



An initiative of York County Community Foundation

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Healthy World Café Wins \$20,000 YorIT Social Venture Challenge

York, PA – After reviewing presentations from three finalists at the Capitol Theater in downtown York this evening, YorIT members selected Healthy World Café as the winner of the \$20,000 2011 YorIT Social Venture Challenge. Healthy World Café is a 21st – century, nonprofit restaurant concept in downtown York that provides healthy meals made from local ingredients at a price the customer decides they can afford.

The members of YorIT, an initiative of York County Community Foundation, asked applicants to the Social Venture Challenge to prepare videos to share their creative ideas for attracting and retaining restaurants and retailers in downtown York. YorIT members made their final decision following live pitches from all three Social Venture Challenge finalists: Downtown Delivered, Healthy World Café, and Y-FI. The event took place before a live audience made up of YorIT members, mentors, and supporters, as well as interested community stakeholders, potential investors, and members of the public.

2011 YorIT Social Venture Challenge Winner:

Healthy World Café is a 21st – century, nonprofit restaurant concept in downtown York that provides healthy meals made from local ingredients at a price the customer decides they can afford. The Café will offer an accessible community gathering place where all are welcome and local food, art and music are promoted. Healthy World Café seeks to offer a new dining experience that brings people to downtown York and supports the local economy. Funding from YorIT will support the start-up costs for the Healthy World Café, which plans to be self-sustaining within a year of opening.

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Social Venture Challenge Runners Up:

- **Downtown Delivered** seeks to offer a bicycle delivery service for downtown restaurants and food vendors. Beginning two days a week with Central Market vendors, the company seeks to bring market-fresh meals to time-strapped downtown businesses and families, while offering downtown restaurants an opportunity to increase sales. The company has a commitment to providing quality, fresh foods, delivered on bicycles to reduce carbon emissions and traffic congestion. The critical feature of this service is the development of an online ordering system that keeps track of available products in real-time. Funding from YorIT would have supported the development of the software and initial start-up costs for Downtown Delivered.
- **Y-FI**, under the exclusive direction of Bob Mock, has already established wireless systems in Central Market and several other downtown businesses, making them “third places” where individuals can hang out and stay in touch. Funding from YorIT would have allowed the network to expand its reach by adding approximately 30 additional wireless points and providing back-up technical support. The more connections are established, the greater the strength of the network. Y-FI recently partnered with the York County Economic Development Corporation (YCEDC) and its nonprofit subsidiary PEDYC, strengthening the initiative’s sustainability and scalability. You can learn more about Y-FI at www.myfy.com.

About the Social Venture Challenge Fund

The YorIT Social Venture Fund was created through the annual contributions of YorIT members to effect change in our community in a way that is meaningful to our generation. Our membership seeks to fund passionate and creative individuals with ideas that are innovative, feasible and sustainable, and which may not have attracted support from traditional funding sources.

The goal of this year’s YorIT Social Venture Challenge was to fund initiatives with the potential to help attract and retain restaurants and retailers in Downtown York. YorIT used social media, public relations and a guerilla marketing effort to generate interest in this year’s Challenge, which yielded seven exciting video proposals from non-traditional applicants. The videos, uploaded to YouTube, have attracted hundreds of viewers and demonstrate the creative energy Yorkers offer to our community. For more information, visit http://www.yorit.org/challenge/winner_healthyworldcafe.asp.

About YorIT

YorIT is a group of York County residents in their 30’s and 40’s who love York and are committed to engaging the next generation of givers to promote and sustain all that York has to offer to its visitors and residents. Together, YorIT members help fund efforts that range from the traditional to the non-traditional, but all focused on nurturing the local community through nonprofit initiatives. Each year,

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YorIT supporters choose a theme for fund distributions. The theme in 2010 was *Arts and Culture in Downtown York City*, and the first grant awarded went to Downtown Inc for its SPLASH! Summer Concert Series.

YorIT is centered on building connections among people under the age of 45 as well as introducing members to successful philanthropists who can inspire these young leaders to become more involved in shaping the York of tomorrow. YorIT membership dues are designated in part to the YorIT Social Venture Challenge at the Community Foundation, which gives members the opportunity to target their giving to community initiatives with impact. For more information about the YorIT initiative or how to join, please send an email to hello@yorit.org or log onto www.yorit.org.

About York County Community Foundation

Founded in 1961, York County Community Foundation creates a vibrant York County by engaging donors, providing community leadership, and investing in high impact initiatives while building endowment for future generations. York County Community Foundation granted \$2.5 million in 2010.