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*The Central Pennsylvania Food Bank is a member of America's Second Harvest, the nation's largest domestic hunger-relief organization.*



## Sponsorship Opportunities

WITH YOUR HELP, WE'RE FACING HUNGER...ONE PERSON AT A TIME.



*Help set the dinner table for nearly 50,000 people every week.*

Imagine going to work, but not being able to feed your family at the end of the day. Picture your child coming home from school knowing there won't be any supper. Consider choosing between paying for life-sustaining medication, or eating for an entire day. These are the difficult choices that too many Pennsylvanians make every day, because they do not have access to nutritious, affordable food.

Choosing to support one of the Food Bank's sponsorship programs will alleviate, and in many cases, prevent hunger for thousands of people in central Pennsylvania.

You can help. Your support does make a difference. Thank you for enabling the Food Bank to face hunger in our communities, one family at a time.



Sincerely,  
Kendall Hannah  
Executive Director

## Warehouse Sponsor

Your contribution enables the Food Bank to operate our 43,000 square foot warehouse which stores the food and grocery products that are distributed to our 400+ member agencies in 27 counties.

### **Sponsorship Description**

The Food Bank receives approximately one million pounds of donated product each month. Our warehouse provides a secure, dry storage environment for this product which, in turn, is distributed to nearly 47,000 individuals each week through our member agencies. Your sponsorship underwrites the cost of maintaining and upgrading warehouse equipment. *Your support of the warehouse helps to protect valuable, donated product that is distributed to hungry families in central Pennsylvania.*

### **Sponsorship Range**

\$500 - \$7,000

### **Potential Benefits**

- Banner displayed in highly visible location (interior of warehouse) for duration of sponsorship
- Inclusion on donor recognition plaque displayed at the Food Bank
- Recognition and logo in *Food for Thought* newsletter distributed to 7,000 area residents
- Recognition plaque to display at your company
- Event tickets (valid for Food Bank fundraising event of your choice)
- Logo on Food Bank's web site (reciprocal link)



# The Numbers Behind the Face of Hunger

Food insecurity means being uncertain about having or getting enough food for the members of a household. It should be an inconceivable situation in America, supplier of food to much of the rest of the world. But it is not.

- According to research by the U.S. Department of Agriculture (USDA), 11.1 percent of American households were food insecure at some point during 2002. That was an increase from 10.7 percent in 2001.
- Also according to the USDA, people were hungry in 3.5 percent of American households at some point during 2002 because they could not afford food. That also was an increase, from 3.3 percent in 2001.

**LET'S BE CLEAR.** We're talking about 9 million Americans who are hungry. We're talking about 35 million Americans who aren't sure they'll have or can get enough food for their families.

**LET'S BE AWARE.** Children and seniors make up a disproportionate share of those who are hungry.

**LET'S BE GOOD STEWARDS.** The Central Pennsylvania Food Bank's mission is to reduce hunger in central Pennsylvania by soliciting, warehousing, processing, and distributing food to a network of community organizations that serve people who are hungry.

Through our efforts—which are made possible by you and many others like you—some 47,000 people receive food assistance weekly through emergency programs. The food we collect and process goes to food pantries, soup kitchens, emergency shelters, residential programs, senior programs, and child and adult day-care programs.

- 43 percent of the recipients are under 18 years old.
- 22 percent are 50 years of age or older.

## Our Mission

To reduce hunger in central Pennsylvania by soliciting, warehousing, processing, and distributing nutritious food to a network of community organizations that directly serve people who are hungry. The Food Bank is also committed to increasing public awareness and understanding of the hunger problem.

## Special Events Sponsor

Your contribution enables the Food Bank to execute successful fundraising events — these events raise more money to help families in need and increase hunger awareness in our community.

### Sponsor Description

The Food Bank conducts three annual fundraising events — the Taste of Central Pennsylvania, the Taste of Lancaster County and Soup & a Bowl. Together, these events raise nearly \$150,000 each year, which goes directly to support Food Bank operations, and in turn the individuals and families served by the Food Bank and our member agencies. **Invest in our community's future and promote your business to potential customers by sponsoring one of the Food Bank's three fundraising events.**



*Soup & a Bowl, Spring*

*This unique affair combines the artistic talents of local potters with a light luncheon – all patrons may select a professionally handcrafted bowl as a keepsake.*



**taste**  
of Lancaster County

*Taste of Lancaster County, Spring*

*Both Taste events are significant fundraisers for the Food Bank, featuring live music and the culinary specialties of central Pennsylvania's foremost restaurants, caterers and beverage purveyors.*



**taste**  
of Central Pennsylvania

*Taste of Central Pennsylvania, Fall*

### Sponsor Range

\$150 – \$3,000

### Sponsor Benefits

- Name in event press releases
- Company's name displayed at event
- Program ad
- Recognition in sponsor video recognition
- Name in *Food for Thought* newsletter
- Recognition plaque to display at your business
- Event tickets

## Transportation Sponsor

Your contribution to trucking operations – one of the Food Bank's largest expenses – enables our trucks to pick-up and deliver food: the more trips we make, the more people we can feed.

### Sponsorship Description

The Food Bank's five trucks are on the road five days a week picking up and delivering life-sustaining food for children, families and individuals in need. Transportation is a vital component of Food Bank operations. 62% of those served by the Food Bank are located in rural or suburban areas; our trucks allow us to reach that population. Additionally, our trucks allow us to keep our donor relationships strong by ensuring prompt and efficient pick-ups of donated product. **Your sponsorship allows the Food Bank to keep our trucks on the road – and for every truckload of donated product, the Food Bank can provide meals for 5,000 hungry people.**

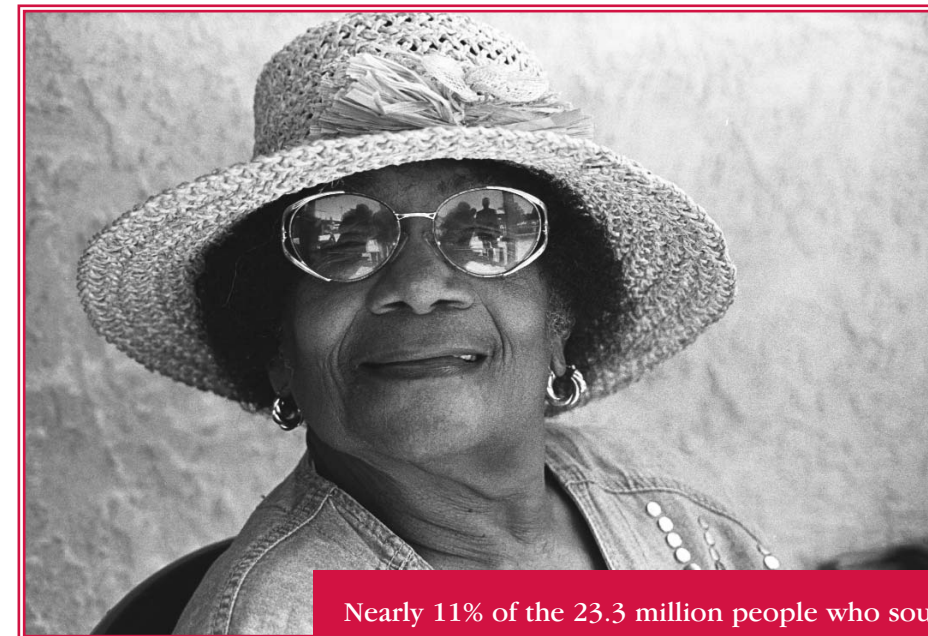
### Sponsorship Range

\$1,700 - \$20,000



### Potential Benefits

- Logo displayed on sponsored truck for duration of sponsorship – truck travels five days a week throughout Dauphin, Cumberland, York and Lancaster counties
- Press release and media alerts sent to local media outlets
- Recognition and logo in *Food for Thought* newsletter distributed to 7,000 area residents
- Event tickets (valid for Food Bank fundraising event of your choice)
- Recognition in annual report
- Logo on Food Bank's web site (reciprocal link)
- Recognition plaque to display at your company



Nearly 11% of the 23.3 million people who sought help at America's Second Harvest emergency feeding programs are elderly. Those 2.5 million senior citizens often must choose between buying food, and paying for medications or utilities.

**“**I wish to thank you, from my heart, for the selection of food you give to us. It's so tough for us to get food in. It's really hard to make money last a month, with health care. As it is, I cut down on using things, so we do appreciate the boxes and bags of food. Many of us feel like small children, wondering when the next one will come.”

—Excerpt from a letter written by Gladys, who receives fresh produce and groceries from the Fresh Express and Elder Share programs.

## Kids Cafe Sponsor

Your contribution enables the Food Bank to provide nutritious meals in a nurturing environment to children who might not otherwise receive an evening meal.

### Sponsorship Description

Nearly 1,600 children take advantage of the Kids Cafe program every school day. In addition to providing a hot, nutritious meal, Kids Cafe offers educational, recreational, and social activities. Given the direct correlation between educational attainment and ade-



quate nutrition, it is the Food Bank's hope that we can change the future for even just a few of these children. **For every \$175 donated, the Food Bank can provide evening meals for one child for an entire school year.**

### Sponsorship Range

\$200-\$9,000

### Potential Benefits

- Company name and logo listed on signage at sponsored site
- Press release and media alerts sent to local media outlets
- Recognition and logo in *Food for Thought* newsletter distributed to 7,000 area residents
- Recognition plaque to display at your company
- Event tickets (valid for Food Bank fundraising event of your choice)
- Logo on Food Bank's web site (reciprocal link)



## Elder Share Sponsor

Your contribution enables the Food Bank to deliver highly nutritious non-perishable food, as well as fruits and vegetables, to senior citizens in need.

### Sponsorship Description

Sadly, there are many senior citizens living on a fixed income who cannot afford the cost of housing, prescription medications, and nutritious food. Your instrumental sponsorship enables the Food Bank to alleviate a portion of this need, by providing weekly deliveries of fresh produce, deli/dairy items and other non-perishable, nutritious food to more than 300 senior citizens through the Elder Share program. **For every \$100 donated, the Food Bank can provide nutritious food to a senior citizen for one year.**

### Sponsorship Range

\$100-\$30,000

### Potential Benefits

- Company logo on Elder Share promotional materials and supplies
- Press release and media alerts sent to local media outlets
- Recognition and logo in *Food for Thought* newsletter distributed to 7,000 area residents
- Event tickets (valid for Food Bank fundraising event of your choice)
- Recognition in annual report
- Logo on Food Bank's web site (reciprocal link)
- Recognition plaque to display at your company
- Letter of thanks and recognition from the Food Bank



**“Kids Cafe is great. They are great because of all the food they give us and all the hard work they do to get the food to us. The food gives my body what it needs to be strong. I like the red beans and rice the best!”**

—Excerpt from a letter written by Briana, who attends a Kids Cafe after-school meal program.



According to the U.S. Conference of Mayors Report on Hunger and Homelessness in 2003, the number of families with children requesting emergency food assistance increased in 88% of the surveyed cities by an average of 18% from the previous year. Today, one in four people in a soup kitchen line is likely to be a child, and more than one in three households served by food pantries includes children.

## Newsletter Sponsor

Your contribution will enable the Food Bank to increase public awareness and understanding of hunger issues in central Pennsylvania.

### Sponsorship Description

The Food Bank's *Food for Thought* newsletter is read by more than 7,000 recipients, representing loyal and committed donors as well as patrons of Food Bank events. Your prominent sponsorship of *Food for Thought* enables the Food Bank **to keep our dedicated donors informed about current events and helps to focus their donations toward feeding people who are hungry.**

### Sponsorship Range

\$2,000-\$6,000

### Potential Benefits

- Newsletter headline recognition (e.g. *Food for Thought* made possible by [sponsor name]).
- Company background and logo in *Food for Thought*
- Event tickets (valid for Food Bank fundraising event of your choice)
- Logo on Food Bank's web site (reciprocal link)
- Recognition plaque to display at your company

