

**PROSPER CHICAGO
90S EXPLAINER - VISUAL + V/O**

VISUAL	VOICEOVER	TIMESTAMP
<p><i>Footage of restaurant staff from Feed Chicago preparing meals– masks on to represent specificity to pandemic. Staff carrying meals into schools, displaying food. Staff dropping meals off on doorsteps.</i></p>	<p>Prosper Chicago was born out of the pandemic, feeding essential workers, first responders, students, and families. Food insecurity was at an all-time high, and we made it our mission to provide as many meals as possible while supporting local businesses to get people back to work.</p>	<p>0:00-0:10</p>
<p><i>Shot of conference room, or interior of Prosper. Staff members engaged in thoughtful discussion, taking notes. Smiling.</i></p> <p><i>Selected shots/photo montage of restaurants and popular city blocks Prosper serves.</i></p>	<p>Thousands of meals later, as our community began to heal, we started envisioning a permanent, sustainable solution. What if we could continue providing our neighbors with healthy and hearty meals on-demand, <i>and</i> get our beloved local businesses back on their feet?</p>	<p>0:10-0:20</p>
<p><i>Prosper Chicago logo displayed, followed by human-centered local investment chart to display the model. (Animated?)</i></p>	<p>That's Prosper Chicago today. Our model nourishes each individual by advocating for the community they call home.</p>	<p>0:20-0:25</p>
<p><i>Restaurant staff cooking, patrons sitting in restaurants, eating and smiling. Families specifically– stress the impact the program has on children in the community.</i></p>	<p>Our partnerships with local restaurants and organizations empower them to give back to their community– and Chicagoans struggling to secure their next meal are provided with delicious meals</p>	<p>0:25-0:35</p>

	that don't feel like a compromise.	
<p><i>Over-shoulder shot of Prosper's text program in action— show how a response from the platform would actually look. What does the user send? What does Prosper send back? How are selections made?</i></p> <p><i>Show the user smiling, satisfied with how simple it is.</i></p> <p><i>Show user walking into restaurant and picking up their meal from the counter, pleasant exchange with restaurant staff.</i></p>	<p>We've partnered with Bento to create a user-friendly texting platform. Users simply send a text message, and are instantly provided with a list of specially curated restaurant options. Users pick up their orders directly from the restaurant— no hoops to jump through, and more importantly, <i>no</i> judgment and <i>no</i> stigma.</p>	<p>0:35-0:50</p>
<p><i>Panning shot of school buildings and community centers that Prosper serves.</i></p>	<p>Our model has been a huge success in schools and community centers across the city— but the potential for the future is unlimited.</p>	<p>0:50-1:00</p>
<p><i>Panning shot of hospital campuses in the city, children at after-school program seated around table, playing. Display logos or list restaurants that we are partnered with so viewers can gain familiarity with what's offered— demonstrate a range of options.</i></p>	<p>Hospitals, afterschool programs, essential work environments and more could attain the food security they deserve— all through the support of members of our community like you, who want to see our city heal, and continue to prosper together.</p>	<p>1:00-1:30</p>
<p><i>Prosper logo displayed.</i></p>	<p>Prosper Chicago: Feeding Families, Cultivating Community.</p>	<p>1:30-1:45</p>