



**SHARE OUR  
STRENGTH**  
NO KID HUNGRY



### CONSUMER'S CHOICE

According to the 2008 Cone Corporate Citizenship Study, American consumers prefer to do business with brands that practice good community stewardship:

- 89% say it's important for businesses to help solve pressing social issues.
- 79% say they would switch brands to one associated with a cause.
- 52% feel companies should keep their same level of giving in the current economy.
- 26% feel companies should increase their giving in this economy.
- 85% want companies to tell them how they support causes.

### HALO AWARD WINNER

Cause Marketing Forum, Inc. (CMF) awarded Share Our Strength its 2009 nonprofit Golden Halo Award. Previous nonprofit winners include St. Jude's Research Hospital, KaBOOM!, American Heart Association, Boys and Girls Clubs of America, and Susan G. Komen for the Cure®.

### 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 companies: American Express, ConAgra Foods® Foundation, Domino® Sugar and C&H® Sugar, Food Network, Quaker Oats, Stella Artois and Weight Watchers, 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 Share Our Strength's Operation No Kid Hungry™, our national 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.
- 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, Michael Symon, Daniel Boulud, Traci Des Jardins, Mary Sue Milliken, Charlie Palmer 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 18 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 companies with our cause of ending childhood hunger through events, promotions and other customized outreach. 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®** is the nation’s premier culinary benefit dedicated to making sure no kid in America grows up hungry. It involves top chefs and mixologists in more than 40 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 effort that encourages Americans to host bake sales in their communities to help end childhood hunger. Since 2003, more than 1.3 million Americans have raised nearly \$5 million.
- **Share Our Strength’s A Tasteful Pursuit®** is a national touring dinner series that features some of the country’s most renowned chefs joining together to end childhood hunger in America. The chefs take their talents to top culinary cities to create delicious, multi-course dinners.
- **Share Our Strength’s Great American Dine Out®** is a week-long national dine out every fall that involves millions of consumers and thousands of restaurants that donate a portion of the week’s sales to Share Our Strength.
- **Share Our Strength’s Operation Frontline®**, nationally sponsored by the ConAgra Foods® Foundation, is celebrating 15 years of groundbreaking nutrition education. The program connects more than 6,000 families a year with food by teaching them how to prepare healthy, tasty, low-cost meals.

## WHY FOCUS ON CHILDHOOD HUNGER

In the world’s wealthiest nation, no child should grow up hungry. Yet, over the course of the year, 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 and thrive.

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.