



# #NAFEMFightingHunger Toolkit

Join the largest philanthropic effort in NAFEM history



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# About #NAFEMFightingHunger

In just three short years, NAFEM members have led the largest philanthropic effort in our history. Together, we've donated nearly 27 million meals to people in need in our local communities. Our goal is to provide more than 5 million meals by the end of 2023.

We're excited to announce that in 2023, members can have an even greater impact when you fight hunger locally.

- When your company donates food, funds or volunteer time to your local Feeding America member food bank, NAFEM matches every dollar, up to our overall \$250,000 program maximum.
- NAFEM's match stays in your local community so every \$1 you donate becomes \$2 – or 20 meals – to feed your neighbors in need.
- Plus, you get two Priority Points annually.\*

Being a part of #NAFEMFightingHunger is a great way to engage your associates and build your company's reputation. Getting involved is easy. Everything you need is in this toolkit. And don't forget to share news, photos and videos of how your team is joining #NAFEMFightingHunger. We want to help tell your stories.

If you've been involved before, welcome back! If you're new to the program, welcome aboard!

## #NAFEMFightingHunger

- Get involved
- Make a difference
- Earn Points

\*While NAFEM does not match contributions to non-Feeding America food banks, members receive two Priority Points annually for supporting any hunger-relief organization and are also included in the list of members participating in #NAFEMFightingHunger.





## About Feeding America

Feeding America is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks and over 60,000 partner agencies, food pantries and meal programs, it helped provide 5.2 billion meals to tens of millions of people in need in 2022.

Visit [FeedingAmerica.org](https://www.feedingamerica.org), find them on [Facebook](https://www.facebook.com/feedamerica), or follow them on [Twitter](https://twitter.com/feedamerica).



Photo courtesy of Feeding America.



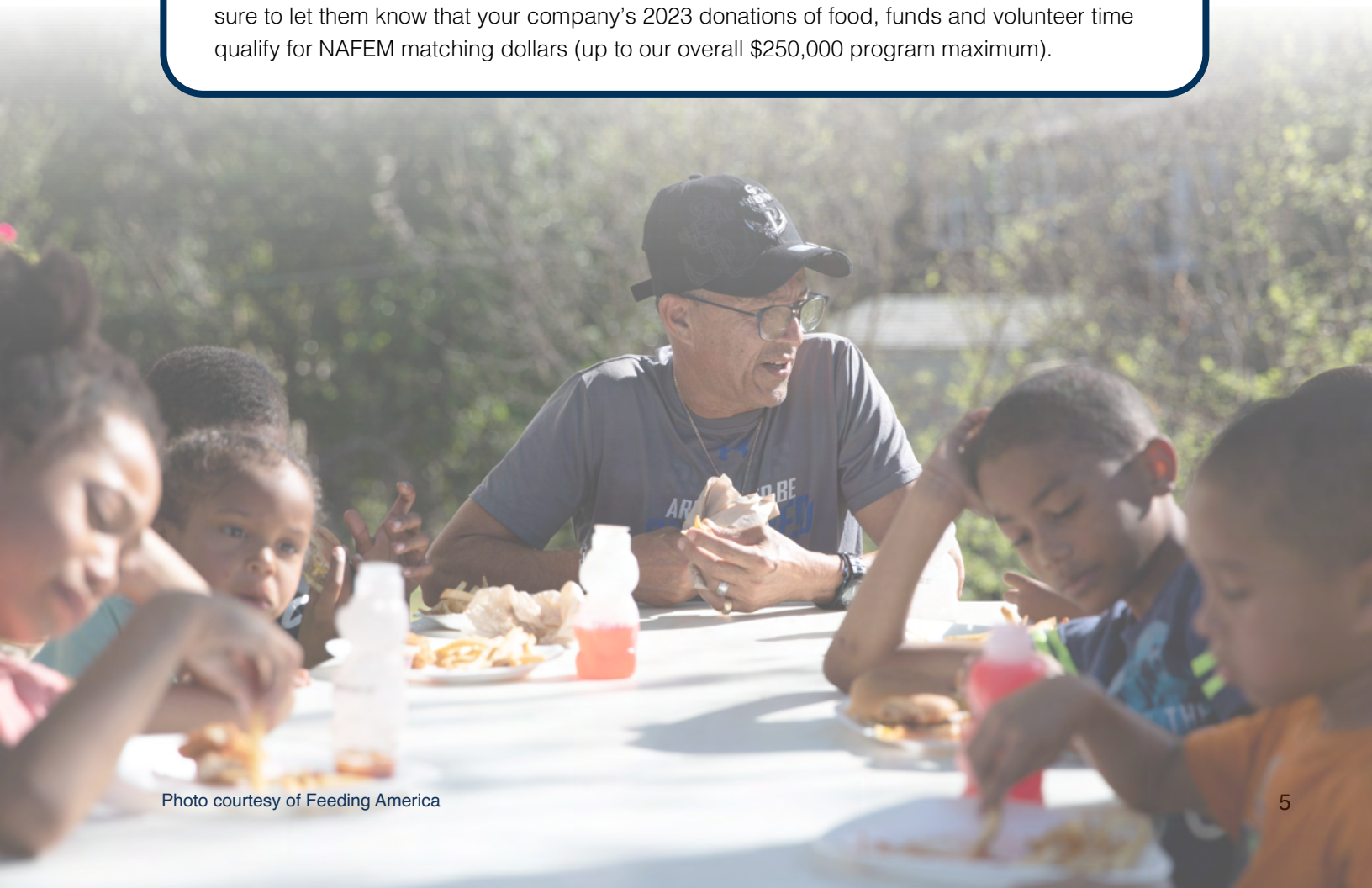
## Get involved

It's easy to join #NAFEMFightingHunger. Here are four simple steps to get started:

1. Select a person in your organization to lead your social purpose efforts and build a relationship with your local Feeding America food bank. Give them this toolkit. Also, share their name with **Stephanie Taylor**, NAFEM's vice president of programs and partnerships. She'll make sure they receive the latest social purpose information from NAFEM.
2. Identify your local Feeding America food bank by using the **[find a local food bank](#)** database on **[FeedingAmerica.org](#)**.
3. Ask your social purpose leader to reach out to your local Feeding America food bank to introduce your company, talk about your respective goals and develop a plan for getting involved.
4. When your company donates food, funds or volunteer time to your local Feeding America food bank, they will give you a receipt for your contribution. Be sure to submit this receipt to NAFEM using the matching dollars form at the back of this toolkit. NAFEM will send matching dollars to your local Feeding America food bank (up to our overall \$250,000 program maximum).



**Important:** If your company is already working with your local Feeding America food bank, be sure to let them know that your company's 2023 donations of food, funds and volunteer time qualify for NAFEM matching dollars (up to our overall \$250,000 program maximum).







## Make a difference

When your company supports your local Feeding America food bank with donations of food, funds or volunteer time, NAFEM matches every \$1, up to our overall \$250,000 program maximum. NAFEM's match stays in your local community so every \$1 you donate becomes \$2 – or 20 meals – to feed your neighbors in need. Where else can you get a 100% ROI?

Here are a few ways to begin or continue fighting hunger in your community with Feeding America.

1. Sponsor an employee food drive. Invite employees to bring non-perishable items to work and collect them for donation to your local Feeding America food bank. Here are the items most needed by food banks, according to a recent survey.
  - Canned meat
  - Peanut butter
  - Shelf-stable milk
  - Canned vegetables
  - Canned fruits
  - Beans
  - Pasta, rice
  - Pasta sauce
  - Cooking oil
  - Cereal
2. Hold a team-building event that includes sorting and packing food at the food bank.
3. Invite a representative from your local Feeding America food bank to speak at an all-employee meeting or leadership session. Once people understand that hunger impacts all U.S. counties, they'll want to get involved.
4. Introduce volunteer days where company leaders invite their teams to volunteer with them at the food bank or feeding sites.
5. Set a company-wide goal and make a collective financial donation. Better yet, match employee donations to your local Feeding America food bank. NAFEM then matches these donations, so \$1 turns into \$4 – a 200% ROI!



## Earn Priority Points

Members who donate food, funds or volunteer time to your local Feeding America food bank also receive two Priority Points annually.

Additionally, while NAFEM does not match contributions to non-Feeding America food banks, members receive two Priority Points annually for supporting any hunger-relief organization. Your company also is included in the list of members participating in #NAFEMFightingHunger.

To receive Priority Points, simply submit the receipt you receive from Feeding America or your preferred hunger-relief organization, to NAFEM using the form at the back of this toolkit.



Photo courtesy of Feeding America





## Share your good work

Employees and their families, along with prospective employees and people in your community, will be interested in how you're helping neighbors in need. Be sure to take a lot of photos to post on your website and on social media channels, and to include in internal communications.

NAFEM will amplify your social purpose work as well, so be sure to include our hashtag – #NAFEMFightingHunger – in all your social media posts. We hope you'll do the same when we post about #NAFEMFightingHunger in our Facebook community (NAFEM Member Community) and on LinkedIn (North American Association of Food Equipment Manufacturers).

Finally, don't forget to put the #NAFEMFightingHunger badge on your social sites. You'll receive it from NAFEM after submitting the form for matching dollars/Priority Points.



Photo courtesy of Feeding America



# We're here to help

The NAFEM team is here to help you successfully engage your associates and build your company's reputation by participating in #NAFEMFightingHunger.

## Bi-weekly

- NAFEM posts about our social purpose platform in our Facebook community (NAFEM Member Community) and on LinkedIn (North American Association of Food Equipment Manufacturers). We also amplify your social posts using the hashtag #NAFEMFightingHunger.
- NAFEM shares timely information and tips for participating in #NAFEMFightingHunger via emails to members.

## Monthly

- NAFEM provides updates on the social purpose program during our members only Wednesday Webcast.
- NAFEM adds participating member company names on to the social purpose page on [nafem.org](https://nafem.org). Be sure to visit this page regularly to track our progress and see the difference we're making together.

## Bi-annually

- NAFEM hosts a special webinar devoted to discussing the social purpose program. This is your opportunity to see how other members are pursuing social purpose, share your ideas and brainstorm even more ways to get involved.

## Anytime

- If you have questions, reach out to [Stephanie Taylor](#), NAFEM's vice president, programs and partnerships, +1.312.821.0205.



Photo courtesy of Feeding America

### **Why does NAFEM have a social purpose platform?**

- As foodservice industry leaders, NAFEM and our member companies care about helping people in our communities, especially those struggling with hunger.
- Member company commitments to giving back also align with the values of today's and tomorrow's workforce and can be a powerful employee recruitment and retention tool.

### **Why are we focusing on hunger relief?**

- As leaders in the foodservice industry, helping address hunger in our local communities is the right focus for our philanthropic commitment.
- We also surveyed NAFEM member companies about your philanthropic commitments and learned that half of you who replied already support hunger relief in your local communities.
- Through #NAFEMFightingHunger, members can have an even greater impact when you fight hunger locally.

### **Why did we decide to collaborate with Feeding America?**

- There are 34 million people – including 9 million children – who are food insecure, meaning they may not know where their next meal is coming from. And food insecurity exists in every county in the U.S.<sup>1</sup>
- Feeding America is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks and over 60,000 partner agencies, food pantries and meal programs, it helped provide 5.2 billion meals to tens of millions of people in need in 2022.

### **How can my company get involved?**

- This toolkit has all the info you need to get involved or expand your existing efforts.

### **Do our donations to our local Feeding America food bank stay in our community or support the national organization?**

- All member donations and NAFEM matching dollars support local Feeding America food banks.

### **There is not a local Feeding America food bank in my community. How do our dollars remain local?**

- Feeding America's network of more than 200 food banks support 60,000 local food pantries and meal programs. You can find the local food bank that supports your community [here](#).
- If you have further questions about services in your local community, contact [Stephanie Taylor](#), vice president, programs and partnerships.

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<sup>1</sup> [feedingamerica.org](https://feedingamerica.org)



**How do we get the matching dollars and Priority Points?**

- Simply submit the receipt you receive from your local Feeding America food bank, or your preferred hunger-relief organization, to NAFEM using the form at the back of this toolkit.

**What is the impact of a \$1 donation to Feeding America?**

- \$1 provides 10 meals to those in need in your community.

**How does a \$1 donation become a \$4 donation through #NAFEMFightingHunger?**

- When one of your associates donates \$1 in food, funds or volunteer time, and your company matches this donation with another \$1, NAFEM will match the \$2 donated, for a total donation of \$4.

**Will NAFEM match member's personal donations to Feeding America and its local food banks?**

- Yes, but these donations must be recognized in the company name. For example, if Chris Smith who works for Company ABC makes a personal donation, Company ABC will be publicly recognized for the donation.

**Our company already supports our local Feeding America food bank. Will NAFEM match our donations?**

- Absolutely! Members already supporting your local Feeding America food banks can have an even greater impact through #NAFEMFightingHunger.
- Be sure to let your local Feeding America food bank know that your company's 2023 donations of food, funds and volunteer time qualify for NAFEM matching dollars (up to our overall \$250,000 program maximum).

**Our company supports a different hunger-relief organization than Feeding America. Will NAFEM match our donation?**

- While NAFEM does not match contributions to non-Feeding America food banks, members receive two Priority Points annually for supporting any hunger-relief organization. They also are included in the list of members participating in #NAFEMFightingHunger.

**Will NAFEM match the cost of equipment and supplies we donate to our local Feeding America food bank?**

- NAFEM is not able to match donations of equipment and supplies.
- We will recognize member company donations of equipment and supplies online.
- Share information with [Stephanie Taylor](#), vice president, programs and partnerships, +1.312.821.0205.

**Will members receive Priority Points for social purpose activities?**

- Yes, NAFEM awards two Priority Points annually for member companies' hunger-relief social purpose activities.



## NAFEM Social Purpose contribution matching methodology

NAFEM and our 500-plus member companies care about helping people in our communities, especially those who struggle with hunger. That's why NAFEM is again supporting efforts to reduce hunger nationwide through a collaboration with **Feeding America**. In 2023, NAFEM will match member contributions, up to our overall \$250,000 maximum, when you and your associates participate with NAFEM in supporting local Feeding America foodbanks with food, funds and volunteer time.

The following types of donations are eligible for matching funds:

- NAFEM member-company monetary contributions to local Feeding America member food banks. Monetary contributions are matched dollar-for-dollar.
- The monetary value of NAFEM member-company employees' volunteer time at local Feeding America member food banks. One hour of volunteer time = \$25 in matching funds.
- NAFEM member-company donations of food to local Feeding America member food banks. Each food donation qualifies for \$250 in matching funds.
- The monetary value of personal contributions to local Feeding America member food banks. However, these donations will be recognized in the company name. For example, if Chris Smith, who works for Company ABC makes a personal donation, Company ABC will be publicly recognized for the donation.

Receipts for all donation types must be submitted to NAFEM, either through the Member Dashboard or by emailing [arayl@nafem.org](mailto:arayl@nafem.org). Once receipts are submitted and approved by NAFEM, you will receive an email confirming NAFEM's matching donation to your local Feeding America member food bank, as well as two Priority Points annually.

Members donating food, funds or volunteer time as part of the NAFEM Social Purpose program will be listed on the social purpose page of NAFEM's website and included in our social media posts throughout the year.

The following contributions are NOT eligible for matching funds, although members making these contributions are eligible for two Priority Points annually after submitting receipts to NAFEM:

- Contributions of equipment and supplies to local Feeding America member food banks.
- Contributions of money and volunteer time working on hunger-relief projects outside of those to local Feeding America food banks.
- Contributions to the national Feeding America organization.

For more information contact **Stephanie Taylor**, NAFEM's vice president of programs and partnerships, +1.312.821.0205.





## Social Purpose Donation Form

Thank you for joining NAFEM in fighting hunger in your community. We're pleased to be able to share matching dollars with your local Feeding America® member food bank and/or award your company two Priority Points for hunger-relief efforts. Simply complete the form below and we'll get started.

**Date:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Submitter's Name:** \_\_\_\_\_

**Submitter's Email:** \_\_\_\_\_

**Date of Donation/Volunteer Activity:** \_\_\_\_\_

### Donation Details:

\$ \_\_\_\_\_ Financial donation to local Feeding America member food bank (e.g., \$500)

\$ \_\_\_\_\_ Volunteer donation @ \$25/hour/per person to local Feeding America member food bank (e.g., 5 volunteers x 2 hours x \$25 = \$250)

\$ \_\_\_\_\_ Food Donation to local Feeding America member food bank (\$250 matching contribution for any food donation)

\$ \_\_\_\_\_ **Total Donation(s)** to my local Feeding America member food bank

\$ \_\_\_\_\_ Donation (funds/volunteer hours/food) to a non-Feeding America hunger relief organization (Total Value) (not eligible for matching funds)

Submit the completed form and receipts to [Amy Rayl](#) or upload the documents through the [Member Dashboard](#) (NAFEM social purpose section).

Also, be sure to send photos of your team at work supporting this program. We'll highlight your contributions on NAFEM's social media channels. Be sure to use the hashtag #NAFEMFightingHunger when you post to your company's social media pages so we can amplify your activities!

Questions? Contact [Stephanie Taylor](#) or [Amy Rayl](#).



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