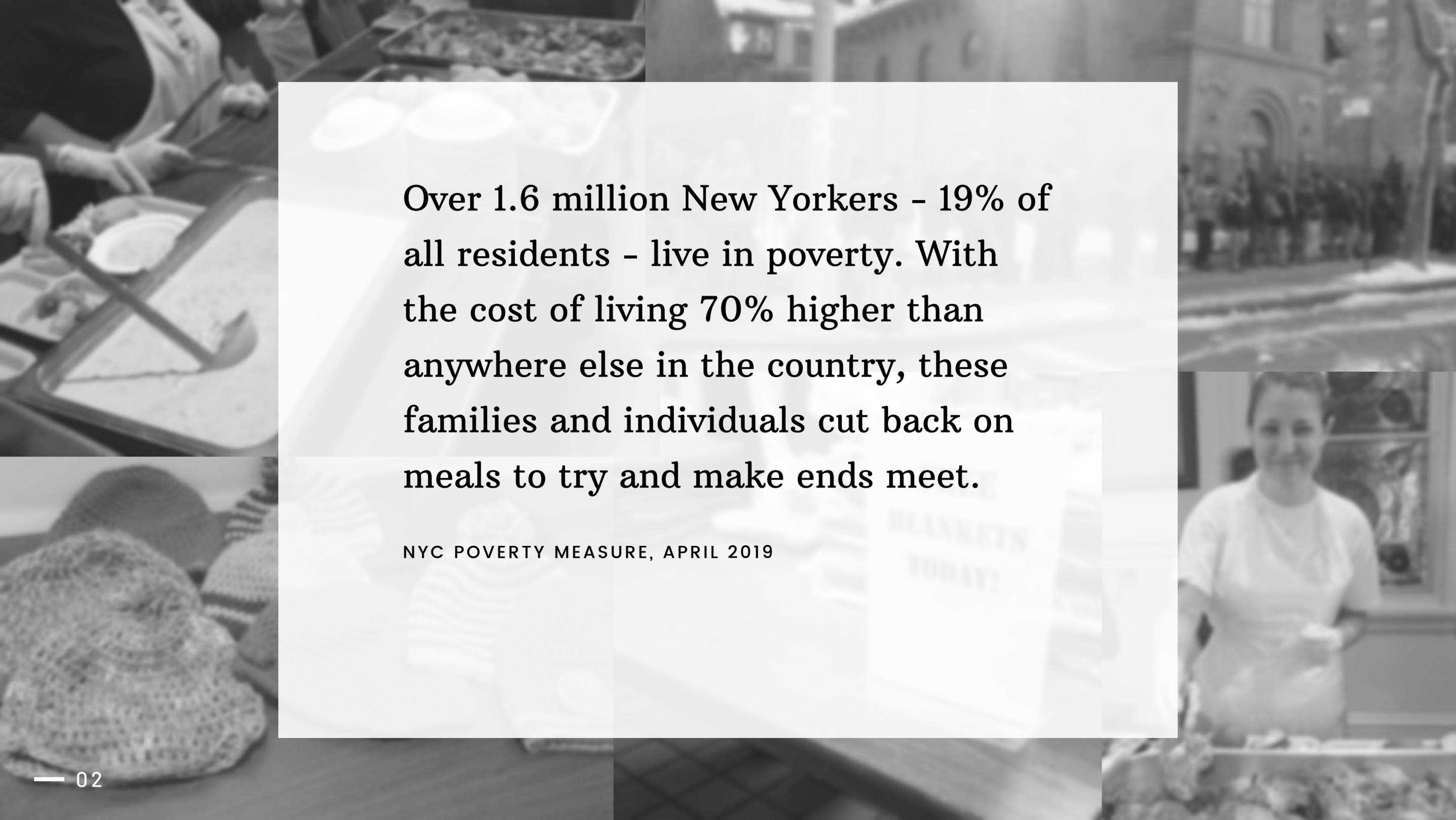




HOLY APOSTLES
Soup Kitchen
Good Corporate Citizen

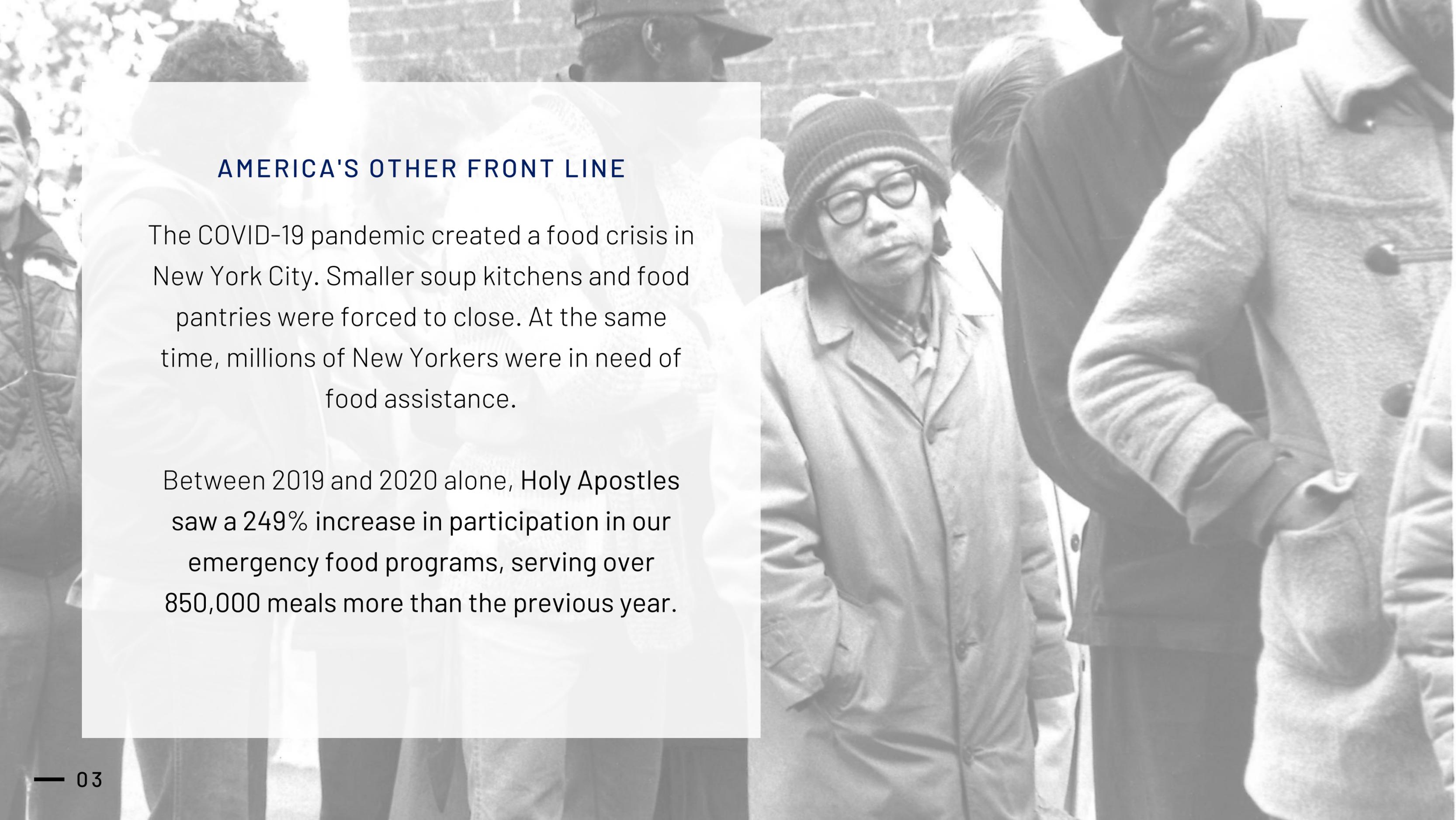
2021 CORPORATE ENGAGEMENT PACKET





Over 1.6 million New Yorkers - 19% of all residents - live in poverty. With the cost of living 70% higher than anywhere else in the country, these families and individuals cut back on meals to try and make ends meet.

NYC POVERTY MEASURE, APRIL 2019



AMERICA'S OTHER FRONT LINE

The COVID-19 pandemic created a food crisis in New York City. Smaller soup kitchens and food pantries were forced to close. At the same time, millions of New Yorkers were in need of food assistance.

Between 2019 and 2020 alone, Holy Apostles saw a 249% increase in participation in our emergency food programs, serving over 850,000 meals more than the previous year.



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SOUP AND SOUL

Founded in 1982, the mission of Holy Apostles Soup Kitchen (HASK) is to feed the hungry, comfort the afflicted, seek justice for people experiencing homelessness, provide hope and opportunity to those in need.

HASK and many other community-based programs rent space from the historic Church of the Holy Apostles to provide numerous outreach and support services, creating a centralized location for New Yorkers to access food, basic needs, and other supports.



SHOWCASE YOUR COMMITMENT TO COMMUNITY AND VOLUNTEERISM

The [Good Corporate Citizen Program](#) is Holy Apostles Soup Kitchen's primary vehicle for corporate engagement through sponsorship and volunteerism. By joining, companies demonstrate their alliance with the local community while enhancing relationships across individual employees. The following pages detail different ways for your company and its employees to support the guests who visit Holy Apostles Soup Kitchen.



SERVICE PARTNERS

The Service Partner sponsorship is designed for agencies who want to show their support of Holy Apostles Soup Kitchen and demonstrate commitment to community service

DAY OF SERVICE RECOMMENDED DONATIONS

*The below recommended donations represent a flat amount for a group up to 20. Groups can also opt to pay a recommended donation of \$100 per volunteer for larger groups.

1 Day of Service	\$1,500
2 - 4 Days of Service	\$5,000
5 - 7 Days of Service	\$7,500
8 - 10 Days of Service	\$10,000
10+ Days of Service	Let's Talk!



PROGRAM SPONSORS

Good Corporate Citizen partners ensure Holy Apostles Soup Kitchen can be responsive to ever-growing community needs. Program sponsors expand our reach to more New Yorkers struggling with poverty, hunger, and homelessness. We offer four levels of program sponsorship on the following four pages.

SUNDAY SUPPER SPONSOR: \$5,000

UNITE CHELSEA OVER A FAMILY-STYLE SUPPER

The soup kitchen's monthly Sunday Supper is a special meal service that encourages intergenerational interaction and community-building while also raising awareness of the services provided at the soup kitchen. The once a month supper is frequented by families and senior citizens who live in the neighborhood and offers a great way for your company to support households whose incomes are increasingly stretched due to rising rents and healthcare costs.

This sponsorship funds 1 Sunday Supper (approximately 300 meals) and includes up to 4 complementary Days of Service; name recognition in HASK's monthly e-newsletter, logo placement on Sunday Supper outreach materials, and the opportunity to distribute material about your company's services at the event.



SOCIAL SERVICES SPONSOR: \$15,000

SUPPORT GUESTS DEALING WITH CRISIS

Holy Apostles Soup Kitchen operates a robust social services program, providing approximately 60,000 individual services per year. This program provides tangible, basic needs, as well as access to computer classes, job coaching, enrichment programs, and counselors who assist guests in a multitude of ways.

This sponsorship guarantees guests' access to social services for a month and includes up to 8 complementary Days of Service; name recognition in HASK's annual report and 1 semi-annual newsletter (print); and website recognition including third-tier logo placement and total volunteer hours highlighted.





PANTRY SPONSOR: \$25,000

PROVIDE MEALS TO FAMILIES WITH CHILDREN

The Pantry Program provides healthy, locally-sourced groceries for meals when local schools and other community programs are closed. It serves over 500 households per week, consisting of senior citizens living on fixed incomes, families with school children who have been identified as living in shelters, and people who live in food deserts.

This sponsorship provides 100 pantry units filled with weekend meals for one month and includes up to 10 complementary Days of Service for corporate groups; name recognition in HASK's annual report and 1 semi-annual newsletter (print); and website recognition, including second-tier logo placement and total volunteer hours highlighted.

SOUP KITCHEN MISSION SPONSOR: \$50,000

FILL 1,000 PLATES WITH FOOD EACH WEEK FOR A YEAR

Holy Apostles Soup Kitchen provides over 35,000 meals weekly through its various emergency food programs by partnering with a network of organizations who provide donated or rescued food. By using over 300,000 pounds of rescued food each year, HASK prevents nearly 650,000 pounds of carbon dioxide equivalent from being produced. While half of the food served to soup kitchen guests is donated, HASK must purchase much of the food it serves in order to effectively plan and prepare high-quality, nutritious meals. Because HASK relies on donated or rescued food to produce meals and a network of over 15,000 volunteers to streamline operations, HASK is able to provide 1 meal for just under \$1.

This sponsorship enables HASK to augment food donations with purchased food while also - and perhaps more importantly - to sustain its expanded robust meal outreach programs as more New Yorkers turn to emergency food programs. Benefits include: unlimited Days of Service for corporate employees; photo and logo recognition in HASK's annual report and both semi-annual newsletters (print); and website recognition, including premier logo placement on corporate supporters page and total volunteer hours highlighted.

EVENT SPONSORS

Holy Apostles Soup Kitchen has two annual fundraising events that when combined with your company's Day(s) of Service, can both elevate your brand's visibility and demonstrate your commitment to giving back to the New York community.

Fast-a-Thon



Since its inception in 2012, Fast-A-Thon has raised nearly \$500,000 from over 4,000 supporters while increasing awareness and resources for hunger and homelessness in New York City.

Nearly 1.5 million New Yorkers are hungry. You can help by going hungry for a day so someone else won't have to:

1. **Connect** with family and friends.
2. **Collect** cash and online pledges.
3. **Commit** to one meal on **November 18**, in solidarity with the many guests whose only meal of the day is at the Soup Kitchen.

For every dollar raised, we'll serve a delicious, Thanksgiving meal with the many guests whose only meal of the day is at the Soup Kitchen.



RACHEL LIVINGSTON

Fundraiser & Donor

"Fast-A-Thon is a great opportunity to spread awareness and motivate others to donate to this great cause."



INVESTORS BANK

Sponsor

"Fast-A-Thon is a great way to create local impact through a trusted community nonprofit."



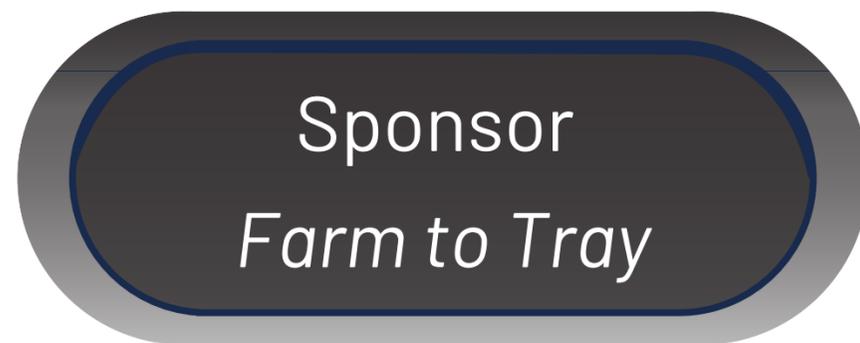
HANNAH ALBEE

Fundraiser & Donor

"Thank you for your 'steadfast-a-thon' commitment to helping those who are hungry."

Farm to Tray is a celebration of food and community at the soup kitchen, inviting well-respected culinary figures from across the city to create sustainable menus that mirror our commitment to nutrition in every meal we serve.

The annual campaign has raised over \$2.3M in cash and in-kind donations and introduced over 600 new supporters to the soup kitchen.





**ALL GOOD CORPORATE CITIZEN
SPONSORSHIPS OF \$10,000+
AUTOMATICALLY QUALIFY YOUR
COMPANY FOR SPONSORSHIP
OF FAST-A-THON AND
COMPLIMENTARY TICKETS TO
FARM TO TRAY**



@HOLYPOSTLESSOUPKITCHEN

[7,000 FRIENDS & 2.6k REACH/DAY]



@HOLYPOSTLESNYC

[#SOUPANDSOUL]



@HOLYPOSTLESSOUPKITCHEN

[1,200+ FOLLOWERS]

BRANDING FOR SOCIAL IMPACT

Cause marketing and 3rd party events elevate your brand's commitment to the social good while giving back through campaigns that generate support for NYC's largest soup kitchen.

Possible campaigns may include:

- Donating a specific percentage of proceeds from the sale of a specific brand, product, or line
- Asking customers to make a donation to Holy Apostles Soup Kitchen upon checking out

Possible events may include:

- Donating whole or partial proceeds from event ticket purchases
- Donating proceeds from a collection box placed at the event
- Donating proceeds from an auction held at the event

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"Do your little bit of good
where you are; it's those
little bits of good put
together that overwhelm
the world."

DESMOND TUTU