

# City Harvest's Repack to Give Back 2020



**Looking to give back virtually this Holiday Season with your company?  
Join City Harvest's *Repack to Give Back* and help feed NYC families over the  
holidays, amid the COVID-19 pandemic.**

This year, *Repack to Give Back* will be a virtual volunteering event with opportunities available throughout the holiday season, from the start of November through the end of December. Sponsorship also includes ample opportunities for brand visibility during the week prior to Thanksgiving, as City Harvest warehouse staff and professional Repackers pack holiday-themed fresh produce and shelf-stable items for thousands of New York City families in need during the COVID-19 pandemic.

*For details on sponsorship visibility, please see the grid on the following page.*

## Description of Virtual Volunteering Opportunities

All opportunities include a 15-minute live, virtual presentation where City Harvest staff will share information about the organization's work and our COVID-19 response, as well as give instructions on how to complete the task. Employees may choose to stay on the video call and spend time together while completing the task.

- **Mini Mesh Bag Projects:** During the holiday season, City Harvest Repackers use thousands of mesh bags each day to pack fresh produce that will go into our trucks and be delivered to food pantries and community food programs across the five boroughs. These bags are made by volunteers to help keep costs down and ensure more money can be spent on emergency food. Help us make mesh bags at home! Volunteers will be sent a package of materials and they will mail the completed bags back to City Harvest.
- **Writing Holiday Greeting Cards:** We deliver food to over 400 community food programs serving thousands more New Yorkers a day than before the pandemic. Help lift their spirits by sending a kind holiday greeting. A package of 10 City Harvest branded holiday greeting cards, envelopes, stamps, and names and addresses will be sent to each volunteer to complete and mail.
- **Draw Hope to Drive Hope:** City Harvest's essential workers include our incredible warehouse staff and drivers who have been working tirelessly since the start of the pandemic. We hope you will join us in thanking them for their service. Participating households will receive art supplies and a booklet of City Harvest-themed coloring pages—designed with families and artistically inclined adults in mind. Please share the completed pages on social media to raise awareness of our work, or mail them in to be displayed throughout the warehouse to honor our drivers and warehouse staff.



To learn more, please contact:

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Please visit [cityharvest.org/repacktogiveback](https://cityharvest.org/repacktogiveback)  
for more information.

RESCUING  
FOOD FOR  
NEW YORK'S  
HUNGRY  
**CITY  
HARVEST**  
[cityharvest.org](https://cityharvest.org)

# Repack to Give Back 2020 Packages and Benefits



Benefit	Thanksgiving Turkeys \$50,000	Healthy Holiday Eating \$25,000	Platinum \$25,000	Gold \$15,000	Silver \$5,000
Logo placement on the following event items	Recognition as "Thanksgiving Turkeys Sponsor"  Lead logo placement on digital tracker, daily video update, Holiday Greeting cards	Exclusive sponsor of the healthy holiday recipe cards  Digital tracker, daily video update, Holiday Greeting cards	Digital tracker, daily video update, Holiday Greeting cards	Digital tracker, Holiday Greeting cards	Digital tracker, Holiday Greeting cards
Social media recognition as a supporter of <i>Repack to Give Back</i>	1 dedicated post on a social media channel  Inclusion in 2 event recap posts and/or photo albums	1 dedicated post on a social media channel  Inclusion in 2 event recap posts and/or photo albums	1 dedicated post on a social media channel  Inclusion in 2 event recap posts and/or photo albums	Inclusion in 2 event recap posts and/or photo albums	Inclusion in 1 event recap post and/or photo album
Opportunity to participate in Mini Mesh Bag projects for families or small groups	✓	—	Up to 40 kits	—	—
Opportunity to write and decorate Holiday Greeting cards to local community food agencies	✓	—	Up to 30 kits	Up to 20 kits	Up to 10 kits
Opportunity to participate in Draw Hope to Drive Hope campaign	✓	—	Up to 20 kits	Up to 20 kits	Up to 10 kits
Opportunity to pair each virtual volunteering event with a 10-15 minute live virtual presentation on City Harvest's work	✓	—	✓	✓	✓
Opportunity to volunteer in-person distributing booklets or volunteer at a local agency (up to 5 volunteers each)	—	—	Up to 2 opportunities	1 opportunity	—
Priority selection of dates for in-person volunteering	✓	—	✓	—	—

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## Thanksgiving Turkeys Sponsor benefits also include:

- Brand will be featured on any press opportunities around turkey distribution
- Opportunity to invite brand ambassadors to any press opportunities around turkey distribution
- City Harvest will invite a celebrity supporter to join the distribution as available and pending CDC guidelines
- Turkey distribution and sponsor will be featured in City Harvest media alert and/or press release
- One virtual volunteering opportunity for up to 20 employees



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