

A Fundraising Breakfast for Foundation For Essential Needs

RESHAPING HUNGER RELIEF

Sponsorship Packet



Foundation For Essential Needs

www.FFEN.org

May 18, 2023

Social 7:30 AM

Breakfast 8-9 AM

Number 12 Cider

614 N 5th St

Minneapolis, MN

Impact the Hunger
Relief Sector



Increase
Food Access



Increase
Fresh Food



Improve
Shopper
Experience



Improve
Organizational
Health

Welcome Partners

Dear Partner,

Foundation for Essential Needs (FFEN) invites you to sponsor our third annual Reshaping Hunger Relief Breakfast to improve the operations and impact of local food shelves serving their communities by supporting FFEN's critical no-cost consulting services.

Minnesotans are visiting food shelves at higher numbers than ever this year. Those food shelf shoppers want more fresh food offerings and experiences that prioritize choice, ease of access and a welcoming environment. But last year's shopper feedback surveys tell us that these food items and experiences are not consistently happening across the state.

Many food shelves know there is opportunity for improvement, but food shelf leaders are at capacity. Nearly 30% of the estimated 375 food shelves in the state are led and run by volunteers. And they are struggling with fundraising and food sourcing in their daily operations. They are focused on their daily operations and need support and expertise to implement change.

That's where FFEN comes in - leveraging expertise and technical support to improve food shelf impact. Your sponsorship can help make that happen! Food shelves want to do better and FFEN's proven, scalable approach to ensure predictable and welcoming food access for all Minnesotans visiting their local food shelf.

If you would like to become a sponsor or have questions, please contact me at 320.309.6172 or kristinvanheel@fffen.org.

Sincerely,
Kristin VanHeel
Director of Advancement
kristinvanheel@fffen.org
320-309-6172


About FFEN

Foundation For Essential Needs (FFEN) is an entrepreneurial and nimble nonprofit focused on increasing the effectiveness of local food shelves. FFEN provides no-cost consultation, funding for equipment improvements and professional development to food shelves adapting to meet the changing needs of their communities.



Sponsorship Opportunities

All sponsorships allow FFEN to positively impact the Minnesota hunger relief sector by ensuring equitable access to healthy food through a welcoming and dignified experience for those who receive it. Thank you in advance for your support!

	Presenting Sponsor (\$10,000)*	Partner Sponsor (\$5,000)	Impactor Sponsor (\$2,500)	Support Sponsor (\$1,000)
Sign at Breakfast with Logo	X			
Highlighted in FFEN Partner Blog	X			
Highlighted in FFEN ENews	X			
Tour of FFEN Engaged Food Shelf	X	X		
Verbally Recognized at Breakfast	X	X		
Opportunity to Provide Promotional Item at Breakfast	X	X	X	
Recognition on FFEN's Social Media	X8	X6	X4	X2
Recognition in FFEN'S ENews	X4	X3	X2	X1
Recognition in Breakfast Emails	X4	X4	X4	X4
Logo on FFEN's Partners Web Page	X	X	X	X (Text)
Logo on Printed Program at Breakfast	X	X	X	X
Logo on Screen at Breakfast	X	X	X	X

*One Presenting Sponsorship available.

FFEN Audience

- More than 100 guests attend the Reshaping Hunger Relief Breakfast each year.
- FFEN's social media audience is 1,000+.
- FFEN's email list is 1,000 contacts.
- FFEN has more than 12,000 unique visitors to our website annually.



Your Sponsorship Helps Achieve

Even before the COVID-19 pandemic, Harvest from the Heart Food Shelf, located in South Minneapolis, felt growing pains as community food needs increased. Housed in the basement of a church, the food shelf had outgrown their space and dreamt about a new space where families could make their own food selections with more access to fresh, quality and culturally-specific items. With a vision toward the future, FFEN helped make their dream a reality.

FFEN volunteers reimagined nearly every aspect of the food shelf. Together with staff, they discussed evolving sourcing and distribution models including the creation of a food rescue center; consulted with an architect on space reconfiguration; assisted with a building plan and set a budget. FFEN secured funding for construction, a HVAC system and glass door freezers and coolers. FFEN also connected the food shelf with a software/hardware supplier for tracking inventory and other data.

The new space tripled their capacity to provide fresh food and dairy items. Additionally, expanded food shelf hours increased accessibility from monthly visits to weekly visits, and the choice model has improved guests' shopping experience by empowering them to make their own shopping decisions. They shared, "FFEN has been a wonderful partner and we look forward to working with them in the future."

Before



After



Foundation For Essential Needs