATERING PARTNER - Karma Restaurant & Food Chasers

NONPROFIT PARTNERS – Francis Meyers Recreational Center & Face to Face Germantown

LOCATIONS – Face to Face Germantown, 123 E Price Street; Foot Locker, 69th Street & Chestnut; Francis Meyers Recreational Center, 5801 Kingsessing Ave

[Click here to view recap video](#)

[Click here to view recap video](#)



FOOT LOCKER BROOKLYN



HOST - Foot Locker

INFLUENCER - DJ DP One

MEALS SERVED - 250

CATERING PARTNER - Queen's Bully

LOCATION - Foot Locker/House of Hoops, 408 Fulton St

[Click here to view recap video](#)



FOOT LOCKER NEW YORK CITY



HOST – Foot Locker

INFLUENCERS – Oswin Benjamin & Marco Glorious

MEALS SERVED – 250

CATERING PARTNER – Sister's Cuisine & Queen's Bully

LOCATION – Foot Locker, 605 W 181st St



FOOT LOCKER HARLEM



HOST – Foot Locker

INFLUENCERS – Nyemiah Supreme & Oswin Benjamin

MEALS SERVED – 250

CATERING PARTNER – Sister's Cuisine & Queen's Bully

LOCATION – Foot Locker/House of Hoops, 272 W 125th St



FOOT LOCKER LOS ANGELES



HOST – Foot Locker

INFLUENCERS – Raja Kumari & DJ Carisma

MEALS SERVED – 500

CATERING PARTNER – Tasty Temptations

LOCATION – Foot Locker, 285 East Compton Blvd

[Click here to view recap video](#)



Foot Locker

12 DAYS OF GREATNESS



ON THE HOUSE - 11.21.2020 - 12.29.2020

OUTREACHES



OUTREACH SCHEDULE

11.21.20 - Harlem	12.10.20 - Lower East Side
11.21.20 - Bronx	12.11.20 - 14 th Street
11.23.20 - Philadelphia*	12.12.20 - Harlem
11.24.20 - Brooklyn*	12.12.20 - Bronx
11.25.20 - Harlem*	12.16.20 - Chelsea Park
11.25.20 - Washington Heights*	12.18.20 - 14 th Street
12.02.20 - Chelsea Park	12.19.20 - Harlem
12.03.20 - Lower East Side	12.19.20 - Bronx
12.04.20 - 14 th Street	12.21.20 - Long Island City
12.05.20 - Harlem	12.22.20 - Long Island City
12.05.20 - Bronx	12.24.20 - Long Island City
12.09.20 - Chelsea Park	12.29.20 - Hempstead

* via Foot Locker's 12 Days of Greatness



11.21.20 – HARLEM



HOST - On The House

MEALS SERVED - 300

NONPROFIT PARTNER - NYC Relief

LOCATION - 540 Lenox Ave



11.21.20 – BRONX



HOST - Ash G, Marco Glorious, & Friends

MEALS SERVED - 400

NONPROFIT PARTNER - NYC Relief

LOCATION - Brook Ave & E 148th St





12.02.20 – CHELSEA PARK



HOST – The Kapoor Agency

MEALS SERVED - 600

NONPROFIT PARTNER – NYC Relief

LOCATION - 9th Ave & W 28th St



12.03.20 – LOWER EAST SIDE



HOST - DJ Enuff & Friends

MEALS SERVED - 500

NONPROFIT PARTNER - NYC Relief

LOCATION - 227 Bowery St





12.04.20 – 14TH STREET



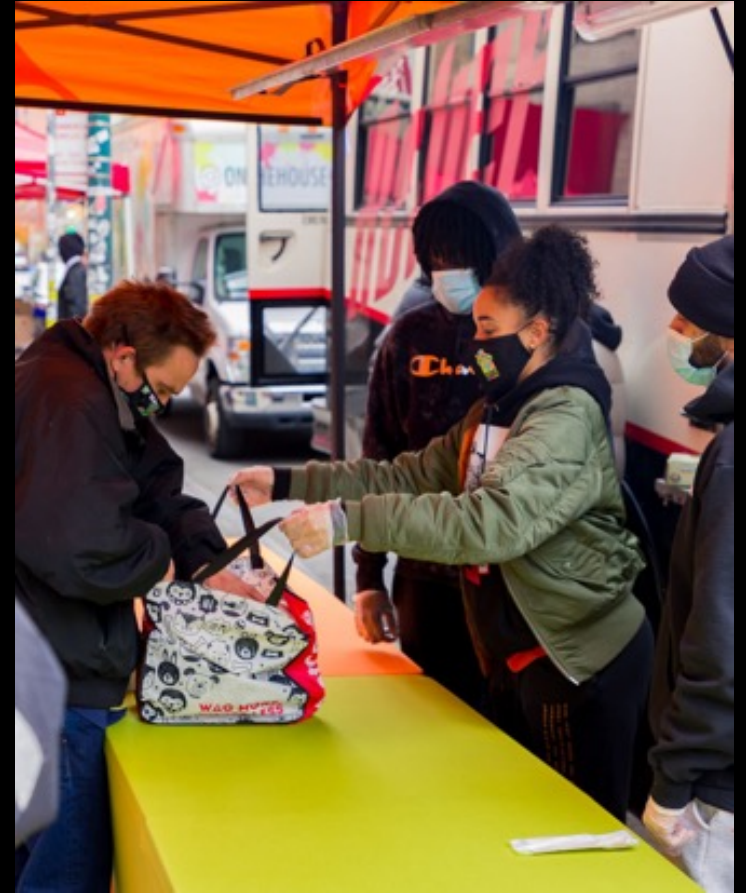
HOST - DJ Steph Cakes & Friends

MEALS SERVED - 250

NONPROFIT PARTNER – NYC Relief

LOCATION - 120 W 14 St





12.05.20 – HARLEM



HOST – On The House

MEALS SERVED - 250

NONPROFIT PARTNER – NYC Relief

LOCATION – 540 Lenox Avenue



12.05.20 – BRONX



HOST – On The House

MEALS SERVED - 300

NONPROFIT PARTNER – NYC Relief

LOCATION – Brook Ave & E 148th St



12.09.20 – CHELSEA PARK



HOST - LL Business Management, Inc.

MEALS SERVED - 500

NONPROFIT PARTNER – NYC Relief

LOCATION – 9th Ave & W 28th St





12.10.20 – LOWER EAST SIDE



HOST - DJ Saige & Friends

MEALS SERVED - 500

NONPROFIT PARTNER – NYC Relief

LOCATION – 227 Bowery St





12.11.20 – 14TH STREET



HOST - Anonymous Private Donor

MEALS SERVED - 250

NONPROFIT PARTNER – NYC Relief

LOCATION – 120 W 14 St

VEGAN DAY



12.12.20 – HARLEM



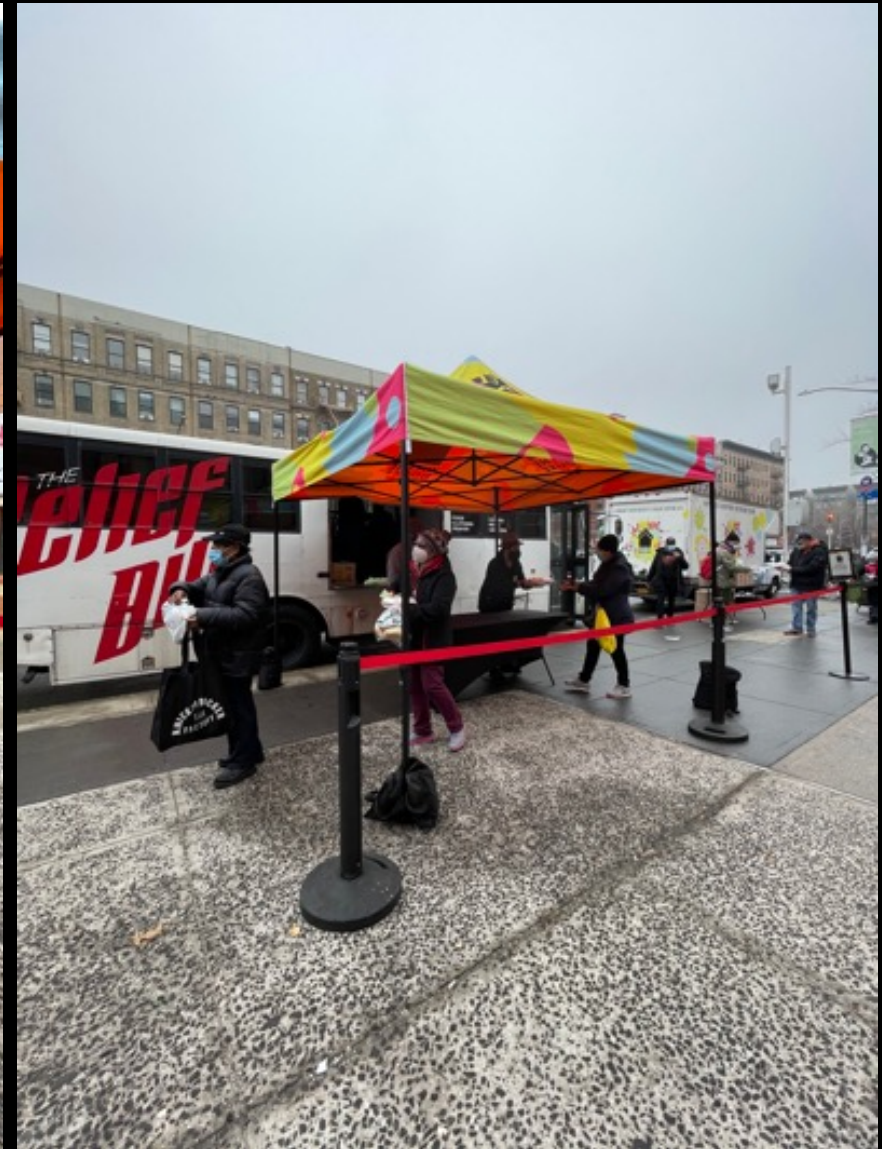
HOST - Bellwether Culture

MEALS SERVED - 250

NONPROFIT PARTNER – NYC Relief

LOCATION – 540 Lenox Ave





12.12.20 – BRONX



HOST – Regi Eapen of North Star Homes

MEALS SERVED - 400

NONPROFIT PARTNER – NYC Relief

LOCATION – Brook Ave & E 148th St



12.16.20 – CHELSEA PARK



HOSTS - DJ Scarlett, Diwan By Design, & Hip-Hop Mike

MEALS SERVED - 600

NONPROFIT PARTNER - NYC Relief

LOCATION - 9th Ave & W 28th St





12.18.20 – 14TH STREET



HOST - On The House

MEALS SERVED - 250

NONPROFIT PARTNER - NYC Relief

LOCATION - 120 W 14 St

VEGETARIAN DAY



12.19.20 – HARLEM



HOSTS - DissDash, Nadia Jagessar

MEALS SERVED - 300

NONPROFIT PARTNER – NYC Relief

LOCATION – 540 Lenox Ave





ON THE HOUSE - 11.21.2020 - 12.29.2020

12.19.20 – BRONX



HOST - DJ Juanyto

MEALS SERVED - 400

NONPROFIT PARTNER - NYC Relief

LOCATION - Brook Ave & E 148th St



12.21.20 – LONG ISLAND CITY

This particular outreach had the privilege of hosting Queens District Attorney, Melinda Katz who stopped by to drop off gifts and provide additional holiday cheer to those at Hour Children.



HOST – Extra Butter

MEALS SERVED - 250

NONPROFIT PARTNER – Hour Children

LOCATION – 36-11 12th St

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12.22.20 – LONG ISLAND CITY



HOST – Zara Realty

MEALS SERVED - 250

NONPROFIT PARTNER – Hour Children

LOCATION – 36-11 12th St



12.24.20 – LONG ISLAND CITY



HOST – None

MEALS SERVED - 250

NONPROFIT PARTNER – Hour Children

LOCATION – 36-11 12th St



12.29.20 – HEMPSTEAD



HOST – Queens Bully

MEALS SERVED - 500

NONPROFIT PARTNER – The INN

LOCATION – 100 Maddison Ave



ADDITIONAL IMPACT



IMPACT BY THE NUMBERS

Our program went beyond just providing hot meals. At each outreach in partnership with NYC Relief, guests were given socks, hygiene kits, PPE, & referred to life care programs to help better themselves.

Outreach Date	November 21 st	November 21 st	December 2 nd	December 3 rd	December 4 th	December 5 th	December 5 th	December 9 th	December 10 th	December 11 th	December 12 th	December 12 th	December 16 th	December 18 th	December 19 th	December 19 th
Location	Harlem	Bronx	Chelsea Park	Lower East Side	14 th Street	Harlem	Bronx	Chelsea Park	Lower East Side	14 th Street	Harlem	Bronx	Chelsea Park	14 th Street	Harlem	Bronx
Socks Provided	200	250	284	300	132	131	316	350	375	146	200	235	375	112	112	300
Hygiene Kits Provided	200	250	284	0	0	131	0	350	0	146	200	235	375	112	112	300
PPE & Masks Provided	200	250	284	300	132	131	316	350	375	146	200	235	375	112	112	300
Life Care Visits	4	13	9	9	7	3	6	27	4	0	11	2	19	20	4	4

All of the above was info was provided by NYC Relief







ENVIRONMENTAL IMPACT

Upon taking the initiative of serving 10,000 meals, the On The House team ensured it took its carbon footprint into consideration. On The House committed to using Eco-friendly packaging that was fully bio-degradable for the entirety of the outreach program.

Made entirely from a sugarcane and bagasse material, this square takeout box was entirely compostable and biodegradable to reduce the environmental impact. While other disposable products are burned when thrown away causing air pollution, these boxes can be renewed and recycled. Plus, the extremely durable material is cut and grease resistant so it could be used for a variety of foods.



Buying 10200 8" x 8" x 3" Clamshell 3 Compartment (Natural Plant Fiber) Saves

 15,714.8 	 29,085.4 
miles of driving emissions	days of bulb energy

Your cart's impact by choosing "Plant Based" vs. Styrofoam™



MEDIA COVERAGE



WPIX 11 – PANDEMIC PIVOT

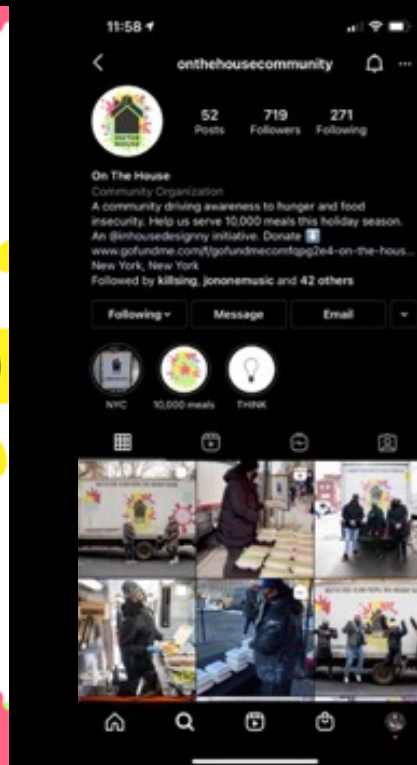
On The House's DJ Sharad and DJ Juicy were honored to be featured in local news channel, Pix 11's "Pandemic Pivot" segment in early December. Sharad and Juicy were interviewed by Pix 11's Dan Manarino where DJ Sharad and DJ Juicy discussed how they decided to pivot their businesses and launch On The House.

[Click To View](#)



SOCIAL MEDIA

Customized social media assets were created for all partners to help raise awareness to the program. Each asset was co-branded with the On The House logo as well as the ambassador or partners logo. Beyond these assets, @onthousecommunity is a fully functioning Instagram page where pictures from outreaches and updates are shared with users.



CONTACT US

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