



# Become a **Community Champion** and nourish children to reach their full potential.

Community Champions help Kids' Food Basket (KFB) break down barriers and increase access to healthy, nourishing food so that children and families can thrive. These companies, foundations and community organizations invest food and funds in the Kids' Food Basket mission because they believe that good food has the power to shape lives.

Take action by becoming a Community Champion! Your group can help ensure that all children have reliable access to nutritious meals.



## 5 ways to make an impact

### 1 A Financial Gift

A gift to Kids' Food Basket is the most direct and efficient way to nourish our West Michigan neighbors. A gift is a great way for an organization to commemorate a milestone or show commitment to the community.

**Example:** FOAMit made a donation and invited KFB to speak to their staff about our mission.

### 2 A Fundraiser

Host an event or fundraiser to collect funds or Wish List items. Get creative and involve your community to give back!

**Example:** Fox Subaru and Subaru of Muskegon made a donation for every car sold during their annual Share the Love event.

### 3 Event Sponsorship

With a plethora of annual events, there is no shortage of sponsorship opportunities. Show your commitment to community while supporting KFB's mission to nourish West Michigan.

**Example:** Champion Force Athletics sponsored Feast for Kids and One Meal One Mission, putting their brand in front of thousands of people. They also received tickets to enjoy these exclusive events.

### 4 Employee Giving and Match

By matching employee contributions, businesses can double their total impact while encouraging members to give. Plus, employee giving is proven to boost employee engagement!

**Example:** Yanfeng matches employee donations dollar for dollar to maximize their impact.

### 5 Go Orange Challenge

In the spirit of friendly competition, West Michigan businesses and organizations participate in our annual Go Orange Challenge. Points are awarded based on funds raised, Wish List items collected and other engagements with KFB throughout the month of March.

**Example:** Year after year, Fifth Wheel Freight creatively competes in the Go Orange Challenge to raise awareness about childhood hunger. From packing meals to advocating online, they dedicate their time and resources to activate their community.

For more information, visit [kidsfoodbasket.org/how-to-help](https://kidsfoodbasket.org/how-to-help).



# Be a Community Champion!

Kids' Food Basket is 90% charitably funded and needs annual partners like you to help sustain our mission. We recognize our Community Champions in the following ways:

## Annual Giving Recognition

### Bronze: \$5,000

- A customized thank you board
- Name featured on Kids' Food Basket Community Champions webpage

### Silver: \$10,000

**Includes all of the above benefits, plus:**

- Name on KFB Community Champions webpage hyperlinked to your website
- Custom thank you video from Kids' Food Basket CEO

### Gold: \$25,000

**Includes all of the above benefits, plus:**

- Logo on KFB Community Champions webpage hyperlinked to your website
- Logo featured in Kids' Food Basket facilities, visible to thousands of visitors each year

### Platinum: \$50,000

**Includes all of the above benefits, plus:**

- A Community Champion profile featured in the Kids' Food Basket biannual newsletter
- Four-hour use of private group space at a Kids' Food Basket facility

### Diamond: \$100,000

**Includes all of the above benefits, plus:**

- A digitally displayed thank you message shown at our KFB locations

To learn more about becoming a  
Community Champion, email  
[development@kidsfoodbasket.org](mailto:development@kidsfoodbasket.org)  
or call 616.235.4532

Visit [kidsfoodbasket.org/  
community-champions/](https://kidsfoodbasket.org/community-champions/)  
to learn more.

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