

GLIDE Goods Homeless Supplies Drive



GLIDE

- Located in San Francisco, California
- Serves the low-income and homeless in the Tenderloin district
- Launched GLIDE Goods, a program that provides access to basic necessities through a retail service model, and empowers their clients through choice.

Drive Highlights

- 2,614 supplies purchased by donors in kickoff drive
- High priority needs targeted
- Collection, tracking, and inventorying of supplies greatly simplified

“Roonga was great for us. The fact that our donors and community believed in this initiative was most important. You can throw out anything you want, but to know that it resonated with the community was very touching.”

Ben Rosenfield,
Institutional Giving
Manager

GLIDE is a San Francisco-based nonprofit nationally recognized for their work alleviating poverty. In 2016, GLIDE launched GLIDE Goods, a cost-free convenience store that distributes basic essentials to those in need in exchange for building long term relationships with clients. The store offers GLIDE clients a wide variety of goods, from socks and shampoo to toilet paper and toothpaste - and also serves as a gateway to the range of services offered by GLIDE.

For the long-term sustainability of the program, one of GLIDE Goods' greatest challenges is maintaining adequate inventory of key supplies.

In partnership with Roonga, GLIDE kicked off a targeted online collection drive coinciding with the launch of GLIDE Goods that delivered over 2,600 of initial supplies.

The drive was a huge success, leading to the integration of Roonga's drives for future GLIDE Goods supply needs.



The GLIDE Goods' drive on Roonga was effective because:

- The drive featured specific supplies that helped donors relate to the GLIDE Goods program, engaging a larger network of donors than anticipated.
- It consolidated purchases, making shipments easier to manage and track.
- GLIDE received donor contact information, which would not be available in an offline collection drive.



With Roonga's help, GLIDE is leveraging online collection drives for long-term inventory needs, decreasing reliance on offline in-kind donations which are unpredictable, unreliable, and inconsistent. “We were so happy with the experience and the results with Roonga,” said Institutional Giving Manager Ben Rosenfield.