



**SHARE OUR  
STRENGTH**  
NO KID HUNGRY



#### CONSUMER'S CHOICE

According to the 2007 Cone Corporate Citizenship Study, American consumers prefer to do business with brands that practice good community stewardship:

- 83% say companies have a responsibility to help support causes.
- 87% say they would switch brands to one associated with a cause.
- 74% consider a brand's commitment to a cause when recommending products.
- 88% want companies to tell them how they support causes.

#### CONSIDER SHARE OUR STRENGTH

For more information on corporate partnerships, please contact:

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## CORPORATE PARTNERSHIPS: DOING WELL BY DOING GOOD

Share Our Strength®, the leading national organization working to end childhood hunger in America, has earned its reputation as one of America's most innovative, creative and effective nonprofits by developing successful strategic marketing programs with leading corporations. These programs deliver meaningful and differentiating value by leveraging Share Our Strength's unique assets against each corporation's business objectives.

Among Share Our Strength's corporate partners are some of America's leading brands: American Express®, Domino® Sugar and C&H® Sugar, Food Network, Lexus and SYSCO, just to name a few. These companies have joined with Share Our Strength because they find real value in our event sponsorships, cause-marketing and hospitality programs while simultaneously helping us carry out our plan to end childhood hunger in America.

#### OUR KEY ASSETS: COVETED DEMOGRAPHICS

Share Our Strength's events and outreach connect our partners with savvy consumer and business audiences. Share Our Strength taps the most desirable of consumer groups: high income, well-educated Baby Boomers and Gen-X parents. These same consumers prefer to do business with companies that support charitable social causes.

#### CONSUMERS

- High income: 46% with household income exceeding \$100,000
- Well educated: 87% college graduates, 46% post-graduates
- Female-skewed: 58% female, 42% male<sup>a</sup>
- Boomers + Gen-X: 57% 30 to 49 years old, 21% 50 to 59
- Luxury car drivers: Average 2 cars per household. Most are luxury or full-size
- Frequent diners: Eat dinner out an average of 8 or more times per month

#### RESTAURATEURS

- High-profile chefs: Among them are Emeril Lagasse, Stephan Pyles, Todd English, Allen Susser, Tyler Florence, Floyd Cardoz, Wolfgang Puck, Cathal Armstrong, Daniel Boulud, Traci Des Jardins, Mary Sue Milliken, Shawn McClain and scores more.
- Opinion-leading restaurants: Restaurant companies including The Capital Grille, Union Square Hospitality, Buca di Beppo, Buckhead Life, OLIVES Restaurant, Emeril's and Il Fornaio, plus headline restaurants such as The American Restaurant, Four Seasons NY, Ciudad, Tremont 647 and many more.



#### WHAT PARTNERS ARE SAYING ABOUT SHARE OUR STRENGTH

**“As a partner of Share Our Strength for 17 years, American Express has had the unique opportunity to take part in programs that have not only made significant impact on communities nationwide, but also align with our business objectives.”**

— Hans Lindh  
Vice President Restaurant Industry  
American Express

**“Share Our Strength is a very unique not-for-profit. It runs with the professionalism of a Fortune 500 company. And yet it feels as though it has the intimacy of a very small entrepreneurial company.”**

— Janine Gordon  
Public Relations and Marketing Specialist

**“The work that Share Our Strength has done in the hunger arena has been truly inspiring. We are thrilled to join forces with this organization to help in the important fight to end childhood hunger in America.”**

— Brooke Johnson  
President, Food Network

## OUR UNIQUE SPONSORSHIP OPPORTUNITIES

Share Our Strength’s corporate marketing team works directly with you to find just the right way to meet your business objectives through our marketing programs. These programs, along with individual donations, ticket sales and foundation grants, play a key role in raising funds to help us achieve our goal of ending childhood hunger in America.

### WAYS YOU CAN WORK WITH US

- **Cause Marketing and Licensing Programs**  
Our cause-marketing campaigns align proceeds from specific time periods, events or promotions with the purpose of ending childhood hunger. With a Share Our Strength marketing or licensing program, you differentiate your product by raising funds that make a real difference in communities important to you.
- **Access to Celebrity Chefs and Mainstream Restaurants**  
We work with more than 4,000 chefs and restaurateurs in America who exert influence in both their peer communities and among consumers. Our programs enhance your business with restaurant customers as well as retail consumers.
- **Customized Hospitality Programs**  
Share Our Strength has a long history of creating unique opportunities for corporate partners to connect with their target audiences through customized hospitality programs, public relations initiatives, sales incentive campaigns and promotions.

### EVENTS AND PROGRAMS

Each of our culinary events and programs presents unique, customizable sponsorship opportunities that will help you accomplish your business objectives.

- **Share Our Strength’s Taste of the Nation® presented by American Express** is the nation’s premier culinary benefit. It involves top chefs and mixologists in more than 55 events across the country each year.
- **Share Our Strength’s Great American Bake Sale presented by Domino® Sugar and C&H® Sugar** is a national campaign that mobilizes Americans to hold bake sales in their communities. To date, more than 1 million Americans have participated.
- **Share Our Strength’s A Tasteful Pursuit® presented by Lexus** is a national touring dinner series that features the nation’s most renowned chefs who take their talents to the nation’s top culinary cities to create delicious, multi-course dinners paired with exquisite wines.
- **Share Our Strength’s Great American Dine Out presented by American Express** is a new national campaign that rallies the nation’s entire restaurant industry in a one-week dine-out September 21-28, 2008.
- **Share Our Strength’s Operation Frontline nationally sponsored by ConAgra Foods® Foundation** is a groundbreaking nutrition-education program that connects more than 5,000 families a year with food by teaching them how to prepare healthy, tasty, low-cost meals.

## WHY WE ARE FOCUSING ON CHILDHOOD HUNGER

In the world’s wealthiest nation, no child should grow up hungry. Yet, more than 12 million children in America are at risk of hunger. That’s one in six with limited or uncertain access to the nutritious foods they need to develop to their full potential.

Despite its devastating and highly visible consequences, childhood hunger is invisible. Through dedicated, committed volunteers and community organizations, Share Our Strength finds childhood hunger where it hides and, with your critical help, works to end it.