



Third-Party Event Toolkit

Third-party events are an excellent way to channel your creativity for a cause you care deeply about! You can support West Michigan kids by hosting a third-party fundraiser that is tailored to you and your passions.

From concept to execution, you are the host of this event with access to assistance from Kids' Food Basket. Below are successful events that have increased our ability to nourish children to reach their full potential.

Hospitality

Dine-outs are a fan-favorite among our West Michigan hospitality partners. Local restaurants set a promotional period where a percentage of proceeds/sales or a unique menu item supports Kids' Food Basket.

Fitness

We encourage gyms and wellness organizations to bring their talents to our mission! Fitness partners can host a donation-based class where attendants gift money or Wish List items to participate.

Other

There are a variety of ways to help KFB by hosting an event. The options are endless and up to you!

- Giveback event at your business
- Roundup at point of sale
- Yard sale
- Wish List drive
- Bag decorating
- Bake sale
- Craft show
- Golf outing
- Fashion show

How to Get Started

Step 1: Choose your event.

Step 2: Select a date for your event.

Step 3: Email events@kidsfoodbasket.org with all event information. Please include the event type, date, time, address, method of donation and promotional materials (if applicable).

Step 4: We will confirm we have received your event information within three business days.

How KFB Will Support Your Event

Kids' Food Basket is happy to support the promotion of your event on social media! Make sure to tag @kidsfoodbasket so we can engage and share the word about your upcoming event. In addition, we will add your event to our website event calendar. We are grateful for your support and want to help make your event a success!

Utilize our digital toolkit to bring your event to life! You can find it here: kidsfoodbasket.org/how-to-help/host-an-event/.

Please email events@kidsfoodbasket.org with any questions.

