



Together

**FEEDING
AMERICA**
West Michigan

We can relieve hunger
in West Michigan and
the Upper Peninsula

Corporate Sponsorship Opportunities



OUR VISION

A community in which all neighbors are nourished and empowered within an equitable food system

We gather and distribute food to relieve hunger and increase food security in West Michigan and the Upper Peninsula

MISSION



Meet the immediate need for food equitably throughout our service area

Positively impact long-term food security in our community

Foster a hunger relief culture within our community and our organization

Serving local families in need since 1981, Feeding America West Michigan reclaims safe surplus food from farmers, manufacturers, distributors and retailers. That food is distributed through a network of roughly 900 food pantries, shelters, after-school programs, and other hunger-relief agencies in 40 counties of West Michigan and the Upper Peninsula. Each year, an estimated 492,100 people are served through our program.

Imagine not knowing where your next meal is coming from.

Right now, 1 in 6 children and 1 in 8 adults are food insecure in West Michigan and the Upper Peninsula.

In 2018, Feeding America West Michigan, together with more than 300 food donors and corporate sponsors, provided 25.1 million pounds of food to its network of more than 900 partner agencies, including mobile pantries, soup kitchens, child hunger agencies and partner food banks throughout our 40 county service area. That equates to roughly 21 million meals.

That still leaves a hunger gap of over 29 Million Meals we were not able to provide.

Hunger is not only detrimental to the health of individuals but to business as well. The hungry are focused on survival. That may mean more worry and less productivity. It certainly means less expendable income. Studies show that children experiencing hunger and poor nutrition do not perform as well in school and may perpetuate the cycle of dependency. Healthcare and welfare costs soar — all for the lack of basic food.

Your corporate sponsorship will have an impact on the immediate food needs of neighbors here in Michigan and the Upper Peninsula.



Feeding America West Michigan serves approximately 46,773 seniors.

Your donations to Feeding America West Michigan help collect food and deliver it to people in need — people who are thankful and very aware of the support they receive from our volunteers and donors.

Become a Feeding America West Michigan Corporate Sponsor to fight hunger while enhancing your brand.

Our Corporate Sponsors Know... Sponsorship is good for business.

Whether you choose one of the sponsorship options on the following page, host a fund drive, or volunteer as a team, your business will benefit. Nourish team building, workplace morale, and a family-friendly culture while promoting your organization's purpose-driven mission and message of community and caring.



Feeding America West Michigan donation events bring people together.

Attract and keep talent.

In addition to your corporate monetary donations, there are activities year-round where your employees will find personal fulfillment and a sense of pride and belonging with your business which is aligned with their values.

That's important: 70 percent say a company's corporate social responsibility would influence their decision to work there and, employees of purpose-oriented companies experience a 20 percent longer tenure and 47 percent greater likelihood to serve as company advocates.¹

Create awareness and preference.

Publicity. Your company will be in front of over 1,700 volunteers who give over 25,000 hours of their time each year, donors who are capable of significant contributions, and over 300,000 individual neighbors. People who appreciate and remember your support and generosity.

Cause Marketing. Partnering with Feeding America West Michigan, a 4-Star rated charity, adds credibility and significance to your corporate social responsibility program to promote your brand.

Opportunities to promote your brand.

- Workplace food and fund drives
- Sorting and repacking events at the warehouse
- Outdoor events like gleaning produce at local farms and mobile pantry distributions.
- Skills-based volunteering where work skills and interpersonal communication skills grow like technology, trades, and administration
- Leadership development opportunities in the form of team events and executive board positions.

	SUPPORTING	ADVOCATE	GUIDING	MISSION	LEADERSHIP	VISIONARY
Fund level	\$2,500 to \$4,999	\$5,000 to \$14,999	\$15,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000+
Impact						
Meals	10,000 to 20,000	20,000 to 60,000	60,000 to 100,000	100,000 to 200,000	200,000 to 400,000	400,000+
Provides meals for a week to this many families of four	120 to 240	240 to 715	715 to 1,200	1,200 to 2,400	2,400 to 4,800	4,800+
Mobile pantry truck mileage	800 to 1,600	1,600 to 5,000	5,000 to 8,000	8,000 to 17,000	17,000 to 33,000	33,000+
Volunteer Events with sponsor employees	•	•	•	•	•	•
Online Awareness						
Community Partner: Name listed	•	•	•	•	•	•
Community Partner: Logo		•	•	•	•	•
Community Partner: Logo linked to your organization's website			•	•	•	•
Featured article on website					•	•
Featured article on website and in Full Plate Press						•
Logo on every page of website						•
Social Media Awareness		•	•	•	•	•
Your Organization's Cause Marketing						
Use of Food Bank logo		•	•	•	•	•
Recognition						
Check Presentation (optional)		•	•	•	•	•
Annual Report		•	•	•	•	•
Logo in warehouse			•	•	•	•
Acknowledgment at events			•	•	•	•
Logo recognition in Full Plate Press				•	•	•
Logo on truck				•	•	•
Press release						•

Funding Priorities Support Operations

Keeping the lights on, the warehouse full and our trucks on the road keeps food on the table for our neighbors helping avoid life-long health obstacles that can spiral into dependency and despair.

Fresh produce is vital for healthy minds and bodies. We spend \$340,000 to \$500,000 every year to purchase fresh produce to distribute. Food safety is just as essential to the health of those we serve. Our warehouse consistently passes safety inspections with flying colors.

Food Insecurity Rates

- West Michigan: 12.2%
- Upper Peninsula: 14.1%

Food Distribution

- Total: 25.1 million pounds (21 million meals)
- Percent of Fruits and Vegetables: 32%
- Number of Food donors: 340+

Volunteers

- Individual Volunteers: 1,129
- Volunteer Hours: 13,027
- Food Sorted: 4.3 million pounds

Service Area

- Poverty Rate: 14.2%
- Food Insecurity Rate: 11.9%
- Child Food Insecurity Rate: 15.2%
- Food Insecure People: 289,430+
- Meals Required: 51,899,900
- Meals Distributed: 20,941,159
- Active Member Agencies: Around 900

Stats

- It costs nearly \$5.5 million annually to operate the Food Bank
- We drive over 500,000 miles each year — that's equivalent to driving coast to coast 167 times!
- Fuel costs more than \$240,000 to gather and deliver food
- Food costs \$.23 per pound to procure and distribute to neighbors in need

59
PERCENT

Clients indicated that most or all of the produce they eat comes from food distributions.

82
PERCENT

Clients replied that they use the nutrition and cooking guides received.

87
PERCENT

Clients reported that they use all the fresh fruits and vegetables they received.

Funding Priorities Support Mobile Pantries

More than 200 agencies send food directly to people struggling with food insecurity by way of the Mobile Food Pantry program — delivering a variety of fresh fruits, vegetables, dairy products, and baked goods to neighbors in need, often on the same day the food is donated.



Our smallest Mobile Food Pantry distributions (5,000 pounds) can provide several days' worth of food for appx. 100 households. Our largest distributions (20,000 pounds) can provide food for appx. 400 households.

Today, Mobile Pantries account for roughly 38% of the food we distribute annually, and the model has been adopted by food banks across the country.

FEEDING AMERICA[®] West Michigan

Learn more about sponsorship opportunities at:

www.FeedWM.org/sponsor

or reach out to:

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