Jewish Foodies Mobilize COVID-19 Relief to Crowdfund Dozens of Trailer-Loads of Food Worth $2 Million

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NEW YORK, NY – Jewish chefs, cookbook authors, food writers and food manufacturers are coming together to help Masbia Soup Kitchen Network with trailer-loads of food. Some are offering gifts to donors in return for donations. Among them are cookbooks, personal cooking demos and personally catered meals for donors who make large donations. Some kosher food vendors like Gefen and Haddar even offered to match donations to help reach the goal.

Since the coronavirus outbreak, the demand for food at Masbia has spiked 500%. Masbia went from distributing two or three trailer-loads of food a week to over a dozen. Together, they are crowdfunding dozens of trailer-loads of different types of food with a total value of $2 million. Each individual trailer has its own goal, based on what it costs to fill that trailer with that particular type of food, and most have their own gifts offered by their hosts.

“I am so thankful to all those famous foodies who regularly volunteer at Masbia and wanted to help out but, due to social distancing, needed to think outside the box... They came up with crowdfunding trailers of food. Each one of them chose a food ingredient they cared to fundraise for. Some even included a recipe for that ingredient. Each trailer has the cost of a unit, a case, a pallet and the entire trailer. People who respond to their call can respond with whatever amount suits them best. There is a progress bar on each page that shows how much each trailer has raised to date,” said Alexander Rapaport, executive director of Masbia Soup Kitchen Network. “Some trailers have [matching donations] from the company, some have gifts from the host, and some even have both.”

Masbia Soup Kitchen Network is the largest kosher soup kitchen. Masbia operates soup kitchens and food pantries out of three locations — two in Brooklyn and one in Queens. Masbia currently serves close to 7,000 families with raw food on a weekly basis and about 5,000 people with ready-to-eat dinners every day. masbia.org/trailers

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