

Your Video Project Can **Feed Communities**



From the Hip x E2G FOOD Partnership

The Challenge

673 million people went to bed hungry in 2025. Not just hungry for food, but for the kind of nutrition that sustains and empowers them.

We can't ignore that number. And now we don't have to.

The Solution

From the Hip has partnered with E2G FOOD, a social enterprise founded by former BBC war cameraman Pete Henderson. After covering conflicts in South Africa, Bosnia, and Iraq, Pete observed that emergency aid wasn't fit for purpose.

He created sustainable, ready-to-eat food bars: 500 calories, 30g of protein, no cooking or water needed, with an 18-month shelf life. Real nutrition to real people in real crises.

How it works

When you commission a video with From the Hip, you'll see an **optional line item** to donate E2G FOOD bars. **For just \$2 (around £1.50)**, you can provide a nutritious meal to someone in need

Why this matters for your organisation

- ◆ Instant CSR alignment
- ◆ Trackable, transparent impact
- ◆ No admin burden for your team
- ◆ Real nutrition, not dependency
- ◆ Local production, global reach
- ◆ Story worth sharing internally

The Simple Ask

Tick a box on your next video project quote. Choose how many bars to donate. That's it. No paperwork, no meetings, no hassle. Just meaningful impact.

- ◆ 10 bars (feeds 10 people) – \$20
- ◆ 25 bars (feeds 25 people) – \$50
- ◆ 50 bars (feeds 50 people) – \$100
- ◆ 100 bars (feeds 100 people) – \$200
- ◆ 200 bars (feeds 200 people) – \$400
- ◆ Custom amount – You decide

E2G operates in **Gaza, Sudan, Ukraine, Zimbabwe** and beyond. Every donation is **trackable through their app**, so you can see exactly where and when your bars are delivered.

Want to help IMMEDIATELY? Download the App

Use the referral code: **FROMTHEHIP**

For more information, visit www.e2gfood.com

Track Your Impact app: Available on iOS and Android

