



UPP

URBAN PRODUCE PUSH

SPONSOR PACKET

Join our mission to deliver
fresh, nutrient-dense produce
to communities in need across
Missouri and Kansas.

Produce to the People.

ABOUT US

Urban Produce Push was preceded by After the Harvest, founded in 2014. Over 10 years, After the Harvest **rescued and distributed more than 33 million pounds of produce, providing more than 27 million meals to individuals and families, valued at \$59M.**



In 2023-2024, we strategically reorganized our programs and became Urban Produce Push (UPP) in 2025, launching a people-centered strategy to eliminate hunger and food waste in Greater Kansas City's most food-insecure zip codes.

Then



after the harvest

Now



UPP
URBAN PRODUCE PUSH

Partnerships with Local Farmers

As the only gleaning organization in Kansas City, UPP partners with a network of **more than 100 growers in Kansas and Missouri** who rely on us as an outlet for excess produce.

UPP volunteers glean and rescue fresh nutritious produce and UPP **distributes it to pantry partners 5-6 days/week, reducing food loss** on the farm while **reducing food insecurity** through our network. We also **reduce food waste**, redirecting inedible food as animal feed or compost at our shared warehouse in partnership with Kanbe's Markets and KC Can Compost programs.





Our “Produce to the People” framework includes the following programs:

Grow for Us – Local growers set aside a section of their property for our use during the growing season. UPP pays them a small amount for their assistance in growing crops and the produce is distributed to our UPP zip codes.

Fair Share – UPP pays a small amount per pound to farmers to cover their expenses (packaging, freight, etc.) for produce donated to hungry people through UPP distribution.

Gleaning – UPP volunteers harvest food remaining in the field after the harvest, providing fresh produce that is distributed to UPP partner agencies.

Rescue & Recovery – UPP receives donated produce from regional farms located outside of Greater Kansas City. We also receive produce from local produce brokers and others, including farmers’ markets, which is already harvested and only needs transportation to our UPP partners.

Truckloads – UPP works with national farmers and growers to get whole truckloads of fresh produce that has been graded out due to cosmetic flaws and other criteria like size, shape and color. This rescued food goes directly to our UPP partner agencies.

Food As Medicine – In partnership with Swope Health, UPP is launching a Food is Medicine produce prescription program in 2026.

Zip Code “LEVEL UPP”

UPP addresses food insecurity head-on, providing fresh produce to pantries, kitchens, and schools in our **25 most food-insecure zip codes**. For each zip code, we conduct a comprehensive assessment to identify gaps and needs specific to that area. This strategic analysis guides our efforts to tailor solutions for each community. Within each zip code, we’re building a network of compassionate supporters to lower food insecurity rates, empower local growers and farmers, and provide nutritious produce to those in need.

Our goal is to secure a **\$25,000** Zip Code “LEVEL UPP” sponsor for each of the 25 targeted zip codes.

Hunger in our most food-insecure neighborhoods **is intertwined with** dynamics of **underemployment, poverty, poor school performance and chronic disease**, where residents face systemic barriers to healthy food access and economic mobility. This stark reality underscores the urgent need for ongoing support and services to address the deep economic challenges faced by a significant portion of the community.

IN 2025* ...



UPP will work with at least
50
community agencies



About
339,000
KC residents (or 12%) are
food-insecure



Our partners serve a
population of over
500,000
people



40%
live at or below 200% of
poverty line

All contributions to Zip Code “LEVEL UPP” are channeled into:

Fresh Produce: To distribute at pantries and during Community Days, ensuring a steady source of nutritious foods in high-need areas.

Logistics & Operations: Covering transportation, storage, and volunteer coordination so that produce moves quickly from farms to tables—before it spoils.

Events & Education: “Produce to the People” Community Days, gleaning opportunities, and nutrition education that promote long-term healthier eating habits. By prioritizing these areas, UPP can fill a critical gap, providing balanced, wholesome foods to pantries that otherwise rely on shelf-stable items high in sodium and preservatives.



WHY YOUR SUPPORT MATTERS

Become a sponsor and increase impact.

Tangible Community Impact

Your donation helps stock pantries with fresh, nutritious foods—items that are often inaccessible or cost-prohibitive for individuals and families in need. Gifts from our supporters will have a transformative impact, allowing UPP to increase the regularity of produce distribution to **reach more than 30,000 people per month**.

High-Visibility Partnership

Sponsors receive recognition through multiple channels, including local media, social media, and event branding—highlighting your role as a champion of community health.

Engagement Opportunities

Through gleaning events, 'Produce to the People' Community Days, and volunteer shifts, you and your team can directly engage with the mission, build camaraderie, and gain a deeper understanding of food insecurity challenges in our city.



SPONSOR LEVELS

We've crafted tiered sponsor levels—each named to spotlight our Urban Produce Push (UPP) spirit. Since 2 pounds of produce = 1 meal, we've included approximate meal counts to demonstrate the impact of each donation (assuming \$1 buys roughly 2 pounds of fresh food):



| Tier* | Donation | Number of Meals Your Sponsorship Creates |
|----------------------|----------|--|
| Seed Sower | \$2,500 | ~2,500 meals |
| Cultivator | \$5,000 | ~5,000 meals |
| Nurturer | \$10,000 | ~10,000 meals |
| Sustainer | \$20,000 | ~20,000 meals |
| Zip Code "LEVEL UPP" | \$25,000 | ~25,000 meals |

Become a sponsor today at uppkc.org/sponsor.

*Custom sponsor tiers are also available to fit your desired donation amount.



UPP
URBAN PRODUCE PUSH
THANK YOU!

CONTACT US
UPPKC.ORG
info@uppkc.org