



# Second Helpings Atlanta Corporate Partnership Opportunities



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## WHO WE ARE

Second Helpings Atlanta (“SHA”) has been reducing hunger for over 20 years. We rescue fresh, surplus food that would otherwise end up in the landfill and deliver it to nonprofit partners who feed thousands of individuals each day - *at no cost to them.*

## OUR VISION

A food secure world with zero food waste.

## OUR IMPACT

1 in 9 people, including 1 in 7 children in our 10-county service area struggle with food security. As the need increases, our impact rises to meet it. We will reach our goal to rescue **4.5 million pounds of food** in 2023 with your help.

<b>2023 To Date:</b>	<b>2,494,943 Pounds</b>
<b>2022:</b>	<b>4,108,940 Pounds</b>
2021:	3,611,607 Pounds
2020:	1,911,832 Pounds
Lifetime:	22,490,003 Pounds

## **Second Helpings Atlanta** 2022 YEAR IN REVIEW

**4,108,940**  
 POUNDS OF  
 HEALTHY,  
 NUTRITIOUS  
 SURPLUS FOOD  
 RESCUED IN 2022




**504,275**  
**MEALS**  
 PROVIDED FROM THE  
**FULL PLATE PROJECT,**  
 PROVIDING COMPLETE  
 MEALS TO FAMILIES

**364**  
 VOLUNTEER  
 DRIVERS  
 AND STAFF



**9,188**  
 FOOD  
 RESCUE  
 ROUTES



**108**  
 FOOD  
 DONORS



**117**  
 PARTNER  
 AGENCIES



DIVERTING MILLIONS OF POUNDS OF FOOD AWAY FROM LANDFILLS, MAKING ATLANTA A MORE ENVIRONMENTALLY RESPONSIBLE METROPOLITAN AREA.

**CORPO**

## **Champion Sponsor \$50,000**

Category Exclusivity: 1 available annually

- Equip SHA to rescue and deliver 220,000 healthy, nutritious meals
- Logo featured on Second Helpings Atlanta's website during the partnership
- Logo featured in all event materials during partnership (ex. Full Plates, Full Hearts event, Volunteer Appreciation Event, Summer Hunger Campaign, Second Helpings Atlanta Day of Giving Campaign *\*events may change*)
- Recognition as Champion Sponsor on Second Helpings Atlanta's blog and social media. We will work with your communications team to create 2 blog posts and 5 social media posts.
- Prominent display of the company logo in Second Helpings Atlanta's warehouse space for the duration of the partnership. Each week the SHA warehouse is utilized by 50+ volunteers and partners to distribute 2,000 Meals with Meaning meal kits.
- Preferred opportunity to participate as a sponsor of SHA's 2024 Full Plates, Full Hearts
- Full Page Ad in 2024 Full Plates, Full Hearts event booklet
- 8 Employee and/or Stakeholder Engagement opportunities for the duration of the partnership either at your location or SHA Warehouse

## **Sustainer Sponsor \$25,000**

- Equip SHA to rescue and deliver 110,000 healthy, nutritious meals
- Logo featured on Second Helpings Atlanta's website during the partnership.
- Recognition as Sustainer Sponsor on Second Helpings Atlanta's blog and social media. We will work with your communications team to create 1 blog post and 3 social media posts to go live during the partnership.
- Half Page Ad in 2024 Full Plates, Full Hearts event booklet
- 4 Employee and/or Stakeholder Engagement opportunities for the duration of the partnership either at your location or SHA Warehouse

## **Nourisher Sponsor \$10,000**

- Equip SHA to rescue and deliver 44,000 healthy, nutritious meals
- Logo featured on Second Helpings Atlanta's website during the partnership.
- Recognition as Nourisher Sponsor on Second Helpings Atlanta's social media.
- 2 Employee and/or Stakeholder Engagement opportunities for the duration of the partnership either at your location or SHA Warehouse

## **Driver Sponsor \$5,000**

- Equip SHA to rescue and deliver 22,000 healthy, nutritious meals
- Logo featured on Second Helpings Atlanta's website during the partnership.
- Recognition as Driver Sponsor on Second Helpings Atlanta's social media.
- Employee and/or Stakeholder Engagement opportunity for the duration of the partnership either at your location or SHA Warehouse

<b>Second Helpings Atlanta Corporate Sponsorship Matrix</b>	<b>Champion Sponsor \$50,000</b>	<b>Sustainer Sponsor \$25,000</b>	<b>Nourisher Sponsor \$10,000</b>	<b>Driver Sponsor \$5,000</b>
Equip SHA to rescue and deliver needed meals	220,000 healthy, nutritious meals	110,000 healthy, nutritious meals	44,000 healthy, nutritious meals	22,000 healthy, nutritious meals
<b>Marketing and Engagement</b>				
Logo featured on Second Helpings Atlanta's website during the partnership.	X	X	X	X
Prominent display of the company logo in Second Helpings Atlanta's warehouse space for the duration of the partnership	X			
<b>Media Promotion</b>				
Recognition as top corporate partner on Second Helpings Atlanta's blog and social media.	2 blog posts, 5 social media posts	1 blog post, 3 social media posts	3 social media posts	2 social media post
Ad in 2024 Full Plates, Full Hearts event booklet	Full Page	½ Page		
<b>Employee Engagement</b>				
Employee and/or Stakeholder Engagement opportunities	8	4	2	1

# EMPLOYEE / STAKEHOLDER ENGAGEMENT OPPORTUNITIES

## **Meals with Meaning**

Bring your team on a Wednesday (9:00-1:00) to assemble and pack 2,000 meal kits that will provide 8,000 plates of food to help feed our neighbors across Atlanta.

## **Adopt a Route**

Commit your group to complete a designated 90-minute Food Rescue Route on a weekly or monthly basis. Adopt a route near your office and make an immediate impact.

## **Group Volunteer Orientation**

Schedule a private volunteer orientation for your whole team to get ready to drive food rescue routes. Everyone will leave prepared to make a difference with SHA!

## **Snack Pack Project**

Assemble Snack Packs and help provide supplemental nutrition to an SHA partner agency. Groups purchase the snacks and bags and this activity can be scheduled any day except Wednesday at your office or our warehouse.

## **Food For Thought**

Host Second Helpings at your office for an educational presentation about our mission and volunteer opportunities. Schedule any day except Wednesday.

## **Food Rescue from your Event**

Having an event with food? Don't let your extras go to waste! We'll connect you to our Food Network Manager to see if we can be your food rescue partner.

## **Virtual Food Drive**

No need to lug in cans and boxes - host a virtual food drive with Second Helpings! We'll set up a personalized landing page where teammates can drive support to SHA and make a huge impact.

## **Community Collaborations**

We have an amazing list of local partners to enhance SHA activation with sips + bites. Inquire for more details.

- King of Pops
- Wild Heaven Beer
- Simply Food Trucks
- Chick-fil-A

## **CAMPAIGN PARTNERSHIP OPPORTUNITIES**

During critical times of the year, we focus on reaching the Atlanta Metro area with important messages and calls to action in support of our services. When you align with our campaigns, you spotlight your company's community commitment and reinforce a cause relevant and meaningful to your stakeholders and employees – all while receiving the brand lift of alignment with Second Helpings Atlanta.

### **Summer Hunger Campaign**

Support Second Helpings Atlanta's Drive Out Summer Hunger campaign and make a difference in the lives of children and their families during this critical time. Every child deserves a carefree, happy summer break, and your gift will provide that opportunity - for kids to be kids during the summer months.

### **Day of Giving Campaign**

In November, we celebrate our Day of Giving. On this day, thousands of people will come together to support the critical work of Second Helpings Atlanta by making a financial donation to equip SHA staff and volunteers to rescue and deliver fresh, surplus food, ensuring less food is wasted and more of our neighbors are fed.

### **Holiday Campaign**

People want to give back during the holiday season. They make donations to charities en masse and, more and more, they expect to help others while shopping, banking, staying in hotels, or even paying bills. At Second Helpings Atlanta, we capture the season's spirit of giving with our annual Year-End Campaign. Our campaign taps people's desire to "Give Something that Means Something," inspiring acts of goodness and emphasizing that the holidays are about giving back.

## **SECOND HELPINGS ATLANTA CONTACT INFORMATION**

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