



# HELP US PUT MORE MONEY IN THE FOOD BANK

**MAFTO's 2nd annual Care Package Fundraiser is bigger and better than ever.**

Designed to help support Philabundance, Small Things and other food related charities, **The Community Care Package is available for a \$100 donation and is filled with exciting products and free goods donated by local, regional, and national brands including support from both Acme and Giant.** See page 4 for a full list of participating brands.

In 2020 the program provided \$80,000 to Philabundance, Small Things and other food charities – plus, program donors participated in delivering 1,700 MAFTO Care Packages to food pantry volunteers and health care givers. Larger donors were recognized with their share of over 5 million impressions from 15 from Catalyst Media locations. **This year, MAFTO is targeting over \$200,000 in donations.**

**OutFront is contributing 15 locations provided by Catalyst, PLUS 80+ additional OutFront billboard locations throughout our region** to recognize program donors. That's 10's of millions of impressions focused on the MAFTO Community Care Package, Philabundance, Small Things and our program's corporate donors.

## Here is how to participate:

- **Make a financial donation by purchasing care packages in bulk (\$100/unit);** The proceeds from each \$100 donation go directly to supporting MAFTO designated food charities and help support the efforts to eliminate food insecure in our region.
- **Give these care packages away as a tax deductible donation** to Philabundance/Small Things volunteers, healthcare heroes, or to other people you wish to recognize on your staff or in the community.

**Contact MAFTO Committee Chair for this program:**

**Andy Morfopoulos / Ignite2X Advertising**

**(andy@ignite2x.com / 610-813-6215)**

**or Noelle Allen / Small Things (noelle@smallthings.org)**



## “Thanks A Million” Recognition!

With a \$10,000 donation or more, your company is automatically eligible to receive 1 million or more impressions via OutFront's donor recognition program, plus enjoy care package giveaway event support, MAFTO social media and trade advertising.



**PHILABUNDANCE**

*Driving hunger from our communities*

For more information go to [mafto.org/fundraisers/](http://mafto.org/fundraisers/)

# Thanks a Million Media Impressions

## Recognition for \$10,000 to \$100,000 in Community Care Package support

- Both OutFront and Catalyst Digital Outdoor Inventory
- PHL and suburban regions, including South Jersey
- Timing November-February
- Minimum 1 million featured impressions with a \$10,000+ donation (100 Care packages)
- The larger (and earlier) the donation the more support provided

# OUTFRONT

MAFTO COMMUNITY CARE PACKAGE  
MEDIA SPONSOR

OUTFRONT leverages the power of technology, location and creativity to connect brands with consumers outside of their homes through one of the largest and most diverse sets of billboard, transit, and mobile assets in North America. Through its technology platform, OUTFRONT will fundamentally change the ways advertisers engage audiences on-the-go.

### Catalyst Suburban Outdoor monuments



### OutFront Prime and Urban Networks



Special thanks to MayoSeitz Media for their support!

# CREATE YOUR OWN CARE PACKAGE GIVEAWAY EVENTS



Give Care Packages to Philabundance or Small Things volunteers or to your local charity of choice

Create content for social media and public relations activity

Leverage MAFTO for additional support and engagement



The Mid-Atlantic Food Trade Organization (MAFTO) is a 501c3 charity based in Philadelphia, PA.

MAFTO's mission is to foster and promote fellowship among our food and beverage industry members and raise money to donate to those in need, including food banks and scholarships. Follow us at:

@MAFTO

@MAFTO\_

@Mid-Atlantic Food Trade Organization

[www.mafto.org](http://www.mafto.org)

## PHILABUNDANCE

*Driving hunger from our communities*

Philabundance is a hunger relief organization serving Greater Philadelphia. We work to drive hunger from our communities today and end hunger for good. We serve approximately 135,000 people each week, including children, seniors, college students, single parents and people who are working. Last year, we distributed more than 50 million pounds of food through a network of 350 partners.

Give now or learn more at [www.Philabundance.org](http://www.Philabundance.org)



how change happens

The mission of Small Things is to support local churches and organizations by providing them with the resources

to support their communities and connect to their neighbors in a tangible way. Founded by the Rev. Vito Baldini, Small Things Inc. was birthed during the COVID-19 pandemic when the need for food escalated. Now, more than a year later, the need hasn't abated and Small Things provides food to more than 75 partners across Philadelphia. It has hosted more than 2,000 volunteers to pack food boxes at the Roxborough warehouse, and is on track to give away 8 million pounds of food in 2021.

Give now or learn more at [www.SmallThingsPhilly.org](http://www.SmallThingsPhilly.org)

A SPECIAL THANK YOU TO THESE CORPORATE PARTNERS AND BRANDS FOR THE GENEROUS CONTRIBUTIONS TO MAKE THE COMMUNITY CARE PACKAGE POSSIBLE.



Marketing, media, and production support provided by:

