



2024 REPORT

CROSSCURRENT COMMUNICATIONS | GATHER



OVERVIEW

GOAL: to provide communications consulting services to build visibility for the organization by

- Planning/executing strategic communications across all platforms.
- Building community engagement.
- Crafting compelling content.
- Improving cross promotion with like-minded organizations.
- Securing media coverage for and bringing media attention to the growing need for hunger assistance within the community and Gather's diverse programming and impactful projects.
- Positioning the organization for a potential capital campaign for new location.
- Capitalizing on existing successes.
- Emphasizing historical contributions of the organization.
- Highlighting volunteers and "members/clients" through storytelling.
- Elevating individual staff members and their expertise to be seen and sought after as "thought leaders."
- Providing guidance on any communications related issues/questions.
- Providing crisis management as needed.

DELIVERABLES

CrossCurrent Communications began working with Gather in early 2024.

Communications Audit - We began with an audit of the communications system currently in place to learn more about Gather's message and audience, website, social media, programming plans and needs for messaging in 2024, and discussion of all available photography and video.

Communications Plan - We set out to clarify brand identity and then used our twice-a-month Zoom meetings as the governing mechanism for executing all communication strategies. These included reviewing the programming calendar, identifying story ideas, discussing compelling messages, brainstorming the best platform for messages, targeting specific reporters, reviewing visually appealing and engaging photography and video, writing comprehensive news releases and specific media pitches, managing media interest, taking photographs, setting deadlines, and reporting on progress.

News Releases/Media Outreach - In 2024, we secured 39 placements in radio, television, and print media, predominantly in New Hampshire, with a few notable exceptions of coverage in MaineBiz, Portland Press Herald, GlobeNH newsletter, and the Boston Globe. This was the result of numerous news releases we wrote on various topics and individually followed up with reporters and editors. The vast majority of our releases were picked up by media outlets ranging from NH Magazine, Business NH, the Portsmouth Herald to NH Business Review, NHPR, NH Public TV, WMUR to InDepthNH, and Manchester InkLink to WTSN. Topics included launching Seacoast Waste Not, Annual Fill the Hall, Raised Garden Beds, a new truck, Innovator Award, Thanksgiving Distribution, Senior Dinner, sponsor donations, and monthly stats.

PR Pipeline - We tracked PR opportunities to get ahead of each story and determined the best communications approach to build visibility. This included developing a news release, obtaining photography, and determining customized pitches to media.

Tracking Hot Topics - We monitored news and all pertinent topics to discuss at each meeting, assessed the status of projects, brainstormed next steps, and identified how Gather's experts fit with the "news of the day."

Advising on Crisis Communications - We advised on events such as the highway crash of the Gather truck.

Media Relations - We identified a stream of potential story ideas for the media, conducted individualized pitching to outlets, and followed up to secure story placement. We stayed up to date on the ever-changing New England media landscape, ensuring we targeted the right reporters and editors each time and regularly updated our media database.

Media Training and PR 101 - We provided media training for staff to ensure the best possible interviews, guidance on getting the best photos in the field, and actions to take if staff were approached by a reporter.

Spotlight on Gather Reports - We discussed and implemented ways to publicize Gather's monthly statistical reports.

Leadership/Expertise - We pursued opportunities for Gather leaders to demonstrate leadership in addressing food insecurity and poverty.

Photography and Videography - We reviewed Gather's photo archive, provided imagery, and advised on the most effective images needed for each news release. We specifically focused on imagery that highlighted the people, place, community, innovative programs, and history of the organization.

MEDIA COVERAGE

(does not include all media placement)

DECEMBER 2024

NH Business Review / Thanksgiving Distribution

<https://read.nhbr.com/nh-business-review/2024/12/20/?c-4277935#?article=4278058>

Boston Globe - Story on Student Hunger Includes a photo of Gather meals and volunteers

<https://www.bostonglobe.com/2024/12/19/metro/new-hampshire-commentary-student-hunger-homelessness/>

NHPR Anne mentioned being interviewed in November.

Patch / NH Trust

<https://patch.com/new-hampshire/portsmouth-nh/nhtrust-supports-gather-donation>

Portland Press Herald / Kennebunk Release

<https://www.pressherald.com/2024/12/19/business-kennebunk-savings-donation-helps-combat-food-insecurity/>

WMUR / Senior Dinner Nonprofit Holiday Meal: Dozens of seniors enjoyed a free holiday meal on Tuesday organized by Gather, a nonprofit based in Portsmouth. Gather staff and students from Great Bay Community College served the three-course meal, helping provide food and prepared meals for people experiencing hunger on the Seacoast and in Maine. Featured in WMUR's "Good Morning from Daybreak" (12/11 Newsletter).

<http://www.wmur.com/article/portsmouth-holiday-meal-gather-seniors-nonprofit/63153107>

WMUR / Bluebird Assisted with the news release

<https://www.wmur.com/article/bluebird-storage-food-donations-120524/63108574>

NOVEMBER 2024

AOL / Thanksgiving

<https://www.aol.com/gather-provides-free-thanksgiving-meals-101149176.html>

Portsmouth Herald / Thanksgiving

<https://www.seacoastonline.com/story/news/2024/11/27/seacoast-nh-gather-free-thanksgiving-meals-to-545-families-in-need/76572523007/>

InDepthNH / Thanksgiving

<https://indepthnh.org/2024/11/25/hundreds-receive-free-holiday-dinner-fixings-and-winter-gear-at-gathers-annual-event/>

Newsbreak / Thanksgiving

<https://www.newsbreak.com/indepthnh-org-1721802/3690489276416-hundreds-receive-free-holiday-dinner-fixings-and-winter-gear-at-gather-s-annual-event>

Portsmouth Herald / Tania Award

<https://www.seacoastonline.com/story/news/2024/11/14/gathers-tania-marino-receivesinnovator-of-the-year-award/76227473007/>

WSCA / Round the Square with Dan Freund and Phil Kliger

[Program Schedule - WSCA 106.1 FM Portsmouth NH : WSCA 106.1 FM Portsmouth NH](#)

OCTOBER 2024

AllSides / SWN

<https://www.allsides.com/news/2024-10-07-2115/business-businesses-join-regional-coalition-tackle-food-waste>

Portland Press Herald / SWN

<https://www.pressherald.com/2024/10/07/businesses-join-regional-coalition-to-tackle-food-waste/>

Maine Biz / Seacoast Waste Not

<https://www.mainebiz.biz/article/friday-food-insider-notebook-food-insecurity-product-recalls-and-maple-syrup>

AUGUST 2024

Portsmouth Herald / New Truck

<https://www.seacoastonline.com/story/news/2024/08/29/gather-new-truck-accident-community-donations/74966961007/>

Manchester InkLink / New Truck

<https://manchester.inklink.news/community-steps-up-after-gather-loses-truck-in-accident/>

Portsmouth Herald / Raised Beds

<https://www.seacoastonline.com/story/news/2024/08/20/gather-grows-gardens-portsmouth-seeks-school-donations-community/74809824007/>

NHBR / Raised Beds

<https://www.nhbr.com/portsmouth-nonprofit-builds-garden-beds-to-feed-the-hungry/>

JULY 2024

Townsquare / Fill the Hall - interview with Anne Hayes

WTSN / Fill the Hall - Mike Pomp interview with Kate Constantine - no link available

JUNE 2024

Portsmouth Herald / Fill the Hall results

<https://www.seacoastonline.com/story/news/2024/06/27/gathers-tenth-annual-fill-the-hall-food-drive-shatters-records>

New Hampshire Business Review / Fill the Hall

WTSN / Mike Pomp *Fill the Hall announcement - Interview with Kate.*

Portsmouth Herald / Fill the Hall announcement

<https://www.seacoastonline.com/story/news/local/2024/06/03/gather-fill-the-hall-food-drive-portsmouth/73893897007/>

PortsmouthNH.com / Fill the Hall Announcement

<https://www.portsmouthnh.com/event/fill-the-hall-at-the-music-hall/>

APRIL 2024

Portsmouth Herald / Seacoast Waste Not

<https://www.seacoastonline.com/story/news/2024/04/27/seacoast-nh-chefs-tackle-food-waste-to-help-gather-feed-the-hungry/73450411007/>

InDepthNH / Seacoast Waste Not (also ran in Patch)

<https://indepthnh.org/2024/04/29/restaurateurs-chefs-work-with-gather-nonprofit-to-tackle-food-waste-on-the-seacoast/>

NHPR / Seacoast Waste Not Olivia Richardson interviewed Tania. Aired April 30.

WSCA Interview on May 2 with Tania and Anne

<https://spinitron.com/WSCA/pl/18912842/Seacoast-Currents>

BizNH/Matt Mowry Two articles on food insecurity

<https://www.businessnhmagazine.com/article/gather-client-volunteers-to-help-others-who-are-food-insecure>

<https://www.businessnhmagazine.com/article/food-insecurity-on-the-rise-in-nh>

GlobeNH Newsletter / Seacoast Waste Not Covered the story

Granite State Sentinel / Seacoast Waste Not Front page

MARCH 2024

NHPR Olivia Richardson / Gather Statistics

<https://www.nhpr.org/nh-news/2024-03-09/gather-a-seacoast-based-food-pantry-sees-its-busiest-month-ever>

Portsmouth Herald/ Gather Statistics

<https://www.seacoastonline.com/story/news/2024/03/09/gather-reports-demand-for-free-food-hit-record-high-in-seacoast/72894017007/>

NH Biz Review/Gather Stats 3/22 “About Town” section

IN BRIEF

Portsmouth nonprofit builds garden beds to feed the hungry

Gather, an anti-hunger nonprofit organization, has spearheaded the construction of raised garden beds around the Seacoast to provide fresh produce for residents dealing with food insecurity.

A recent report from the nonprofit Feeding America indicates one in 10 Granite Staters don't have consistent access to enough food, including fresh fruits and vegetables. Gather Executive Director Anne Hayes said, "More people are turning to growing their own food and we have provided them with a way to do that by harnessing volunteer labor to build raised beds across the Seacoast." Recently the NH Air National Guard volunteered their labor constructing an array of raised beds at the Portsmouth YMCA.

Liam Lundt, operations director for Gather, says over the past two years, Gather has seen a 44% increase in the number of people needing food; Gather now serves over 10,000 people each month. Says Lundt, "We're really trying to fill that gap with more nutritious, fresh food and the fantastic weather this summer has been a huge help for growing vegetables."

According to Lundt, some gardens are built and maintained by Gather, while others are maintained by local groups. At all



A team from the NH Air National Guard recently built raised beds at the Seacoast YMCA in Portsmouth. (Photo by Allison Bussiere)

of these gardens, volunteers weed, water and harvest the produce and bring it back to either the Gather pantry or cooking program.

As Gather looks to the future, Hayes remarks, "We want to expand this program by building more raised beds at the YMCA, at other community spaces, and at our members' homes. A 4-foot-by-8-foot raised bed can produce a surprising amount of food using the square foot gardening technique. Our plan is to try to get funding to expand the program, using our spaces as demonstration beds to teach people how to grow their own food either in community gardens or where they live."

The big picture



Portsmouth is hosting the 10th annual summer food drive run by Gather, an anti-hunger nonprofit, on Saturday June 22 from 9 a.m. until 2 p.m. at The Music Hall. Donations will be accepted at 28 Chestnut Street. Around 30 restaurants are also participating in a contest to see who can collect the most donations. More information about requested items and monetary donations is available online.



inDepthNH.org

BUSINESS & ECONOMY

Restaurateurs, Chefs Work With Gather Nonprofit to Tackle Food Waste on the Seacoast

By Nancy West 20 hours ago



News | Balanced News | Local News | Story of the W

Seacoast Waste Not: Gather, chefs partner to tackle food waste and hunger

Culture