



# 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 organization can help ensure that all children have consistent 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 the West Michigan community. A gift is a great way for an organization to commemorate a milestone or show commitment to the community.

**Example:** Meijer provided a gift that helped launch our weekend meal program.

### 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:** 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:** Kent Manufacturing gives employees the opportunity to contribute to KFB through payroll.

### 5 Go Orange Challenge

West Michigan organizations participate in our annual Go Orange Challenge. Orange is the color that represents childhood hunger awareness, and March is national nutrition month. In the spirit of friendly competition, points are awarded based on funds raised, wish list items collected and other engagements with KFB throughout the month of March.

**Example:** MillerKnoll raised over \$6,000 and collected 886 pounds of food during their Go Orange challenge.

**Community Champions are updated at the beginning of each fiscal year (July 1 through June 30).**



# Be a Community Champion!

Kids' Food Basket is 90% philanthropically funded and values annual partners like you who help sustain our mission. Community Champions receive recognition in the following ways:

## Annual Giving Recognition

### Bronze: \$5,000

could provide 120 children a meal for a month.

- A customized thank you board
- Personalized tour of any of our locations
- Name featured on Kids' Food Basket Community Champions webpage

### Silver: \$10,000

could provide meals for a large classroom for the entire school year.

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

- Name on KFB Community Champions webpage hyperlinked to your website
- Custom thank you video
- Company recognition on social media

### Gold: \$25,000

could provide meals for three classrooms for an entire school year.

**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

could cover the total cost of food for weekend meals for one month.

**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
- Customized volunteer experience for your team

### Diamond: \$100,000

could provide 2,400 children a meal for a month or funding for meals every school day for one of our largest service schools.

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

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

Learn more about becoming a Community Champion.

 Email: [philanthropy@kidsfoodbasket.org](mailto:philanthropy@kidsfoodbasket.org)

 Phone: 616.235.4532

 Web: [kidsfoodbasket.org/community-champions](https://kidsfoodbasket.org/community-champions)

 Scan the QR code:



### KFB Annual Impressions

Web: 250k+ | Email: 26k+ | Social: 21k+



   @kidsfoodbasket