

## What is myFoodDays and ptoBay?



myFoodDays started life in 2003 as a one-school-one-page website project for Warren Middle School to alleviate the pressure on the PTO Food Day chairs. This pressure was preventing the Food Days program from running - the supply of volunteers was drying up as the workload and time commitments escalated and of course, as a result, the money raised was diminishing.



Over the last ten years we've grown and adapted adding features and tools to help schools and PTO/A's make the best out of their fundraising efforts. On the right is how we used to look in 2003.

## What we do for the PTO,PTA,HSA,School & YOU!

We host and provide a complete online ordering solution for Schools and PTO/A's. No servers or software, and upgrades come free and often.

We enjoy running and developing myFoodDays, it's become a labour of love. We answer thousands of emails each year from parent questions to helping with order processing, payments and credits.

We process credit cards, handle merchant accounts, distribute payments, consolidate thousands of payments into one, provide reports on parents' orders, transactions and checks. All to keep the PTO finances simple and clean.

## Fringe benefits - How working together helps us save together

By all working together through myFoodDays, we all benefit from a consolidated credit card rate as the significant volume allows us to negotiate a really great business rate for credit card services. And, this is how myFoodDays works - there's no big consortium with layers and layers of managers, we're lean and mean and we work with you to embrace your ideas and



features and turn them into features that both you and the rest of the community can take advantage of.

We're always here to share ideas and to make the best use of the vendors that each school uses, by sharing practices and prices, we can keep them all honest!

The cost of the technology needed to run myFoodDays is not insignificant - web servers, storage, backup, more storage, bandwidth, digital certificates, third-party audits and... more storage. Alone it's a lot to take on but spread across all of the schools, the cost stays low.

Statistical reports allow you to see which menu items are popular and which aren't. Something that you can choose to share with others.

## Security

Our service is now used by thousands of parents each month and the security of the system is paramount. So secure is it, we can't even tell you all of the details! Suffice to say that we employ the same high-strength encryption technology as your bank and we host the system in a secret location. However, that's never enough so we employ an independent security company to test our systems regularly to ensure that our defenses are always up. In exchange, they give us a little 'PCI-Compliant' badge to wear on our homepage.



## Why do we do it?

We enjoy it. Admittedly, not when Parents call at 10pm asking if they can still order for the food day run that closed three weeks ago! In the main though, it's fun, hard work at times when new software is being tested or when servers are flashing warning messages but, when parents and PTOs write to us to thank us for the service then, it's all good.

## The cost

We charge a small percentage of the total of the orders processed through the service, and that's it. No startup, annual maintenance or even a tip jar.

If you like, we can also transfer the charge to the parents so that they see that

on their bill. When we do that, we add a small processing charge too.

We think that our percentage model works because it means that large families pay in relation to the size of their family and their order, small families or families on a budget, only pay a few cents on a slice of Pizza.

## How do we collect our payment?

With each ordering period, we collect the orders and take the payments online. When ordering closes, we send you a check or wire-transfer for the amount collected minus the charge.

## What else do we do?

Well, let's see, we:

- Organise volunteers
- Provide financial and statistical reports
- Manage the school directory online
- Figure out and price free and low-cost lunches
- Let you upload pictures of foods and items for sale
- Track nutritional information
- Host school/parent centric surveys
- Encourage volunteers to sign up
- Give you the choice of ptoBay or myFoodDays as the site
- Offer complete white-label solutions (hint: you might already be using myFoodDays!)
- Pretty much anything else you can imagine to make PTO/A life easier - just let us know what you need.

## The future

Little by little, we grow each year. By sharing and working together we're building the best service for you and for all of our schools. Our plan is to just keep going!