



TAKE HUNGER  
OFF THE MENU

# Menu

## RETAILERS



*You are cordially invited to join Heifer International  
in a collaborative effort to Take Hunger Off the Menu!  
With the support of chefs, culinary influencers, restaurants and  
food and beverage companies, we aim to move 2.5 million people toward  
food security by 2025 and 10 million people toward food security by 2030.*



**MAKE YOUR RESERVATION**

**Liz Ellis**

**Corporate Brand Partnerships Manager**

**[liz.ellis@heifer.org](mailto:liz.ellis@heifer.org) | 508.471.7418**





## Starter \$50,000\*

### **EMPLOYEE ENGAGEMENT**

Engage your employees and help them learn about Heifer's work through our experiential learning programs. Honey Harvest shares the importance bees have for our planet and the food we eat, and Behind the Grind shows the impact of fair wages and agroforestry on the coffee industry. Embedding these programs into employee onboarding programs is a great way to create a strong internal connection to our shared goal.

### **EMPLOYEE GIFT CARDS**

Purchase gift cards for your employees, giving them the power to choose how they help end world hunger. Each gift will give a farming family the resources to lift themselves out of hunger through our programs. This gift is great for the holidays, Hunger Action Month and any time of the year.

## Main \$100,000\*

### **CUSTOMER ROUND-UP OR DONATION**

Create greater impact by asking your customers to join the effort to Take Hunger Off the Menu by rounding up at checkout or by making a small donation at checkout.

### **DONATION PER ITEM**

Show your commitment to Take Hunger Off the Menu by pledging to donate a specific dollar amount for each unit of a particular product sold. This will resonate with your customers if the product is related to the eggs, dairy, tomatoes, rice, coffee, spices and honey that nourish our farmers and provide them with a living income.

### **PERCENT OF SALES**

Similar to Donation Per Item, donate a certain percentage of sales or sales of a particular product on a key activation day World Food Day, National Agriculture Week, National Coffee Day or National Honeybee Day.

## Dessert Market Price

### **SHARE THE MESSAGE AND THE MISSION**

Share your support of Heifer by highlighting our partnership at point of sale or on product packaging. It goes a long way in reaching consumers and sharing the value of our shared goal.

### **SUPER SWEET**

Give a direct philanthropic gift to Take Hunger Off the Menu for a particularly sweet treat.

*\* Suggested prices represent the suggested minimum target levels of support we are seeking from our food and beverage corporate partners. Partners will be recognized at "Starter," "Main" and "Dessert" levels at [TakeHungerOfftheMenu.Org](http://TakeHungerOfftheMenu.Org). Please see our Partnership Promise for other benefits and assets to support activations.*