Second Harvest Corporate Community Builder Program 2021-22

Meet the Corporate Philanthropy Team
Who We Are

Our work is about all of us joining together to make sure everyone in our community has access to the most basic need: **food**.

- Founded in 1974.
- We went from distributing an average of 5.8M lbs to distributing more than **11M lbs every month**, a **91%** increase.
- Distribute nutritious groceries through a network of **300+ partners** at drive-thru and walk-up sites as well as home delivery across Santa Clara and San Mateo counties.
- Connect local schools and community members with federal nutrition programs and food resources like CalFresh.
- Along with other food banks and Feeding America, advocate for anti-hunger policies.

Who We Are
https://youtu.be/ChmPIWGkrG4

Tour Cypress Distribution Center
https://youtu.be/gbMI9StLHyc
What We Do

Your donation makes our work possible

Second Harvest sources donated and purchased food

Volunteers sort and box food

$1 helps provide enough food for two nutritious meals
What We Do

Second Harvest delivers to food distribution sites

Clients pick up food at one of any 130+ drive-thru or walk up distributions.

Neighbors enjoy nutritious food
COVID-19 Response

500,000+ clients
We are now serving an average of 500,000 clients a month, double the amount we were serving pre-pandemic.

143,000+ children served
Of the 500,000 clients we are now serving on average per month, about 143,000 are children.
COVID-19 Response

130+ drive-thru distributions

We worked hard to help our partners convert their distribution sites - going from just three drive-thrus to 130 in under six months.

Supporting school meal programs

We support school districts with best practices, infrastructure support and outreach to ensure that prepared breakfasts and lunches are accessible to students who need it during virtual learning and again when in-person learning resumes.
Take Action!

Join our campaign leadership as a **Corporate Community Builder**

2021-2022

Connect employees to the cause by **Hosting a Virtual Food Drive**

$50 helps provide enough food for 100 meals

Encourage your employees to **Volunteer**

at our Cypress Center in North San Jose or at one of our many distribution sites
Community Builder Levels

Premier  $500K  
Diamond  $250K  
Platinum  $100K  
Gold  $75K  
Silver  $50K  
Bronze  $20K

These levels are exclusively recognition for corporate or foundation funds and does not include matching to employee gifts or volunteering hours.
Premier Level Opportunities ($500K)

**Broadcast Media**
- TV Commercial (2 Campaigns)
- Digital Streaming Ads (2 Campaigns)
- YouTube Advertising
- Radio Advertising (2 Campaigns)
- PSA on NBC (Executive or Storytelling)

**Physical Space**
- Corporate Logo on Truck
- Campaign Block on Second Harvest Truck
- Check Presentation Opportunity
- Your T-Shirt Displayed in Our Cypress Center

**Webpage**
- Logo Placement on Website and in Annual Report
- Online Advertising

**Employee Engagement**
- Virtual Presentation from a Second Harvest Executive
- Internal Communications Toolkit
- Family Sort (Children 8+)
- Thank You Video from Second Harvest CEO
- Educational Webinars on Special Topics

**Social Media**
- Dedicated “Corporation of the Month” Post on Social Media Channel of Choice
- Thank You Video Featuring Campaign Supporters on Social Media

For more details about these benefits, please see the explanation of benefits, starting on slide 16.
Diamond Level Opportunities ($250K)

Broadcast Media
- TV Commercial (1 Campaign)
- Digital Streaming Ads (1 Campaign)
- Radio Advertising (1 Campaign)
- PSA on NBC (Executive or Storytelling)

Webpage
- Logo Placement on Website and in Annual Report
- Online Advertising

Social Media
- Dedicated “Corporation of the Month” Post on Social Media Channel of Choice
- Thank You Video Featuring Campaign Supporters on Social Media

Physical Space
- Corporate Logo on Truck
- Campaign Block on Second Harvest Truck
- Check Presentation Opportunity
- Your T-Shirt Displayed in Our Cypress Center

Employee Engagement
- Virtual Presentation from a Second Harvest Executive
- Internal Communications Toolkit
- Family Sort (Children 8+)
- Thank You Video from Second Harvest CEO
- Educational Webinars on Special Topics

Dedicated Second Harvest Corporate Officer

For more details about these benefits, please see the explanation of benefits, starting on slide 16.
Platinum Level Opportunities ($100K)

Broadcast Media
• PSA on NBC (Executive or Storytelling)

Webpage
• Logo Placement on Website and in Annual Report
• Online Advertising

Social Media
• Dedicated “Corporation of the Month” Post on Social Media Channel of Choice
• Thank You Video Featuring Campaign Supporters on Social Media

Physical Space
• Corporate Logo on Car
• Campaign Block on Second Harvest Truck
• Check Presentation Opportunity
• Your T-Shirt Displayed in Our Cypress Center

Employee Engagement
• Virtual Presentation from a Second Harvest Executive
• Internal Communications Toolkit
• Family Sort (Children 8+)
• Educational Webinars on Special Topics

Dedicated Second Harvest Corporate Officer

For more details about these benefits, please see the explanation of benefits, starting on slide 16.
Gold Level Opportunities ($75K)

**Webpage**
- Logo Placement on Website and in Annual Report
- Online Advertising

**Social Media**
- Dedicated “Corporation of the Month” Post on Social Media Channel of Choice
- Thank You Video Featuring Campaign Supporters on Social Media

**Physical Space**
- Campaign Block on Second Harvest Truck
- Check Presentation Opportunity
- Your T-Shirt Displayed in Our Cypress Center

**Employee Engagement**
- Virtual Presentation from a Second Harvest Executive
- Internal Communications Toolkit

**Dedicated Second Harvest Corporate Officer**

For more details about these benefits, please see the explanation of benefits, starting on slide 17.
Silver Level Opportunities ($50K)

**Webpage**
- Logo Placement on Website and in Annual Report
- Online Advertising

**Social Media**
- Dedicated “Corporation of the Month” Post on Social Media Channel of Choice

**Physical Space**
- Campaign Block on Second Harvest Truck
- Check Presentation Opportunity
- Your T-Shirt Displayed in Our Cypress Center

**Employee Engagement**
- Virtual Presentation from a Second Harvest Executive
- Internal Communications Toolkit

**Dedicated Second Harvest Corporate Officer**

For more details about these benefits, please see the explanation of benefits, starting on slide 17.
Bronze Level Opportunities ($20K)

**Webpage**
- Logo Placement on Website and in Annual Report
- Online Advertising

**Social Media**
- Dedicated “Corporation of the Month” post on social media channel of choice

**Physical Space**
- Check Presentation Opportunity
- Your T-Shirt Displayed in Our Cypress Center

**Employee Engagement**
- Virtual Presentation from a Second Harvest Executive
- Internal Communications Toolkit

Dedicated Second Harvest Corporate Officer

---

Gifts Between $5K-19K

**Physical Space**
- Check Presentation Opportunity
- Your T-Shirt Displayed in Our Cypress Center

For more details about these benefits, please see the explanation of benefits, starting on slide 17.
Broadcast Media

**TV Commercial**
Your company will be the featured partner of a :30 campaign-related TV ad that will run on local cable channels and networks channels that include CNN, CNBC, ESPN, Lifetime, etc. at least 50 times.

- Give What Matters TV Spot ServiceNow
- Spring 2021 TV Ad Cisco

**Digital Streaming Ads**
Your company will be the featured partner of a :30 campaign related video ad that will run on digital streaming services such as internet connected Smart TVs, Roku, and Hulu.

- Spring 2021 TV Ad Micron

**YouTube Advertising**
Your company will be the featured partner of a :30 campaign related video ad that will run across numerous YouTube channels, and websites as video display banners, reaching thousands of viewers.

- YouTube Ad (Cisco)

**Radio Advertising**
Your company will be featured in a :60, campaign-related radio spot that will run throughout one of two campaigns. This benefit may be replaced with placements on digital streaming due to listenership changes.

**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 during the campaign of your choice. 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.
Logo Placement on Website and in Annual Report
Your logo will be featured on our website in three locations: our Supporters page, Campaign Sponsorship page and Campaign Home Page. Your logo will also be featured in our Annual Report on a page dedicated to corporate supporters.

Online Advertising
Your logo will be featured in targeted web ads on business and news sites like forbes.com, businessinsider.com, huffingtonpost.com, foxnews.com, cnn.com and thedailybeast.com, as well as on lifestyle sites like salon.com, billboard.com, and cosmopolitan.com.
NEW! Dedicated “Corporation of the Month” post on social media channel of choice

Your company will receive an individual, dedicated post on their preferred platform of choice (LinkedIn, Instagram, Facebook, or Twitter). This special feature will spotlight your efforts and generosity.

Thank You Video Featuring Campaign Supporters on Social Media

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. [Link to example post]( pictured).
Physical Space

**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.

**Campaign Block on Second Harvest Truck** (middle photo)
Your logo will be prominently featured alongside all campaign supporters on one of our food delivery trucks during the campaign. 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.
Virtual Presentation from a Second Harvest Team Member
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, an Employee Lunch & Learn, 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 8+)
Saturdays and weeknights. Come volunteer at our Cypress Center with your colleagues and their families in this unique opportunity to include children 8 years or older. NOTE: 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 (basic dietary recommendations; trauma and stress and nutrition) advocacy (Universal School Meals programs for students K-12, explanations of current legislative initiatives); food rescue/sustainability (how Second Harvest provides diverse food sources to clients and our work to reduce greenhouse gases).
TV PSA Sponsorship

$20,000

This exclusive opportunity will:

• Feature a member of your executive leadership team or board who will convey to our community why you are a prominent partner of Second Harvest

• Air a minimum of 25 times for :30 on NBC during the campaign

• Include bonus placements on NBC digital pre-roll and web banners

• Prominently display your logo

• Position your company in front of key 25+ demographic

Prefer not to film an Executive PSA? We also offer our Storytelling PSA, which does not require the presence of an executive.
Annual Truck Sponsorship

$50,000

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 delivers 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

Join an elite group of local corporations such as Intel, Chegg, Oracle and ServiceNow by sponsoring one of our rolling billboards. You are invited to join the fleet!
Ready to join us?

Pledge Your Support Today!