

A diner taking a photo of his dinner in a restaurant

FEEDIE

2014 Nominet Trust 100 Winner

2014 Nominet Trust 100 Winner

2014

THE PHILANTHROPIC FOODIE APP

By The Lunchbox Fund

Project URL: wethefeedies.com

Project Twitter: [@Feedie](https://twitter.com/Feedie)

Organisation URL: thelunchboxfund.org

Organisation Twitter: [@thelunchboxfund](https://twitter.com/thelunchboxfund)

- Health
- Social Exclusion
- Mobile

Feedie is a food-photo-sharing app with a difference: for every meal a diner snaps, and shares on their social media networks, the restaurant they're eating at donates 25 cents to charity.

The app is the brainchild of The Lunchbox Fund founder, Topaz Page-Green, and creative agency Tribal Worldwide taps into existing foodie behavior and current technology, inspiring foodies to leverage their passion for sharing photos of food to share actual food with those in need. The app was developed by digital production company, MediaMonks.

Each micro-donation pays for a meal for a schoolchild in South Africa who would otherwise go hungry. So participating restaurants benefit from a social media buzz for both their gastronomy and their philanthropy.

The app is free for diners, and integrates with Facebook Twitter, FourSquare and Google+. Restaurants are required to pay an annual tax-deductible donation of \$500 to join the scheme, which earns them 2,000 photo-credits.

Media interest in the project, which was backed by celebrity chef Mario Batali and Hollywood stars Casey Affleck, Liv Tyler and Maggie Gyllenhaal, has been impressive, with coverage in *Vogue*, *ABC*, *Mashable*, *Huffington Post*, *LA Times*

and *Time* . Almost 200 top-flight restaurants in New York have already signed up, with more in LA, San Antonio, Miami and Atlantic City.

100% of the donations goes to The Lunchbox Fund, a charity that gives out a quarter of a million meals to South African schoolchildren a year, mostly to those orphaned by HIV/Aids.

Topaz Page Green founded the charity after a schoolteacher in South Africa explained to her why some children were sitting apart from others during their lunchbreak: because they had nothing to eat and didn't want to see the children who did have food eating.

Eating out is a multi-billion dollar industry, with 66% of Americans eating out once a week, spending \$1.7 billion each day. Feedie aims to capture a fraction of this capital and use it to feed hungry children, keeping their bodies nourished and minds focused on their education.

Image 'omelette' courtesy of Laurynas Mereckas

Last updated: 30th of July, 2014