



Potential Opportunities for Business and Restaurant Sponsorship

Below is a list of chain stores with a national or regional presence that have given to CROP Hunger Walks in the past, through volunteerism, community grants, food donations and other. A few things to note:

- This is a 'working' list. Your walk committee will likely come across numerous other sponsorship options. As you do feel free to share your ideas with CWS staff so this list can be expanded. This is only a list to help you think creatively about all the potential fundraising options in your area.
- Participating in or donating to the event depends largely on the interest of the local store or local manager. When you're out shopping or dining you could take a few minutes to ask the local manager about the possibilities for support. Although you will likely get a lot of "No's" you might get a few "Yes's" – so keep trying. You just never know, and it never hurts to ask!
- Events at restaurants can be advertised at CROP Hunger Walk Rallies, noted in Church Bulletins, announced during church services, advertised in local papers, etc. These can be fun ways for the community to give while doing eating out – something they would do anyway! And don't forget to ask favorite 'mom and pop' places in your towns – they are often eager to participate in local events.
- These options are listed in addition to the opportunities already available and widely advertised to CROP Hunger Walk leaders – the Thrivent for Lutherans Foundation grants and the Feinstein Foundation grants. It should also be used in conjunction with the list (available on the CWS website) of corporations and businesses that have given to CROP Hunger Walks in the past. If you don't already know of these options, please contact your local CWS staffer.
- CWS's EIN is 134 080 201. You'll need this number to apply to many of these options. When you apply be sure to note that this is not a political nor religious cause. Church World Service, Inc., is tax-exempt under section 501(c)(3) of the U.S. Internal Revenue Code. You can refer them to the website (cwsglobal.org) if there are any questions about this.

Please know that CWS staff are always here to help pursue these and other possibilities to help boost your walk. Thank you for all that you do, and good luck in your conversations with local businesses!

Applebees

- Applebees will donate up to 20% of participating organization's total food bill when groups sign up to host events on particular weekdays. More information can be found here: <http://www.applebeesforyou.com/program.php?id=2>
- Applebees also encourages its staff to volunteer, should you need volunteers at your event. (<https://www.applebees.com/about-us/responsibility>)

Arby's

- Arby's usually works through established partnerships, but they also advertise online that they invest in local community organizations and programs to fight hunger through their grant program. Ask your local manager for opportunities.

Baja Fresh

- Baja Fresh advertises that they are open to helping causes raise money. Fundraising groups can arrange to sponsor a day at Baja Fresh, where 15% of the profits obtained from customers goes toward the prearranged cause. For more information contact your local manager.

BJ's Wholesale Club

- BJ's has a structured charitable giving program. Each store has an annual donation budget, through which they offer support to community nonprofit organizations that benefit children and families.
- To request an in-kind donation of products or gift cards you must submit a request, written on organizational letterhead (CWS can help with this) within 6 weeks of the Walk. In the request they want to see: a brief description of the mission, an explanation of the donation needs, if there are benefits received by a BJ's Wholesale Club in the case of a donation, and a mailing address. More information can be found here: http://www.bjs.com/local-giving.content.about_local_giving.A.about_community2.

Burger King

- Through their parent corporation, Quality Dining, Inc., Burger King's will sponsor Benefit Nights as, "a fun way for (groups) to raise funds and get valuable public exposure." The fundraising takes place at your local Burger King. Benefit Nights are available Monday through Thursday from 4:00 p.m. to 7:00 p.m. Organizations receive 20% of the sales (excludes sales tax) above a predetermined base sales average. Not-for-profit organizations must be located in the Michigan & Indiana trade area of a Burger King operated by Quality Dining and have a valid tax ID number. More information and the application can be found here: <http://www.qdi.com/corporate/Community.htm>
- Certain Burger King restaurants have offered matching grant opportunities. Ask the local store manager for options.

Chick-fil-A

- Chick-fil-A offers fundraising opportunities, such as products and merchandise to use as student incentives. They will also offer weekly kids/family nights with themes or events. They advertise that they have donated percentages of proceeds for certain events/times towards local events. Ask your local store manager for opportunities.

Chili's

- Through their parent corporation, Quality Dining inc. (<http://www.qdi.com/corporate/Community.htm>), groups can organize a 'Give Back Night' on a specified evening. CWS will receive 10% of guest sales (excluding tax and gratuity) when the event voucher is presented. Vouchers should be distributed to guests prior to arrival and can be printed once the event night is approved.
- The application is available here: http://www.qdi.com/Chilis/CH_GBE_Application.pdf

Chipotle

- In the Chicagoland area, Chipotle restaurants are hosting funrasier nights, where 50% of profits support the CROP Hunger Walk! At least 6 Walks in the region are holding fundraisers at Chipotle. Ask if your local location would be willing to host a fundraiser night.

Country Kitchen

- Certain stores have provided in-kind donations and/or food/drinks at the event. Ask the local store manager for options.

Culver's

- Stores located throughout the mid-west and western U.S. Ask the local store manager for options.

Curves

- Ask at your local Curves if they would be interested in forming /joining a walking team and/or donating to the cause.
- FYI: Curves has an annual food drive in which, if members donate \$30 or bring a grocery bag of non-perishable food to participating 'clubs', Curves will offer a 0% service fee. You could ask if they might waive the fee for donating to the local CHW!

Dairy Queen

- From their website: *"Dairy Queen is dedicated to giving back to our communities we serve, and we welcome the opportunity to support community events, fundraisers and other charitable efforts. Due to the volume of donation requests that we receive, we will respond to your request within 4 weeks of receiving it."* The donation request form can be found here: <http://www.dqcovelli.com/donations/>

Enterprise Rent-a-Car

- Certain stores have provided in-kind donations in the past. Ask the local store manager for support. More information can be found here: <http://www.enterpriseholdings.com/about-us/corporate-citizenship/>

Hillside Pizza

- (Only available in western Massachusetts) If you sell a certain number of pizzas, then they will donate certain amounts of money. For example, 1-99 pizzas = \$4 for each unit sold. Free delivery is offered for groups fundraising within a 25 mile radius of any of their three stores and selling over 50 units.

iHop

- iHop has expressed interest in working with their local communities. Contact local store managers for options. More information can be found here: <http://www.ihop.com/about-ihop/social-responsibility-program/communities>

Kohl's

- Associates in Action Program: To participate in this program, ask your local CWS office to register your walk with the local Kohls store. The local store manager will then post information about your CHW on the display for staff members. If five staff members decide to participate, that Kohls store will donate \$500 to your walk. If there are multiple Kohl's in your region, it appears that you can take advantage of this option at each store! It doesn't hurt to go to the store, talk to the manager in charge of volunteer opportunities and provide posters and pamphlets.

McDonalds

- From their website, *"McDonald's is proud to be a part of the communities we serve. Through involvement in youth sports, local charities, and events that inspire the world, giving back is an essential part of the way we operate every day."* Ask the manager at your local McDonalds store manager if they would be willing to offer an in-kind donation and/or support at your event.

Meijer food store

- Certain stores have provided in-kind donations and/or food/drinks at the event. Ask the local store manager for opportunities.

Panera

- In-kind donations: Panera states on their website that they regularly make in-kind donations to local community events and fundraisers. To be considered for a donation, go here: <https://panerabread.versaic.com/Login.aspx>
- In Chicago there is a store under the name *Panera Cares*. When you go there, all their items have a "suggested donation" price, so if you are able to pay the price, great. If not, pay what you can. Many of the workers are also likely volunteers.

Papa Gino's

- According to the company website, "The Five-Hour Fundraiser offers not-for-profit groups the opportunity to earn 20% of sales during a predetermined time frame. At least a couple weeks prior to the event, the group leader will sit down with the General Manager and complete a Community Fundraiser contract. They will be offered a five-hour period and can choose (to host an event Sunday-Thursday, 11am-4pm for lunch or 4pm-9pm for dinner). Times and dates are at the discretion of the General Manager.... The group leader will be given a fundraiser flyer that they are to fill in and distribute to the members of the group and others whom they hope to solicit to attend the fundraiser.... When guests make their purchase and present the fundraising flyer, Papa Gino's will donate 20% of the guest's entire purchase to the benefiting group.... A check will be issued from the corporate office within 4 weeks of the date of the fundraiser."

Potbelly Sandwich Shop

- 25% Fundraiser: Host a fundraiser at your neighborhood Potbelly! This type of event is for bigger do-good organizations with 200+ people. By hosting an event at our sandwich shop, 25% of the sales gathered from the event are donated to your cause.
- Shake Fundraiser: Have your neighborhood shop create a shake just you and your organization. This is perfect for sports teams, schools, and small organization with 200 people or less. For a Shake Fundraiser, we'll create a special hand-dipped milkshake using one or a combination of our delicious ingredients. You

will then name your shake and tell all your friends to come in and order it. Potbelly will donate 50¢ from every customized shake sold to your organization at the end of a given time frame.

- To pursue these options, stop by the local Potbelly's shop and talk to the manager. If a decision is made to move forward, the store should work together to your group to create the fundraiser.

This information and more can be found here:

<http://www.potbelly.com/Company/FundraisingAndDonations.aspx>

Starbucks

- Starbucks regularly encourages its staff to volunteer at community events. Here is more information about their policy: <http://www.starbucks.com/responsibility/community/community-service> and <http://community.starbucks.com/index.jspa>
- Ask the local manager also for an in-kind donation and/or foodstuff/support at your event.

Subway

- From their website: "Whether a walk-a-thon in your community or a large school event, we'd love to help out with your local charity or educational institution's event. Please complete the request form located" here (must be completed one month prior to event): http://www.subway.com/subwayroot/About_Us/Social_Responsibility/eForms/donationRequest/donationForm.aspx

State Farm insurance

- Certain stores have provided in-kind donations and/or food/drinks at the event. Ask the local store manager for opportunities.

Target

- Certain CHWs have received \$500 through community grants, although this appears to be an opportunity only in the area of St. Paul, MN. For information: <https://corporate.target.com/corporate-responsibility/grants/grants-faq>
Despite this, it is worth asking if your local store might be able to help.
- Need volunteers for your walk, to cheer, serve drinks, provide safety, etc.? Try registering your particular walk here: (<http://www.volunteermatch.org/post/register/np/overview.jsp>). Target encourages its staff to get involved in their communities according to their individual interests.

Trader Joes

- Certain stores have provided in-kind donations and/or food/drinks at the event. Ask the local store manager for opportunities.

Wendy's

- Wendy's restaurants also pride themselves on giving back to their local communities. Ask the local manager for an in-kind donation and/or foodstuff at your event.

Whole Foods

- Whole Foods gives at both the community and global levels, through their stores and through their 'Whole Planet Foundation's' micro-credit opportunities. See if your local Whole Foods could provide a donation, incentive for walkers and/or food/drinks at your CHW.

Ninety Nine (99) Restaurants

- Through their 'Dining for a Cause' program, Ninety Nine restaurants will donate 15% of sales (excluding tax and gratuity) for a specific date/time. To participate, complete and return the application found here: <http://www.99restaurants.com/community-dining-for-a-cause.aspx>. The local manager will contact you to confirm the date and time. The restaurant manager will provide your group with a customized flyer with details of your fundraiser, which can be both emailed and printed for distribution to potential supporters. On the date of the fundraiser, supporters will present the voucher attached to the flyer to their server when asked. A check will be sent within 30 days of the fundraiser.

Thank you again for all that you do to fight hunger!