



30 Ways in 30 Days To Fight Hunger



Give a little of yourself, donate food, time, money and your voice to feed the hungry in our community.

SA Goes **Orange** Fact Sheet

There are two things you should know about the San Antonio Food Bank's **SA Goes Orange** campaign:

- More than 230,000 people in Southwest Texas rely on the Food Bank's network of programs and services— and over ½ million Southwest Texans are at risk of going hungry.
- **Orange** is the color of hunger awareness.

The San Antonio Food Bank's **SA Goes Orange** campaign offers your company the opportunity to make a difference. Launching on September 1st, 2011, and continuing throughout the month, companies and individuals alike will join efforts to raise funds and awareness for hunger relief.

What is **SA Goes Orange**?

Imagine the city's skyline illuminated orange ... corporate employees wearing **Go Orange** campaign buttons ... cause-marketing initiatives and in-store campaigns raising funds for families in need ... and media outlets covering their pages and incorporating orange into their broadcasts in support of hunger relief.

SA Goes Orange engages San Antonians in public awareness and fundraising activities that will ultimately help the Food Bank end hunger in Southwest Texas.

How the Campaign Helps

As the major supplier of food for the hungry in Southwest Texas, the San Antonio Food Bank helps provide food for about 58,000 individuals each week through a network of more than 500 partner agencies within a sixteen-county service area.

Every dollar donated, every **SA Goes Orange** campaign button worn and every means of public outreach helps our bottom line: to fight hunger and feed hope in Southwest Texas.

Why Should You Join

The **SA Goes Orange** campaign offers your company a unique opportunity to make a difference in the lives of families and individuals in need in our community, while increasing your own brand awareness and product exposure. The goodwill generated by cause-related marketing translates into a significant return on investment in the San Antonio market. Your employees and your customers will also take pride in knowing that each dollar collected during this campaign allows the Food Bank to distribute up to seven meals.

How You can Go **Orange**

Turn Money into Meals

- Become a campaign sponsor and be listed in all campaign marketing and advertising.
- Donate proceeds from product sales or an event.

Raise the Bar on **Orange** Awareness

- Join city landmarks like the Tower of the Americas and the Quarry Market, and literally light up the sky **Orange**!
- Provide ad space, retail space — any space! — to help raise public consciousness about hunger in Southwest Texas.

Tell a Friend — Enlist Employees, Customers, Friends and Family

- Hold a company-wide **Go Orange** Virtual Food Drive — the donation is virtual, but the help is real!
- Run your own unique internal fundraiser — how about Wear **Orange** to Work day?

The possibilities to **Go Orange** are limitless ... so is the impact that YOU can make toward ending hunger.

For more information, contact Zuani Villarreal, Chief Development Officer, at zvillarreal@safoodbank.org or **210.431.8303**, or Erica Benavides, Director of Community Investments, at ebenavides@safoodbank.org or **210.431.8312**.