

A Restaurant Group Pays It Forward During COVID- 19 With the Help of the Delegate Team



A Client Case Study

Client: HipCityVeg; Philadelphia, PA
2020 Support Scholarship Recipient

delegate^{*}
Strategic Support™ | Freedom Found

About Delegate Solutions:

We provide consultative executive support for entrepreneurial leaders and their teams. We help them leverage their time through delegation and provide a dedicated support team to help them create more freedom to do what they love and have a big impact.

Executive Summary

HipCityVeg are vegan, 100% plant-based, earth and community conscious fast-food restaurants in the Philadelphia and Washington D.C. areas. These sustainable, community good-doers coordinate hundreds of meal donations through the Support & Feed Program, which was created by Billie Eilish's mother, Maggie Baird. The initiative's goal is to feed first responders, senior centers, and economically vulnerable people during the pandemic from vegan restaurants.

HipCityVeg was our 2020 scholarship program recipient. We sought out a deserving, impactful company that was proactively creating solutions to solve pandemic-related challenges and gifted them with 6 months of complimentary executive support. Despite the challenges they faced in the restaurant industry, they chose to remain community focused, delivering meals to needy families in the Philadelphia community. The administrative pieces of making that happen were overwhelming their ability to simply do good, and they needed help organizing, facilitating, and tracking it all.

Our team immediately took initiative and began to streamline the processes so all ran smoothly and efficiently, ensuring no meals or donations got lost in the shuffle. HipCityVeg estimates that this improvement saved them significant hours of internal time and allowed them to successfully deliver over 5,000 meals to those in need.

Client Challenges

HipCityVeg came to Delegate feeling overwhelmed by the state of the restaurant industry during the COVID pandemic but still wanted to help the local communities in an efficient and sustainable way. In an effort to help, the executive team had taken over the administrative details surrounding the coordination of their Support & Feed program. They were faced with competing priorities of the work that was required to rebuild the business while simultaneously trying to feed more people through their charitable program. When we started working with HipCityVeg, we immediately saw the challenges they were facing, which included coordinating a high volume of deliveries and also tracking donations. These operations had become too big for them to handle alone because they did not have enough manpower to keep up.

How Our Service Helped

By applying our own strengths with managing details and creating processes, we were able to alleviate several of their administrative tasks and truly leverage their time so that more of it was spent working to move the business forward. We not only took over the Support & Feed process by handling all scheduling, tracking, and communication, but we also took over ROI tracking for all email marketing campaigns for all locations by creating a tracking sheet. We flagged emails, cleaned inboxes so nothing was lost, organized all marketing emails lists to ensure accuracy, and even assisted in sorting monthly expenses. After a few weeks of Delegate help, they realized how much time they had been spending on these tasks and how much more time they now had to work on rebuilding the business.

Results, Return on Investment and Future Plans

Once our Delegate team was fully immersed in the administrative tasks, we were then able to identify other areas of support. By simply taking over the delivery process, HipCityVeg was able to focus more on marketing and keeping their business going. Easing these tasks allowed them to work more effectively and proactively than they had before.

This has been a very trying time for the restaurant industry, and they have felt the impact in unimaginable ways. Having Delegate Solutions there to support them has helped ease a great deal of that burden.

Now, HipCityVeg has been able to focus more on the big picture and not be bogged down by smaller details. They feel confident knowing that our team is behind the scenes supporting them and ensuring nothing is falling through the cracks. By taking on these tasks and freeing time, they have been able to focus on things that truly demand their attention and focus.

Client Testimonial



"Your team has helped us deliver nearly 5,000 nourishing plant-based meals to those families in Philadelphia who have been most heavily impacted by the Pandemic, during one of the most challenging times for our community."

"Each week you have calculated, tracked, and confirmed deliveries, communicated with deliverers and recipients, and helped us keep up with the tedious organization and accounting of all of it to make our work more effective and our lives easier."

"We are so grateful for your contributions, and simply do not know how we would have been able to make this all work without you in the midst of budget cuts, layoffs, and the biggest crisis our own company has ever faced."

"Thank you for your essential contributions to our efforts with Support + Feed to help save plant-based restaurants and feed the community."

-- Aviva Goldfarb, Director of Marketing; Marquis & Co Restaurants

Tools and Technology Utilized



"Are you looking to increase your productivity like HipCityVeg? We can help! We work with executives & entrepreneurs like you every day to help clear their plates and focus on what they do best! Let's chat about how we can help YOU!"