

<Addressee/>
<Address/>
<Address2/>
<City>, <State> <Zip>



Campaign: 2022 June B Major Donor	
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Mail Date:
06/13/2022

Component:
Outer Envelope

Description:
9 x 12, no window | Normal Flap | 4/0 | bleed | 28# WW | Flat convert



01-912-CF-FBNYC-0622-U



Campaign:
2022 June B
Major Donor

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06/13/2022

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9 x 12, no window | Normal Flap | 4/0 | bleed | 28# WW | Flat convert



Summer 2022

<Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>

Dear <Salutation>,

Connecting you with an opportunity to help students in our city is a sincere pleasure. The support you provide to New Yorkers facing hunger is absolutely inspiring. Thank you for being such a loyal friend of Food Bank For New York City, particularly when so many are struggling to get by.

I have a special request I hope you'll consider. Our city's children need your help to learn, succeed, and follow their dreams for the future. To do it, they require access to regular, nutritious meals. No child should have to go to school or bed hungry, but sadly, boys and girls across the five boroughs continue to face hunger because their parents are overwhelmed financially.

Our **Campus Pantry Program** is responding to this need by providing food for 25,328 students and family members citywide. Pantries are currently located in 45 public schools serving grades K-12 and 22 colleges. We are planning to expand to meet the needs of more hardworking families.

You can help! We're preparing for the next school year. Your generous gift will help fund our Campus Pantries from September 2022 through June 2023.

<Salutation>, please read the enclosed proposal to learn how you can help provide nourishing meals to New York's children through this incredible initiative.

As a member of Food Bank's Five Boroughs Society, your giving over the last year includes you in the <MISC2> level, a group of donors who's cumulative giving totals more than <MISC3>. This secures your place among our most dedicated supporters and gives you access to a variety of exclusive opportunities.

Thank you for caring about our neighbors who face food insecurity. And thanks for considering my call for help—so many students and their families will benefit from your involvement.

With appreciation,

A handwritten signature in blue ink that reads "Leslie Gordon".

Leslie Gordon
President and CEO

P.S. Please send your gift now or give online at foodbanknyc.org/campus. If you have questions, feel free to contact our Strategic Giving Office at philanthropy@foodbanknyc.org.

WORKING TO END FOOD INSECURITY IN NEW YORK CITY – BRONX • BROOKLYN • MANHATTAN • QUEENS • STATEN ISLAND

03-WL-FBNYC-0622-UM



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06/13/2022

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Letter

Description:
8 1/2 x 11 | 4/1 | no bleed | 60# White Linen | Digital

CAMPUS PANTRY PROGRAM

Bridging the Student Meal Gap in New York City

Partnership Proposal
Summer 2022

Prepared Especially For:

<Addressee1>



WORKING TO END FOOD INSECURITY IN NEW YORK CITY – BRONX • BROOKLYN • MANHATTAN • QUEENS • STATEN ISLAND

03-WL-FBNYC-0622-U



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CAMPUS PANTRY PROGRAM

THE NEED

Starting or ending the day without enough to eat can cause so much stress and uncertainty. These are worries that no child should have, but for thousands of children in New York City, persistent food insecurity remains a very real problem and the provided school meals can only go so far.

This includes many of the 1,700 students at P.S. 19Q in Queens, where 80% of parents have reported some loss of income because of the pandemic. Many moms and dads there are working long hours at low-paying jobs to try to feed their children.

P.S. 19Q is one of dozens of schools in our city where staff are scrambling to connect parents with food benefits and nutritious food. The need is overwhelming, especially because rent in NYC is among the highest in the country, food prices are 2% more than the national average, and inflation is rampant.

Children are the future of our great city, and their success is jeopardized when they are not able to eat three nourishing meals a day.



It's hard for them to pay attention in class when their stomachs are rumbling with hunger. They're also more likely to miss school due to illness. In fact, *half* of students who face hunger have to repeat a grade, according to the nation's largest domestic hunger-relief organization, Feeding America.

THE SOLUTION: CAMPUS PANTRIES

Food Bank For New York City recognizes the severity of student and family hunger across the five boroughs. We're committed to tackling this problem by providing nutritious food, as well as the knowledge and skills to make healthy food choices on a limited budget right inside our city's schools. Our robust partnership with the New York City Department of Education allows us direct access to the public school system.

Our Campus Pantry Program helps bridge the meal gap experienced by children in kindergarten through high school, as well as their families. We even have partnerships within some colleges across the city.

Campus Pantries provide enough food to prepare nine meals for each person in a student's household. They're located in public schools and colleges and run similarly to a food pantry at a house of worship or other community agency. Each site assists approximately 400 children and their families.

School-based sites allow parents to come by when they drop off or pick up their children. This is vital because many families don't go to community pantries—long lines, hours that conflict with work schedules, and sheer stigma keeps them away.

Moreover, pantries located in schools help build a strong sense of community because teachers, parents, and students are all involved in running the sites.

(over, please)



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Our Campus Pantries provide fresh fruits and vegetables, meat, and staples like tuna, cereal, canned goods, brown rice, and peanut butter. Clients receive nutrition education newsletters and recipes, as well as referrals to local social services to help them get off emergency food lines for good.

We also offer personal care packages at about half of our pantries, and are hoping to expand to more schools soon. These packages include products that families often can't afford, like toothpaste, soap, feminine hygiene essentials, detergent, dish soap, and deodorant.

THE IMPACT

This past school year, Food Bank's Campus Pantry Program provided food for 1,067,849 meals to students and their families. We reached more than 25,328 children who didn't have enough to eat, as well as their siblings, parents, and in some cases even their grandparents. This program makes a significant difference for our city's most vulnerable. **Campus Pantries have provided more than 5 million meals since it was first launched in 2012.**

OUR ACCOUNTABILITY

Food Bank is the city's major organization working to end food insecurity across the five boroughs. We are an independent, nonprofit 501(c)(3) organization and meet all the Better Business Bureau's rigorous standards for charity accountability as well as Guidestar's Platinum nonprofit certification.

YOUR PARTNERSHIP

Food Bank is asking key partners like you to help us assist students this upcoming school year who struggle with food insecurity. Your support of the Campus Pantry Program will enable us to reach tens of thousands of students and their family members.

These funds will help support 60+ existing Campus Pantries citywide from September 2022 to June 2023. You will enable us to buy wholesale food, as well as cover costs for distribution, equipment, and technical support at participating schools. You will also help us expand our reach by opening new pantries at schools currently on a wait list for services.

Whether you can help provide hundreds of meals or fund a whole Campus Pantry, your support is vitally important. Your generosity will profoundly change the lives of New York City's future leaders. By meeting their basic need for food, you will help them do well in school—so they have the skills to succeed in life.

Please contact our Strategic Giving Office at philanthropy@foodbanknyc.org if you'd like to learn more about supporting this important program.



CAMPUS PANTRY PROGRAM

Proposal Response Form

MY COMMITMENT

<Addressee1>
<Address1>
<Address2>
<City>, <State> <Zip>

Count on me to invest in Food Bank's **Campus Pantry Program** with the following contribution:

- ☐ \$35,000 to help launch a new site at one of the schools on our waiting list
- ☐ \$25,000 to operate an existing site for one school year
- ☐ \$10,000 to help provide personal care packages at one school for a year
- ☐ \$5,000 to help provide food to nearly 500 children and parents
- ☐ \$1,000 to help provide food to more than 100 students and siblings
- ☐ Other: \$_____ to help provide as much food as possible
- ☐ Contact me so I can learn more and discuss impact options.

Phone: _____

Email: _____

Please make your check payable to Food Bank For New York City. To give by credit card, see reverse or give online at foodbanknyc.org/campus.

<SCANLINE1>



The impact of your partnership as a Five Boroughs Society member is felt in nearly every community across New York City. While giving is its own reward, below are some of the ways we're proud to recognize your generosity.

EMPIRE PARTNERS CIRCLE

\$1,000 - \$9,999

- ✓ Acknowledgment in our Annual Impact Report
- ✓ Recognition on our Virtual Donor Wall
- ✓ Special invitations to events like our mission update town halls

BRIDGE BUILDERS CIRCLE

\$10,000 - \$49,999

- ✓ All Empire Partner benefits, plus:
- ✓ Special invitations to events like our "Innovator's Roundtable" with Food Bank's CEO, or a tour of our Community Kitchen & Pantry.
- ✓ Opportunity to have your story featured in *The Core*

SKYLINE CIRCLE

\$50,000 +

- ✓ All Empire Partner and Bridge Builder benefits, plus:
- ✓ Personal invitations to the exclusive updates from our President & CEO
- ✓ Special invitations to events like our Food Bank mission engagement tour

WORKING TO END FOOD INSECURITY IN NEW YORK CITY – BRONX • BROOKLYN • MANHATTAN • QUEENS • STATEN ISLAND



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Remit Slip

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CREDIT CARD INFORMATION

Amount of Gift: \$_____

☐ VISA® ☐ MasterCard® ☐ Discover® ☐ American Express®

Card Number: _____

Expiration Date: _____ CVV: _____

Print name as it appears on card: _____

Cardholder's Signature (required): _____

Phone Number: _____



SCAN THIS QR CODE WITH YOUR
SMART PHONE TO MAKE A GIFT ONLINE.



PO Box 470
Hartsdale, NY 10530-9907
212.566.7855
foodbanknyc.org

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06/13/2022

Component:
Remit Slip

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Dear Friend,

The Campus Pantry program continues to respond to a critical need among struggling families in New York City. Schools serve as the hub of activity and a trusted resource center for those in need. Staff members who have close relationships with students, have seen many families face food insecurity throughout the pandemic.

Families have reported an increase in food prices and grocery bills to feed their children. Parents have had to decide whether to spend their paycheck on bills or groceries. Having a consistent food pantry during these times has been crucial to so many.

Thanks to our Campus Pantries, we are able to provide much-needed relief so parents can focus on their children's well-being and not on whether or not they can put dinner on the table.

Sincerely,

Amanda Williams (Associate Director,
Community Partner Programs)

04-FBNYC-0622-U



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2022 June B
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Mail Date:
06/13/2022

Component:
Card

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Campaign:
2022 June B
Major Donor

Mail Date:
06/13/2022

Component:
Bookmark

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**“The Food Bank and
this school pantry
is a blessing! It has
been the answer
to many prayers
during a difficult
time for my family.
Thank you!”**

*– Mom of a student attending
Dr. Jacqueline Peek-Davis
Elementary School in Brooklyn*

**Food Bank’s Campus
Pantries are helping
students thrive in school ...
so they can succeed in life!**



foodbanknyc.org

24-FBNYC-0622-U



Campaign:
2022 June B
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Mail Date:
06/13/2022

Component:
Bookmark

Description:
3 x 7 | 4/1 | bleed | 8pt C1S
| Offset

FROM: _____



Please respond by
July 30, 2022!

RKDDM0622

Leslie Gordon
President and CEO
Food Bank For New York City
PO Box 470
Hartsdale, NY 10530-0470



Campaign:
2022 June B
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Mail Date:
06/13/2022

Component:
Reply Envelope

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Please remember to include your reply slip with your gift. Thank you.

Financial and other information about Food Bank For New York City's (FBNY) purpose, programs, and activities may be obtained by contacting Donor Services at 39 Broadway, 10th Floor, New York, NY 10006, 212-566-7855 (option 2), www.foodbanknyc.org, or for residents of the following states, as stated below. **Florida:** SC No. CH35069 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA OR VIA THE INTERNET AT www.800helpfla.com. **Maryland:** For the cost of postage and copying, from the Secretary of State. **Mississippi:** The official registration and financial information of FBNY may be obtained from the Mississippi Secretary of State's office by calling 888-236-6167. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY FBNY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT www.state.nj.us/lps/ca/charfrm.htm. **New York:** Upon request, from the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about FBNY and a copy of its license are available from the state solicitation licensing branch at 1-888-830-4989 (within North Carolina) or (919) 807-2214 (outside of North Carolina). **Pennsylvania:** The official registration and financial information of FBNY may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. **Virginia:** From the State Division of Consumer Affairs, Department of Agricultural and Consumer Services, PO Box 1163, Richmond, VA 23218. **Washington:** From the Charities Division, Office of the Secretary of State, Olympia, WA 98504-1422, 1-800-332-4483. **West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW. REGISTRATION IN A STATE DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION OF FOOD BANK FOR NEW YORK CITY BY THE STATE.



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