

Case Study: Love & Cornbread

Who: [Love & Cornbread](#) is a Baltimore, Maryland non-profit hunger outreach organization that provides wholesome meals to needy and hungry residents of the city. During the COVID-19 pandemic, Susan May felt isolated at home and as things were finally reopening, she decided to whip up a few pans of homemade macaroni & cheese and drive it to the Penn North neighborhood in West Baltimore. The food was gobbled up within 15 minutes but May knew the connections she made would last much longer. That is when Love & Cornbread was born. The group has grown from May and handful of friends to dozens of volunteers and a Facebook group of hundreds Love & Cornbread volunteers who cook wholesome, homemade comfort food that is served every Saturday at the corner of North & Pennsylvania Avenues. It's like a pop-up cafe that happens to be free and open to all. For an hour a week, every week, volunteers strive to create a welcoming and inclusive space in one small corner of Baltimore. May estimates Love & Cornbread has fed over 5,000 people this past year alone.

Need: While the non-profit grew quickly through her social network, Susan May wanted to further elevate the mission of Love & Cornbread and attract organizations that could offer larger-scale donations. She also wanted to thank her volunteers for their dedication and hard work.

Solution: Eco Promotional Products worked with Love & Cornbread to provide embroidered USA made beanie hats to volunteers. These hats were welcomed during the cold winter months when volunteers were feeding community members outdoors. The hats are also a talking point when volunteers wear them in their communities, bringing more awareness to the non-profit's mission and brand.

