



Second Harvest Corporate Community Builder Program 2023-24

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[Meet the Corporate Philanthropy Team](#)

Using Your Investment Wisely



\$1 helps provide enough food for 2 meals.



We have received Charity Navigator's 4-star (highest) rating for 15 consecutive years, putting us in the top 1% of all evaluated charities.

What We Do



1 Second Harvest sources donated and purchased food



2 Volunteers sort and box food



3 Second Harvest delivers nutritious food through nearly 400 partner agencies at more than 900 sites across Santa Clara and San Mateo counties

Meeting the Monthly Need



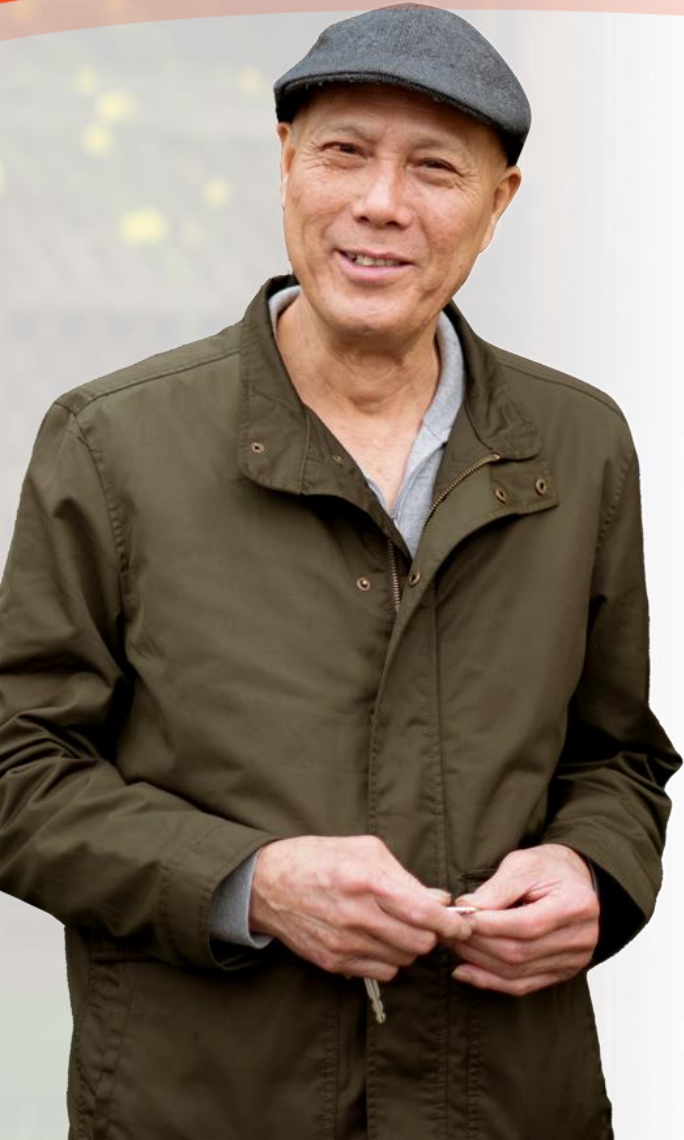
460,000
people

We are serving an average of 460,000 people each month, including **127,00 children** and **115,000 seniors**. 1 in 3 kids in our community is at risk of food insecurity.

11M lbs
of food

Last year we distributed an average of 11M pounds every month. We distributed 130M pounds in total.

Power of Partnership



Being a part of the Corporate Community Builder program means being a part of something much bigger. Last year:

40
Silicon Valley
companies

committed to supporting Second Harvest on a higher level through the Corporate Community Builder program, making a very public statement that they believe access to food is a human right.

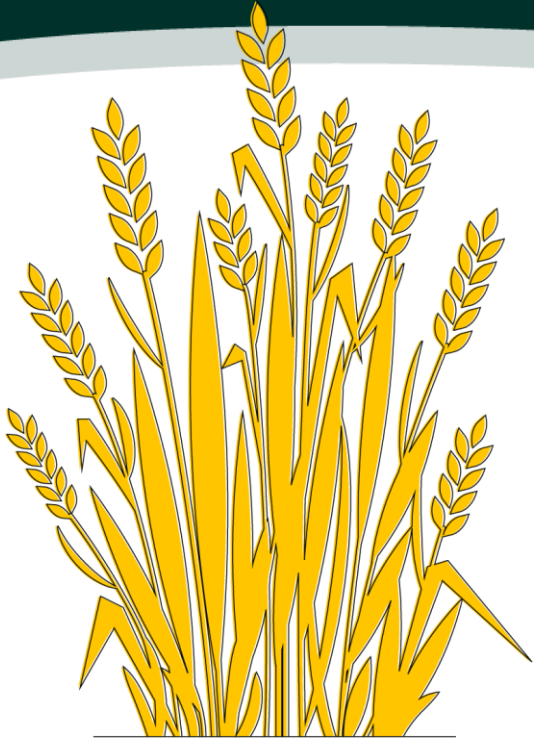
11M
meals

These 40 partners raised \$5.5M and helped Second Harvest provide enough food for over 11M meals through various fundraising activities, corporate donations, matching gifts, grants and more.

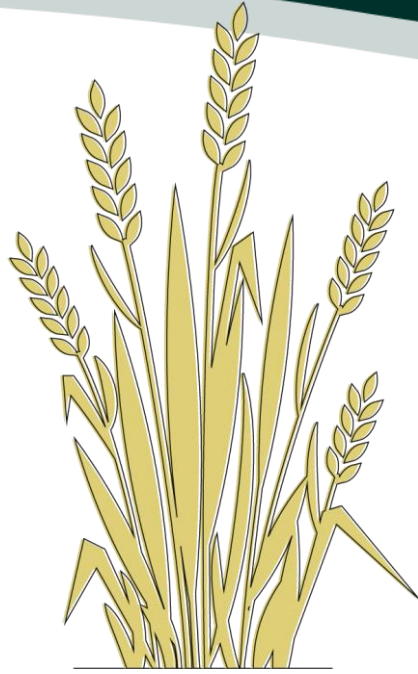
4,290
volunteers

Not only do these partners support Second Harvest financially, but 4,290 employees provided nearly 10,000 volunteer hours through employee engagement activities.

Community Builder Levels



Premier
\$500K



Diamond
\$250K



Platinum
\$100K



Silver
\$50K



Bronze
\$20K

These levels are exclusive recognition for corporate or foundation funds and does not include matching, employee gifts, or volunteering hours.

All assets are subject to change

Premier Level Opportunities (\$500K)

Help provide enough food for 1M meals



Dedicated Second Harvest Corporate Officer

Broadcast and Digital Media

- PSA on NBC (executive or storytelling, Q4 and Q1)
- Interactive streaming commercial (Q4 and Q1)
- Digital display advertising (Q4 and Q1)
- Audio advertising on Spotify (Q4)
- Radio advertising (Q1)

Webpage

- Logo placement on website and in annual report

Social Media

- Dedicated appreciation post
- Thank you video for all Corporate Community Builder partners

Community Visibility

- Corporate logo on truck
- Corporate logo block on Second Harvest truck
- Check presentation opportunity
- Your T-Shirt displays in our Cypress Center

Employee Engagement

- Virtual presentation from a Second Harvest executive
- Internal communications toolkit
- Family sort (Children 12+)
- Thank you video from Second Harvest CEO
- Educational webinar on custom topic

For more details about these opportunities, please see the explanation of opportunities, starting on [slide 12](#).

Diamond Level Opportunities (\$250K)

Help provide enough food for 500,000 meals



Dedicated Second Harvest Corporate Officer

Broadcast and Digital Media

- PSA on NBC (executive or storytelling, Q4)
- Interactive streaming commercial (Q4 and Q1)
- Digital display advertising (Q4 and Q1)
- Audio advertising on Spotify (Q1)

Webpage

- Logo placement on website and in annual report

Social Media

- Dedicated appreciation post
- Thank you video for all Corporate Community Builder partners

Community Visibility

- Corporate logo on truck
- Corporate logo block on Second Harvest truck
- Check presentation opportunity
- Your T-Shirt displays in our Cypress Center

Employee Engagement

- Virtual presentation from a Second Harvest executive
- Internal communications toolkit
- Family sort (Children 12+)
- Thank you video from Second Harvest CEO
- Educational webinar on custom topic

For more details about these opportunities, please see the explanation of opportunities, starting on [slide 12](#).

Platinum Level Opportunities (\$100K)

Help provide enough food for 200,000 meals



Dedicated Second Harvest Corporate Officer

Broadcast and Digital Media

- PSA on cable (storytelling, Q1)
- Interactive streaming commercial (Q1)
- Audio advertising on Spotify (Q1)

Webpage

- Logo placement on website and in annual report

Social Media

- Dedicated appreciation post
- Thank you video for all Corporate Community Builder partners

Community Visibility

- Corporate logo on car
- Corporate logo block on Second Harvest truck
- Check presentation opportunity
- Your T-Shirt displays in our Cypress Center

Employee Engagement

- Virtual presentation from a Second Harvest executive
- Internal communications toolkit
- Family sort (Children 12+)
- Thank you video from Second Harvest CEO
- Educational webinar on custom topic

For more details about these opportunities, please see the explanation of opportunities, starting on [slide 12](#).

Silver Level Opportunities (\$50K)

Help provide enough food for 100,000 meals



Dedicated Second Harvest Corporate Officer

Community Visibility

- Corporate logo block on Second Harvest truck
- Check presentation opportunity
- Your T-Shirt displays in our Cypress Center

Webpage

- Logo placement on website and in annual report

Social Media

- Thank you video for all Corporate Community Builder partners
- TikTok video advertising

Employee Engagement

- Virtual presentation from a Second Harvest executive
- Internal communications toolkit
- Family sort (Children 12+)
- Thank you video from Second Harvest CEO
- Educational webinar on custom topic

For more details about these opportunities, please see the explanation of opportunities, starting on [slide 12](#).

Bronze Level Opportunities (\$20K)

Help provide enough food for 40,000 meals



Dedicated Second Harvest Corporate Officer

Community Visibility

- Check presentation opportunity
- Your T-Shirt displays in our Cypress Center

Webpage

- Logo placement on website and in annual report

Social Media

- Thank you video for all Corporate Community Builder partners

Employee Engagement

- Virtual presentation from a Second Harvest executive
- Internal communications toolkit

For more details about these opportunities, please see the explanation of opportunities, starting on [slide 12](#).

Broadcast and Digital Media

PSA on NBC

This PSA will convey to our community why you are a prominent partner of Second Harvest. This PSA will air a minimum of 25 times for :30 on NBC. We offer two types of PSAs: an [Executive PSA](#) with a taping of a representative from your company or a [Storytelling PSA](#), featuring a Second Harvest client story.

Interactive streaming advertising

Your company logo will be featured in a :30 interactive video ad that will run on digital streaming services such as internet connected Smart TVs, Roku, and Hulu.

Digital display advertising

Your company logo will be featured in digital advertising across hundreds of websites, resulting in over one million impressions.

PSA on cable TV

Your company logo will be featured in a :30 TV ad that will run on local cable and network channels that include CNN, CNBC, ESPN, Lifetime, etc. at least 50 times.

- [ServiceNow Executive PSA](#)
- [Applied Materials Storytelling Holiday PSA](#)

Spotify advertising

Your company will be the featured partner of a :30 digital audio ad that will run on Spotify reaching thousands of listeners.

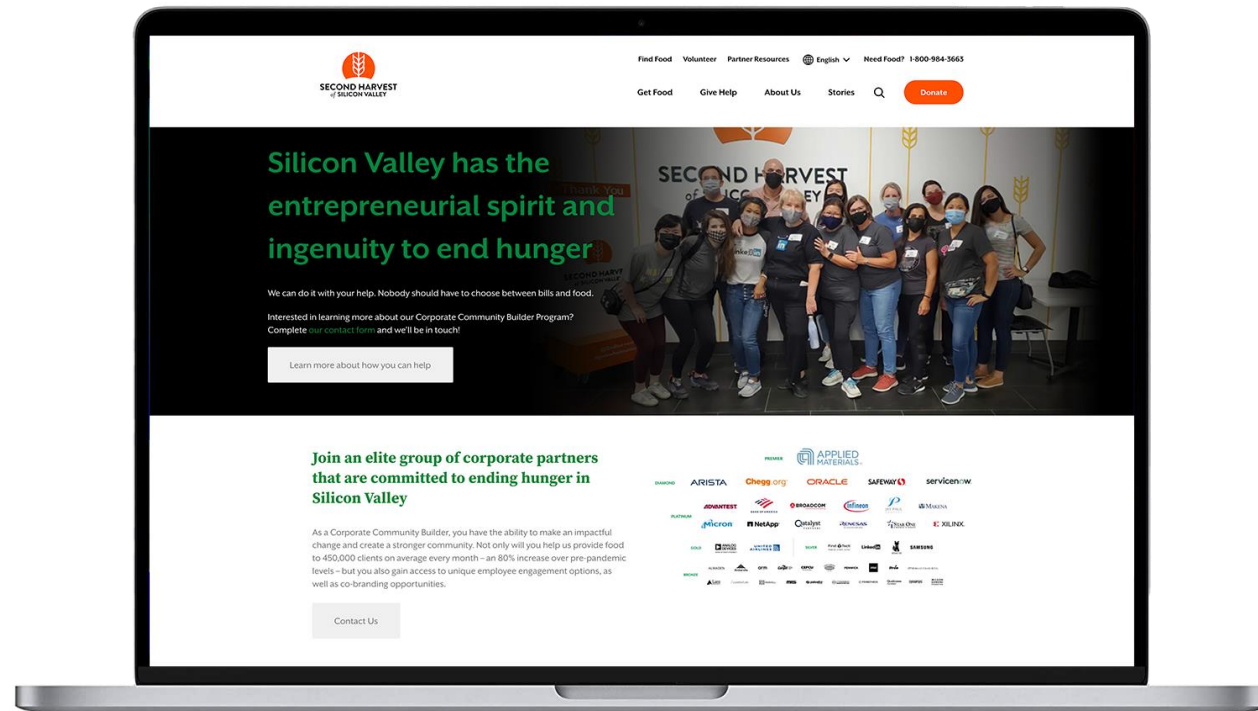
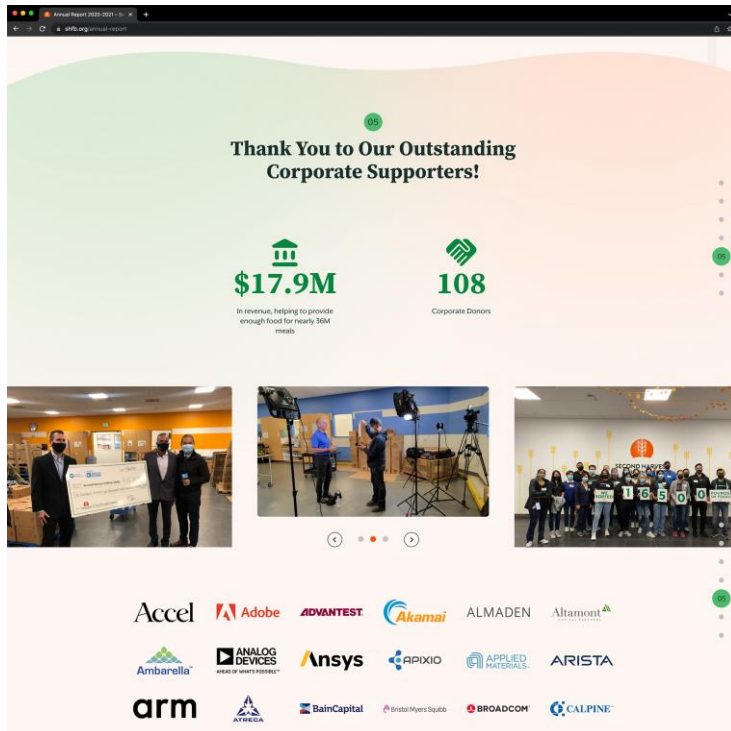
Radio advertising

Your company will be featured in a :30 radio spot. This asset may be replaced with placements on digital streaming due to listenership changes.

Webpage

Logo placement on website and in annual report

Your logo will be featured on our [Corporate Community Builder webpage](#) and in our [annual report](#) on a page dedicated to corporate supporters.



Social Media

Dedicated appreciation post on social media

Your company will receive an individual, dedicated post on their preferred platform (LinkedIn or Facebook). This special feature will spotlight your efforts and generosity. [Link to example post](#) (pictured).

Thank you video for all Corporate Community Builder partners

Corporate partners will be recognized and tagged in a general “Thank You” post highlighting all of our partners on our Facebook and LinkedIn accounts during or after the fiscal year.

TikTok video advertising

Feature your corporate logo in an innovative way on the fastest growing social network.



Community Visibility



Corporate logo on truck or car (top photo)

Your logo will be prominently featured on one of our food delivery trucks or company vehicles for one full year. Our food trucks deliver food weekly from Daly City to Gilroy and will be seen by thousands of local residents each day.



Logo block on Second Harvest truck (middle photo)

Your logo will be prominently featured on one of our food delivery trucks. It will be seen by thousands of local residents each day.



Check presentation opportunity (bottom photo)

Photo opportunity with check.

Your T-Shirt displayed in our Cypress Center (not pictured)

Your company T-shirt will be displayed in our Cypress Center warehouse for one full year.

Employee Engagement

Virtual presentation from a Second Harvest executive

A member of Second Harvest's executive team will participate in a virtual presentation at a meeting of your choice, such as an all-staff meeting, executive team meeting, or your company's board meeting.

Internal communications toolkit

Content includes communications templates for company blogs, newsletters, messenger apps and social media channels. Get the word out about the impact of your support and make it easier to get your community involved.

Family sort (Children 12+)

Come volunteer at our Cypress Center with your colleagues and their families in this unique opportunity to include children 12 years or older.

Disclaimer: this opportunity is as conditions allow.

Educational webinars

Access to custom educational webinars on specific topics related to the work of Second Harvest. Webinars feature Second Harvest staff and topics could include: nutrition, advocacy efforts or food rescue/sustainability.

Annual Truck Sponsorship ~ À la carte



This exclusive opportunity will:

- Prominently feature your logo on one of our food delivery trucks for one full year
- Give your company outstanding exposure as our fleet of trucks deliver food six days a week from Daly City to Gilroy
- Be seen by thousands of local residents each day
- Position your company as a community champion partnering with Second Harvest to end local hunger

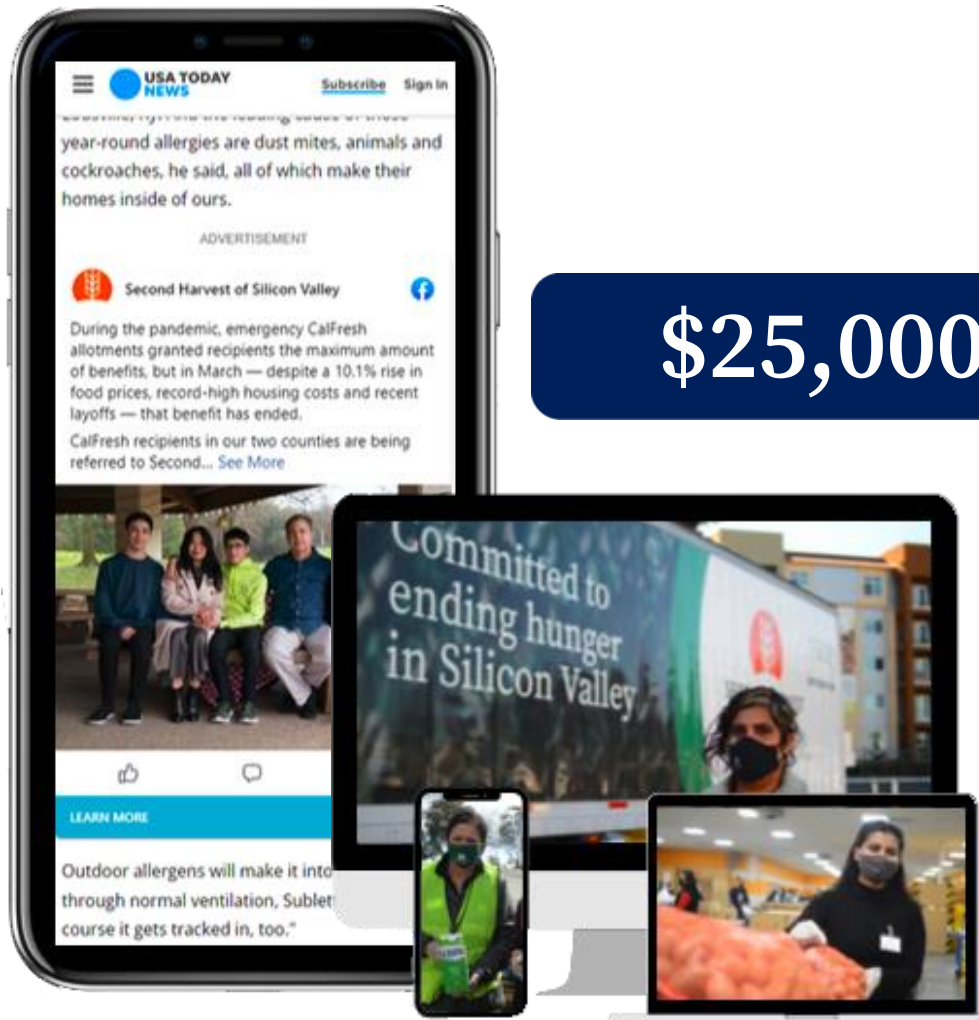
Santana Row Digital Display Ads ~ À la carte



This exclusive opportunity includes:

- Five display panels spread across the Santana Row property, each located to maximize foot traffic and visibility
- Display panels that are digital 55" HD quality screen, presenting in vivid colors
- Your logo featured in our fully animated advertisement produced to capture the hearts and minds of visitors and inspire action

Digital Ad Package ~ À la carte



\$25,000

This exclusive opportunity includes:

- **TikTok Video Advertising:** Feature your logo on the fastest growing social network
- **Social Mirroring:** Increase social engagement by expanding reach on hundreds of websites
- **Digital Streaming:** Prominently feature your logo in our storytelling PSA across digital streaming channels on multiple devices

Disclaimer: First come, first secured due to limited availability

Harvesting Hope ~ À la carte



\$2,500

Join us for a fulfilling day of community service at our warehouse food sorting event.

Your donation enables you to bring your group of 50-75 volunteers and help us sort and package food donations that will be distributed across our network of 400 partners and 900 distribution sites. Give back to your community and build stronger employee relationships. Together, we can make a difference right here in the Silicon Valley.



SECOND HARVEST
of SILICON VALLEY

Ready to join us?

Pledge your support today!

Deadline to be a Corporate Community Builder:
8/11/2023