

UFeed

UFeed taps into the popularity of smart phones and social media to bring food to those in need. Using an app, smart phone users can donate the money they would have spent on an “extra” food item (such as ice cream) directly to a pre-approved NGO of their choice. This encourages healthy eating awareness and combats obesity. The money donated through the app also helps sustain long-term food security in impoverished areas around the world.