



## 2024 Sponsorship Proposal

**Hunger. Wasted Food.  
Climate Change.  
You Can Help ExtraFood  
Fight All Three.**

# Partnership Proposal



ExtraFood's mission is to end hunger and wasted food in the Bay Area with our innovative food recovery programs. ExtraFood was founded in 2013 to serve Marin County, and in 2023 added Food Runners, a San Francisco based food recovery organization, as an ExtraFood program.

## PARTNERSHIP OPPORTUNITIES

Partnering with ExtraFood will demonstrate your company's dedication to social responsibility, environmental stewardship, and making a meaningful difference in the lives of vulnerable people in the Bay Area.

### SPONSORSHIP

The biggest way for your company to make a meaningful impact on fighting hunger and wasted food in our community is to become a sponsor. There is so much food being wasted and yet so many are hungry, your company can help us increase equitable access to healthy fresh food by becoming a financial supporter.

### BECOME A FOOD DONOR

ExtraFood will pick up your company's food donations from your corporate kitchen and redistribute it to people facing hunger. By becoming a food donor, you can ensure nutritious fresh food is not wasted and is instead feeding the homeless, low income seniors and families struggling to make ends meet. ExtraFood can educate employees on the importance preventing food waste has on our environment.

### VOLUNTEER FOOD RESCUES + TEAM ENGAGEMENT

Your employees will have the opportunity to rescue food from businesses and we can mutually promote on social media and in the press to show good will in the community. These activities not only foster team building and employee morale but also enhance your company's visibility and reputation in the Bay Area.

# Hunger: A Community Health Crisis

## Food insecurity in the Bay Area



1 in 4 people in San Francisco and 1 in 5 people in Marin County worry about where their next meal will come from



The need for food skyrocketed during Covid and continues due to the rising cost of food, gas, and cost of living



Safety Net programs do not reach everyone in need – the demand for fresh food and prepared meals exceeds our current supply

## Food Waste: A Climate Crisis



### 35% Of All Edible Food Is Wasted

- Food is the most plentiful material in landfills
- We waste enough food to fill the Rose Bowl twice daily

### How Does This Affect Climate Change?

- Decaying food in landfills releases methane, a gas that warms the planet at 86x the rate of carbon dioxide
- If food waste were a country, it would rank 3rd in greenhouse gas emissions behind China and the U.S.

**Reducing food waste is the easiest thing we can do to make the quickest impact on climate change**

## Our Vision: Solve Hunger Differently

**We rescue excess fresh food and immediately deliver it to people facing food insecurity.**

**ExtraFood recently joined forces with San Francisco-based Food Runners to increase our impact throughout the Bay Area.**

- We are increasing equitable access to nutritious food
- We are leading a movement to transform our community's food system: from wasting food to donating it to people in need
- We are sharing the resources of our community WITH our community

# How does it work?



**ExtraFood serves the Bay Area, including Marin, San Francisco, and Sonoma**



## Types of food we rescue:

Prepared food, fresh produce, dairy products, eggs, meat, packaged goods, baked goods



## Who we rescue food from:

Grocery stores, restaurants, schools, farmers' markets, caterers/events, bakeries, corporations, congregations, civic organizations, hospitals, gardens, and farms



## Who we donate to:

Any nonprofit serving vulnerable people in the Bay Area, such as after-school programs, senior housing centers, homeless shelters, food pantries, and treatment programs

**We fill the gap between those who have food and those who need it**

## Our Impact



### FOOD RESCUED

**10M+** pounds of fresh, healthy food

### PEOPLE HELPED

**25,000** people served every week

### PARTNERSHIPS

**670+** food donors

**340+** nonprofit distribution partners

**750+** volunteers have donated over **75,000** hours

### ENVIRONMENTAL BENEFIT

**OVER 850K** pounds of methane prevented from entering our atmosphere, the equivalent of removing the emissions of **13M** driving miles

**We are a permanent, renewable food safety net resource for our community**

# Our Programs

## FOOD RESCUE

Our volunteers and staff drivers pick up surplus food from businesses and schools and deliver it to our nonprofit partners serving our community's most vulnerable people

- We redistribute perfectly good, nutritious food 365 days a year, free of charge

## COMMUNITY MEALS

Restaurants and caterers don't always have excess food to donate. Our Community Meals program gives those organizations a simple yet impactful opportunity to work with us to help the hungry.

- Community Meals donors make special meals for us, using their surplus ingredients, and we ensure they get to people who need them the most.

## GLEANNING

ExtraFood partners with organizations to glean surplus produce from backyards, farms, and community gardens

- Share the Bounty is our backyard produce gleaning program
- West Marin Glean Team is our farm produce gleaning program
- Volunteers pick up or harvest the produce and then deliver it to organizations like food pantries and those with kitchens that use the ingredients in meals for their residents
- All types of fruit, vegetables, and herbs can be gleaned



## SOUPer FOOD KITCHEN

**The SOUPer Food Kitchen (Supporting Our Underserved Populations) is a partnership between ExtraFood and Insalatas Restaurant which takes rescued food items and turns them into healthy and nutritious soups, stews, and broths.**

- ExtraFood rescues excess produce from farmers' markets, farms, gardens, and grocery stores
- Chef Heidi Krahling, Founder of Insalatas, creates original recipes based on the rescued ingredients
- Volunteers prep, chop, and prepare healthy soups and broths for our Food Recovery Drivers to pick up and deliver to people facing hunger

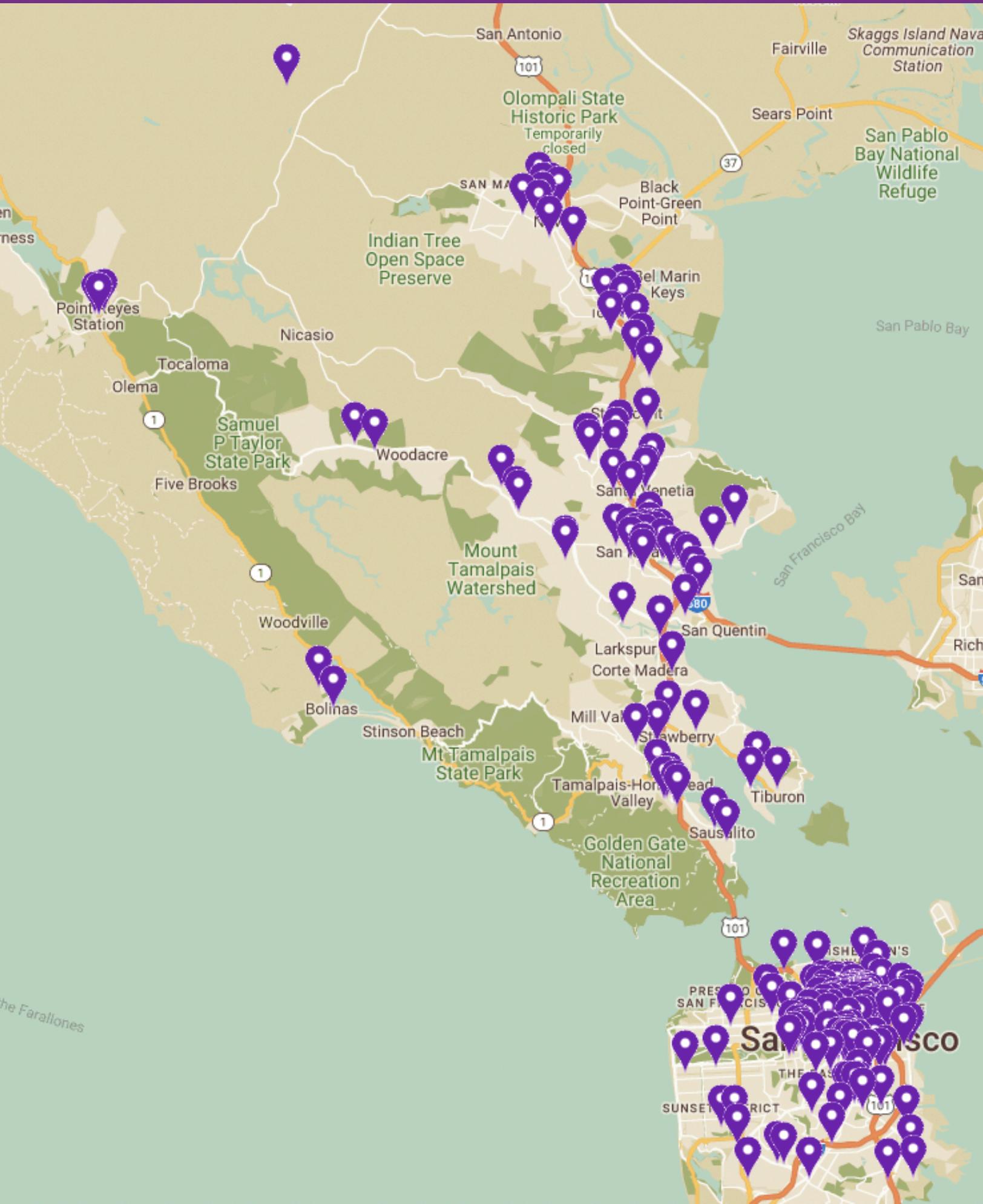
## EMERGENCY RESPONSE

**We leverage our many food partner relationships, volunteer network, safety-net partners, and technology systems to quickly respond to increasingly frequent disasters and crises.**

**COVID:** Through our Community Meals program, ExtraFood worked with our restaurant and caterer partners to give 90,000 freshly-made meals to people hit hardest by the Covid crisis

**Fires/Blackouts:** We aid relief efforts by soliciting new food donations, fielding donation offers, and delivering the food to Marin's main emergency shelter and to "pop-up shelters" across the county

# Food Distribution Map



# Customized Sponsorship Benefits and Co-Branded Marketing Exposure



## FOOD RECOVERY TRUCK AND VAN WRAPS

Your company would appear prominently in a premium position on the side and back of our food recovery truck, food recovery van, or on both vehicles. In San Francisco, vehicles will be newly wrapped and your company can be among the first brand to be featured on our San Francisco fleet.

**Sponsorship Benefit:** ExtraFood's refrigerated food recovery trucks drive through neighborhoods all across Marin and San Francisco on a daily basis, reinforcing ExtraFood's mission and the commitment of our sponsors to helping vulnerable people in our community.



## BRAND EXPOSURE

### WEBSITE

ExtraFood would author a success story on its food partnership with your company on our blog, and include your logo on multiple pages as a supporter.

**Sponsorship Benefit:** Positioning your company to the Bay Area community as a key ExtraFood partner in food waste prevention and fresh food donation for people in need helps to reinforce the valuable your company brand.

### NEWSLETTER EXPOSURE

Your company would be featured in the Sponsor section of one of our annual newsletters, as well as featured in our Partner Spotlight section linking back to the success story on the ExtraFood website.

**Sponsorship Benefit:** ExtraFood's monthly newsletter reaches nearly 6K households in the Bay Area.

### SOCIAL MEDIA

ExtraFood would create posts during the sponsorship period including:

- Acknowledgment of sponsorship
- Photos of employee food rescues
- Photos of your company's surplus food donation
- Quotes from your representatives on what our partnership means to them

### Sponsorship Benefit:

3,201 Facebook followers

2,555 Instagram followers

720 X followers

452 LinkedIn followers

Platinum Partners \$25K+



extrafooddotorg



Liked by share\_the\_bounty and 10 others

extrafooddotorg We would like to thank Marin Community Foundation for being a generous funding partner. MCF has supported ExtraFood since... more

# Sponsorship Opportunities



## Hunger. Wasted Food. Climate Change. Help Us Fight All Three in the Bay Area.

Our sponsors support ExtraFood's 7/365 county-wide food recovery work and enable us to serve the most vulnerable people in our community with fresh food deliveries – while preventing perfectly good food from being wasted. Your support helps ExtraFood's growing coalition of partners strengthen our food system, making it more equitable and sustainable.

SPONSORSHIP LEVELS + BENEFITS*	\$35K+ Platinum	\$25K+ Gold	\$20K+ Silver+	\$15K+ Silver	\$10K+ Bronze+	\$5K+ Bronze
<b>Food Recovery Vehicle Brand Exposure</b>						
Two 8" x 12" logos on truck Two 6" x 8" logos on van						
<b>Online - Email - Direct Mail Benefits</b>						
Featured Impact Story on our website/blog						
E-newsletter	Impact Story Logo	Impact Story Logo	Impact Story Logo	Logo	Logo	Logo
Website Supporting Partners Page + Homepage Sponsors Scrolling Banner	Platinum Level	Gold Level	Silver+ Level	Silver Level	Bronze+ Level	Bronze Level
Social Media Posts	4 posts	3 posts	2 posts	2 posts	1 post	1 post
Seasonal Direct Mailings 25,000+ Bay Area Households	Matching Gift Recognition	Matching Gift Recognition	Logo			
<b>Team Engagement - Days of Service</b>						
ExtraFood will host small teams for a day of service activity including gleaning, meal-making, and food rescues						
<b>Event Recognition</b>						
ExtraFood hosts several community events attended by hundreds of Bay Area residents. A sponsorship can be customized to include event recognition						
*Sponsorship brand exposure opportunities can be tailored based on specific interests and giving levels.						

"ExtraFood is a unique organization because they operate much like a tech startup, but they're disrupting the issue of hunger through food recovery."

-- Amy Loflin, Bank of America, ExtraFood Sponsor



## Because of your support, ExtraFood will achieve our vision:



**A vision of food justice:** Everyone in our community should have the food they need



**A vision of climate action:** Food waste and its massive harm to our planet must end



**A vision of community:** Food waste and hunger are solvable problems in the Bay Area; with this living, growing coalition of people and partners, we can solve them -- together



[ExtraFood.org](https://www.ExtraFood.org)