



*“Having reliable, healthy food is one less thing to stress about or to think deeply about. Most of us take it for granted.”*

**-JAMIE, SECOND HARVEST  
OF SILICON VALLEY CLIENT**

2026 – 2027

# *Corporate Community Builder Program*



**SECOND HARVEST**  
of SILICON VALLEY

**Staff Name**

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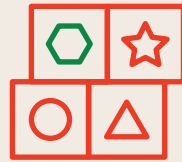
**MEET THE CORPORATE  
PHILANTHROPY TEAM**

# Second Harvest of Silicon Valley Community Impact



**500,000 PEOPLE**

served on average every month.



**1 IN 4 KIDS**

in our community is at risk of food insecurity — we serve an average of 129,000 per month.



**113,000 SENIORS**

served on average each month.



**NEARLY 95% OF CONTRIBUTIONS**

go to client programs.



**9+ MILLION POUNDS**

of food distributed on average every month.



**400 PARTNERS**

distributed food at more than 900 sites.



**\$1 = 2 MEALS**

because of large scale food donations, bulk purchasing power and volunteers.



**86+ MILLION POUNDS RESCUED**

from farms, retailers and manufacturers.

# Co-branding and Engagement Opportunities

	Premier Partner \$500K	Diamond Partner \$250K	Platinum Partner \$100K	Silver Partner \$50K	Bronze Partner \$20K	A la Carte
<b>EMPLOYEE ENGAGEMENT</b>						
Personalized thank you video from Second Harvest CEO	X	X				
Personalized employee engagement opportunity	X	X	X	X	X	
Virtual presentation from a Second Harvest executive	X	X	X	X	X	
Partnership concierge	X	X	X	X	X	
Check presentation opportunity	X	X	X	X	X	
<b>CO-BRANDING</b>						
Out-of-home advertising (SAMTrans, VTA, Digital billboards) – winter campaign	X					
Digital advertising	WINTER and SPRING	WINTER	SPRING			
Logo on a Second Harvest truck	X	X				
Logo on a Second Harvest vehicle			X			
PSA on NBC (PARTNER or STORYTELLING)	WINTER and SPRING	WINTER	SPRING			
Dedicated thank you post on LinkedIn, Instagram and X	X	X	X			
Spotify advertising	WINTER and SPRING	WINTER	SPRING			
Corporate logo block on Second Harvest truck	X	X	X	X		
Corporate Community Builder recognition video on social media	X	X	X	X	X	
Your T-shirt displayed in our main warehouse	X	X	X	X	X	
Logo placement on website, annual report and SAMTrans bus	X	X	X	X	X	
Truck sponsor						\$50K
PSA on NBC (PARTNER or STORYTELLING) - winter campaign						\$50K

# Community Builder Opportunity Descriptions

## PSA ON NBC

We offer two types of PSA: a [Partner PSA](#) with a taping of a representative from your company produced in collaboration with NBC or a [Storytelling PSA](#), featuring a Second Harvest client story. In collaboration with NBC's professional production crew, we work with partners to produce a high quality [partner](#) PSA that will demonstrate your commitment to our mission. Each PSA spot (25 spots maximum per [partner or storytelling](#)) is carefully selected in collaboration with NBC directly. Spots are selected during different day parts to reach a diverse and broad population across the bay area. Spots on NBC are limited and PSAs must be approved by deadlines.

## DIGITAL ADVERTISING

Our digital ads utilize advanced automation, AI technology and machine learning to target and retarget supporters. Ads are prominently featured across the internet and on mobile applications that potential supporters frequent. Each ad is produced in a variety of dimensions enabling maximum exposure.

## SPOTIFY ADVERTISING

Capture the attention of our supporters during their daily activities. Advertising on Spotify allows for an additional touchpoint that resides outside of the extremely busy advertising landscape on the internet. Our storytelling audio ads and native Spotify display ad raise awareness and drive meaningful engagement. Click-throughs to our website provide transparent and measurable results.

## DEDICATED APPRECIATION POST ON LINKEDIN, INSTAGRAM AND X

Your company will receive an individual, dedicated post on LinkedIn. This special feature will spotlight your efforts and generosity. See [example post](#).

## CORPORATE COMMUNITY BUILDER RECOGNITION VIDEO

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

## PERSONALIZED EMPLOYEE ENGAGEMENT OPPORTUNITY

Engage your team in a meaningful, hands-on experience that builds awareness of food insecurity and how we're working to end hunger in our community. We'll tailor a volunteer event to fit your goals — options include a Lunch and Learn, Pack-A-Snack, warehouse volunteer shift, or guided tour. Designed to accommodate larger team experiences, based on availability.

## OUT-OF-HOME ADVERTISING

Increase visibility and leave a lasting impression in the community. Placing ads in high-traffic locations showcases your support for Second Harvest right where it matters — within the neighborhoods we serve. Example placements include: SAMTrans, VTA, and digital billboards.

Partnership opportunities and deadlines are subject to change.

*Ready to join?*



CHARLIE, SECOND HARVEST  
OF SILICON VALLEY CLIENT

**PLEDGE YOUR SUPPORT TODAY!**

*Deadline to be a Corporate Community Builder:*

**8/21/2026**