

A vibrant collage of various food items including fruits, vegetables, bread, cheese, and nuts. The items are arranged in a dense, overlapping manner, creating a rich and colorful scene. The background is dark, making the food items stand out. A large, diagonal watermark reading "brittanyvallethomas.com" is overlaid across the entire image.

Providence Pantry

Provide • Liberate • Enrich

By Brittany Thomas

Dear Shelly,

First, I would like to thank you for the time you spent teaching me the art of public relations in several of my classes at Wayne State University. You helped me realize how relevant public relations is to everyday life and that it is a practice very applicable to almost any industry. You will be happy to know that I graduated last fall with my bachelor's in public relations and will be starting a new public relations role with a local non-profit organization this summer! I was able to secure an entry-level public relations position with Providence Pantry, a food redistribution agency in Cloverlawn, Mich., and I am looking forward to making practical use of all the skills and tools you provided me with during my time at Wayne State.

Providence Pantry is a local non-profit organization that focuses on salvaging surplus food before it becomes waste and providing the food to local organizations that aid in feeding the hungry. We intercept our food from grocery stores, restaurants, stadiums, banquet facilities, and other venues, load them onto our fleet of 33 trucks, and send them out to high schools, colleges, shelters, rehabilitation centers, and other organizations that have a goal of providing for the community. And, of course, none of this is at any cost to our partner organizations! Not only did I secure my dream entry-level job, I also managed to secure this job at one of the most respected non-profits in the Metro Detroit area. Funny enough, the TRIO Upward Bound Program at Wayne State University is one of the organizations we deliver food to regularly! We have two main goals at Providence Pantry, and they are to reduce food waste and eliminate hunger. Providence Pantry is a member of Feeding America, which is America's leading organization for food banks and food rescue agencies.

As a public relations assistant with Providence Pantry, my main duties will include partnering with local organizations for food collection and distribution, event planning and marketing, writing for the non-profit's blog, website, and social media channels, developing an ongoing marketing strategy for our services, collaborating with donors and other stakeholders to further our cause, and identifying potential customers and volunteers to work with our organization. Providence Pantry also happens to be going through a redesign to help to help my senior public relations specialists with the creation of our new logo and statement! We are preparing to take Providence Pantry to the next level. Now that our organization has established itself, we get to have a little fun and modernize.

Thank you, again, for all of your support during my academic journey. I am so proud of my new venture as I am.

Sincerely,

Brittany Thomas, Public Relations Assistant
Providence Pantry, Food Redistribution Agency

brittanythomas.com



What is Providence Pantry?



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Becomes...
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Logo

Providence, in biblical terms, refers to God's ability to preserve and govern all things.

Providence also has the word "provide" in it, which, at its core, is one of the three main goals of the organization.

Brown and tan are warm tones, which, along with the heat waves, provide a feeling of warmth and comfort. Comfort food is commonly starchy, and many starches are a shade of brown (bread!) Brown also conveys quality, strength, hospitality, nature, wholesomeness and the outdoors! These are all the most essential aspects of Providence Pantry.

The logo itself is made up of bread, fish, and leaves (the tail). The bread and fish are not only food, which is perfect for the company, it is also representative of God's provision. This is, again, where our company gets the term "providence" from. The leaves are a representation of the environment/earth, which is enriched by the reduction in food and harvest waste.



PROVIDENCE
PANTRY

Food Redistribution Agency

brittanysatbomas.com

Business
Card



brittanyathomas.com

Mission Statement

PROVIDENCE PANTRY STRIVES...

TO LIBERATE HUNGER, REDUCE NUTRITIOUS WASTE, AND ENRICH THE ENVIRONMENT BY PROVIDING EXCESS FOOD RESOURCES TO DETROIT-AREA DISTRIBUTION AGENCIES.

External Publics

Sponsors

- Feeding America
- Blue Apron
- The Rachel Ray Foundation
- Ilitch Holdings, Inc.
- Enterprise Rent-A-Car

Food Partners

- Costco Wholesale
- Gordon Food Service
- IKEA Holding U.S.
- Subway Restaurants
- Randazzo Fresh Food Market

Food Distributors

- Capuchin Soup Kitchen
- Gleaners Community Food Bank
- Wayne State University
- Detroit Public Schools
- All Saints Soup Kitchen and Food Pantry
- Detroit Rescue Mission Ministries

Media

- Detroit Free Press
- Detroit News
- WJBK (Fox 2 News)
- WXYZ-TV (Channel 7 News)
- USA Today
- Metro Times



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Internal Publics

Volunteers

- WSU MSW students
- DPS students
- Church groups
- Senior center groups
- Rehabilitation groups
- Corporate groups
- Community individuals

Workers

- Truck drivers
- Food packers/salvagers
- Partner prospect search committee
- Marketing and Development
- Board of Directors
- Administrators
- Event planners and hosts

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Thank You!