



# Pass the Plate to solve hunger in Northern Illinois

Across Northern Illinois, 600,000 people are facing hunger. They are families struggling to make ends meet; children who leave school not knowing when their next meal will be; seniors without access to proper nutrition. Northern Illinois Food Bank, along with its 800 member agencies, works to provide our hungry neighbors with the nutritious food they need to live healthy and active lives - taking one tough choice off their plates by putting food on the table.

## ▶ THE OPPORTUNITY

We cannot solve hunger without the help of everyone in our community - so as part of Hunger Action Month, Northern Illinois Food Bank invites **YOU** and your restaurant to help us raise awareness of and funds for our hungry neighbors throughout Northern Illinois.

This September, **10 restaurants** will help us **Pass the Plate** to solve hunger in Northern Illinois! Through the promotion, you have the opportunity to partner with one of the largest and most well-respected nonprofits in the area, and to make a real difference in our community. **Every \$1 raised provides \$8 worth of groceries.**

## ▶ HOW IT WORKS

Participating restaurants are challenged to raise at least \$2,000 in a variety of ways. **That's only \$65 per day.** The top fundraiser will receive a special plaque and recognition as a preferred restaurant of Northern Illinois Food Bank. To raise funds and awareness, you can:

- 🌾 Donate a percentage of proceeds from a "Pass the Plate" special meal or drink
- 🌾 Encourage patrons to add donations to their bill
- 🌾 Sell raffle tickets for things such as dinner for two or a free appetizer
- 🌾 Host a special event and donate a percentage of proceeds from the bar

## ▶ PERKS OF PARTICIPATION

- 🌾 Mentions across Northern Illinois Food Bank social media platforms to 10,000+ supporters
- 🌾 Mention in e-blasts which reach up to 46,000 food bank supporters
- 🌾 Activation kit that may include: sample social media posts, table tents, check presenters, cocktail napkins, posters, and information packet
- 🌾 Mention in press release for Hunger Action Month, as well as in Winter Edition of *Full Plate* newsletter sent out to 4,900 Food Bank supporters.
- 🌾 Visit from a Food Bank staff member to engage and educate staff to the mission.

**We hope you'll join us this September to Pass the Plate!**

For more information and to register to participate, please contact Morgan Abate.  
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Deadline to register is Friday, August 11, 2017

