

Second Harvest

End Summer Hunger 2024 - Lead Sponsor

The Opportunity

Join Second Harvest to help keep our children well fed this summer.


No child should go hungry just because school is out.

When summer break arrives each year, the families who rely on the school's breakfast and lunch programs lose access to vital meal assistance for upwards of 90 days.



Second Harvest seeks a lead sponsor to help end summer hunger for area children and their families while inspiring people in Eastern Washington and North Idaho to get involved.

Comments and Questions

 Be the first to post a comment or question for The Opportunity

Post a Comment or Question at Zeck.app 

Your Investment Matters

Families with children are more likely to face hunger. Why? Because raising kids costs **a lot** of money.

Buying clothes, getting food and paying for school supplies can all add up fast and make it tough for families to meet everyone's needs. These rising costs can compound for area families during the summer, as food assistance pauses. Children consume more than 50% of their daily caloric intake while at school, according to Feeding America, and during the upwards of 90 days of summer, that means that the breakfasts and lunches that families rely on schools to provide may be missed completely. Summer break can really strain a family's budget — Families like Vienna's.

Summers don't slow down for Vienna, her husband and their four children.



Vienna, Second Harvest Mobile Market attendee who shares the food she receives with her husband and four kids

“They’re kind of crazy, just because we’re both working. It’s still just as busy, busier than winter.”

During the school year, her oldest kids enjoy free breakfast and lunch at school. But during the summer those meals are gone, resulting in bigger grocery bills and tougher choices.

“Yeah, between paying bills and buying food for the week, that’s a big one. Or buying healthy food for the week.”

Saving for the upcoming school year creates additional pressure—even though she works two jobs.

“It's harder on the budget and then you also have to prepare for things like when you're getting back into school. So then you're getting school clothes and all those other things. You know, it's hard.”

Comments and Questions



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Your Support Makes A Difference

Summer should be a time for kids to take a break from the stresses of school. But for the more than 64,000 children who face food insecurity at home, summer vacation means worrying about when they'll eat next.

Here in the Inland Northwest, 1 out of 7 children faces hunger.

Your support of this important campaign as a premier sponsor will inspire others to take action to serve children and their families facing hunger today.

Children like Gio, an active seventh grader who's passionate about video games.




As the big brother who helps care for his four younger siblings, Gio understands the challenges of feeding a family—and the difference that food from Second Harvest, including programs like Bite2Go, can make.

"We have food in the house, just not as much," he explained. "There's more in the freezer than the fridge. So when I got this Bite2Go, we have food in our fridge now. That's wonderful."

"It makes me feel pretty good," Gio shared before switching to a booming superhero voice. "Because if I have the Skippy peanut butter, it makes me feel like I have all the power!"

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Celebrating Partnership

We are seeking a **bold** community partner, committed to elevating and championing child hunger, to lead the way locally this summer.

Second Harvest's End Summer Hunger appeal calls attention to the increased need many children and families experience during the summer months when school is out. This unique multi-channel appeal uses an eye-catching brown lunch bag as an envelope for the mailed portion and invites generosity from across our 26-county service area.

Through a media campaign with KREM, there will be an estimated 549 TV ads. There will also be a digital advertising component. The KREM campaign will run from May 6 through June 30, 2024. Second Harvest will continue to promote the campaign through July 31, 2024.

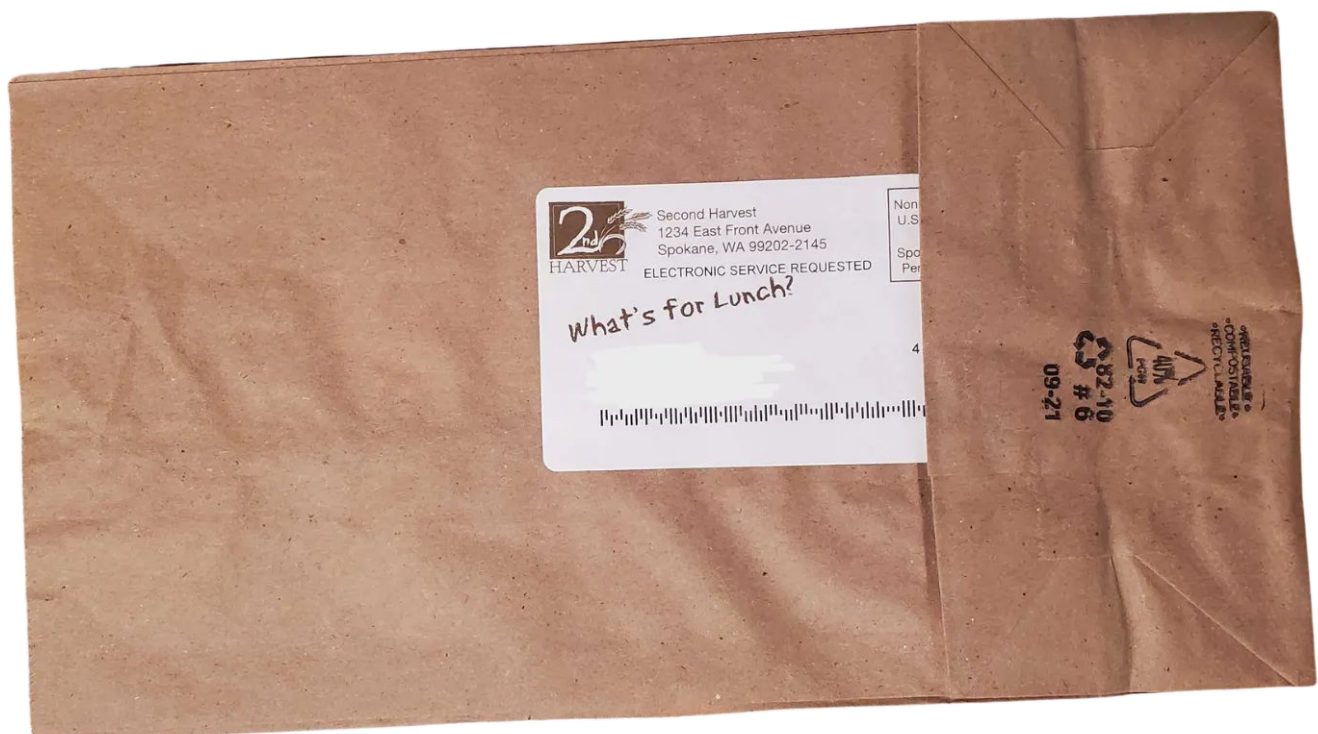
A gift of \$20,000* as the lead sponsor in our co-sponsored End Summer Hunger campaign will help ensure nutritious food remains available for people facing hunger in the Inland Northwest, especially kids. Your \$20,000 sponsorship is leveraged as a challenge match to inspire generosity regionwide.

To do as much as we can for kids and families facing hunger this summer, we seek to earn and leverage \$35,000 in sponsorship support for the End Summer Hunger campaign. Lead sponsorship is available at the \$20,000 level and additional non-competing industry support sponsorship opportunities are available to help inspire generosity from our supporters and provide as much food as possible. Exclusive sponsorship of the entire End Summer Hunger campaign is available for \$35,000.

Second Harvest will celebrate your partnership in the following ways:

COMMUNICATIONS

- Inclusion in KREM advertising campaign May 6-June 30, 2024
- Logo on two printed appeals as matching gift sponsor (\$20,000) - 14,000+ households



- Logo on two digital appeals as matching gift sponsor - 16,000+ email address reach
- Logoed inclusion in blog - 30,000+ email address reach
- Logo and named inclusion on 30-second video digital display ads

WEBSITE | 2-HARVEST.ORG

- Custom logoed lightbox
- Logoed End Summer Hunger donation portal

VOLUNTEER CENTER TAKEOVER

- Regional recognition highlighted at our Spokane and Tri-Cities locations
- Verbal acknowledgment of partnership during volunteer shifts during the entire campaign
- On-site logo recognition
- Logoed table toppers
- Exclusive on-site employee volunteer food sort activity

SOCIAL MEDIA

Your company will be named on Second Harvest posts promoting the campaign.

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