

**Drive to Feed
Kids™**

**Changing lives
one meal at a time**

Missouri Farmers Care



Missouri Farmers Care FOUNDATION

Missouri Farmers Care Foundation enables Missourians to understand the influence and importance of agriculture in their daily lives by serving as the centralized hub of the unified educational programs, awards, and hunger relief efforts of Missouri's agricultural community.

DRIVE TO FEED KIDS' PARTNERS



This partnership is made possible by the efforts of Missouri farmers and ranchers, Missouri Farmers Care, Bayer, Brownfield Ag News, Feeding Missouri, Missouri State Fair, Missouri Department of Agriculture, Missouri FFA and Missouri 4-H.

THE CHALLENGE -

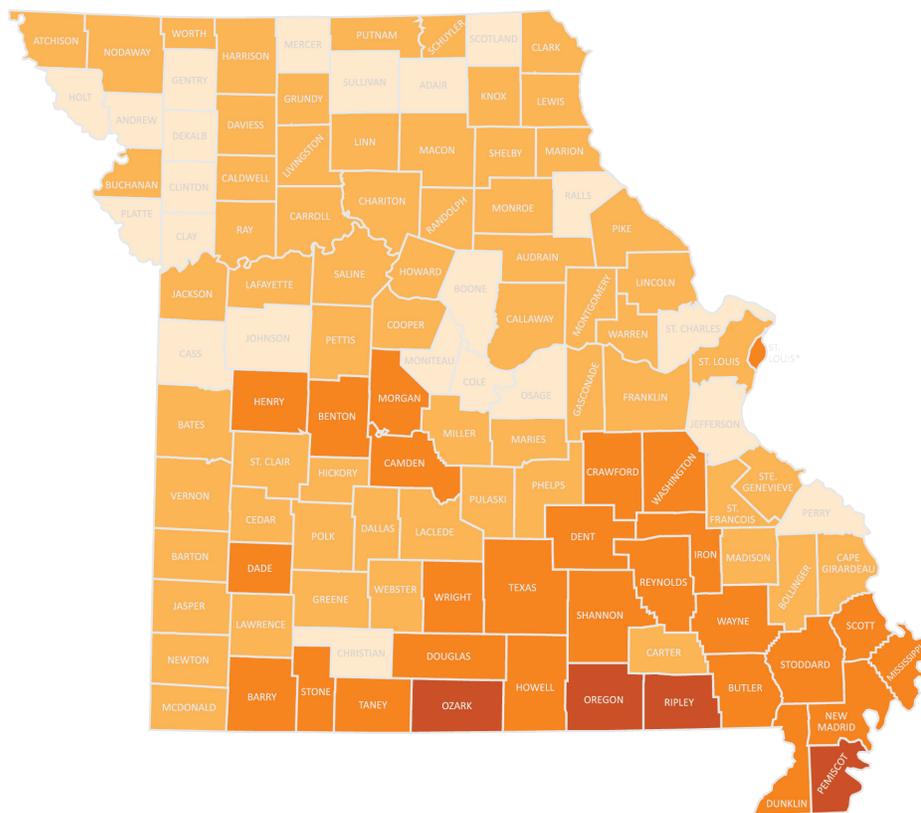
HUNGER IN MISSOURI

According to Feeding America from 2018 to 2020, Missouri had a 39% increase in the number of people experiencing food insecurity; among children, that increase was 60%. The effects of the pandemic are continuing to decimate people's livelihoods and savings even into 2023, especially among our most vulnerable families, which means that increase will be even higher this year. Having enough food

is clearly a concern for many Missouri families and isn't restricted to rural or urban areas. As many as one in eight people face food insecurity every day in our state. Among children, the numbers are even higher. One in seven children face food insecurity on a regular basis.

ONE IN SEVEN MISSOURI CHILDREN FACE FOOD INSECURITY

PERCENT OF CHILDREN < 18 YEARS OF AGE IN FOOD UNCERTAIN HOUSEHOLDS



In **MISSOURI**
809,680
 people are struggling
 with **HUNGER**

202,900
 of those people
 are **CHILDREN**

FOR CHILDREN,
 STRUGGLING WITH
 HUNGER CAN MEAN



**CHRONIC
 ILLNESS**

**LOW BIRTH
 WEIGHT**



**LOWER SCHOOL
 PERFORMANCE**

**DEVELOPMENTAL
 PROBLEMS**





OUR SOLUTION –

DRIVE TO FEED KIDS

Drive to Feed Kids first launched in 2017 with a goal of building collaborative partnerships among non-profit organizations, farmers and agricultural businesses committed to addressing this need. Missouri Farmers Care leveraged existing food bank distribution networks by providing resources for kid-friendly meals to youth through backpack meal programs and in-school food pantries. Additionally, Drive to Feed Kids allows the agriculture community an opportunity to talk about their utilization of science and technology to responsibly produce food

for our communities and world. Drive to Feed Kids has become a movement beyond the initial partnerships by inspiring youth and agriculture groups in local communities to come together and host meal packing events to serve their neighbors. In 2020, the Drive added an additional element when Missouri Farmers Care and the Missouri Pork Association united to deliver high-quality protein to families in need.

DRIVE TO FEED KIDS
HAS LOFTY GOALS
FOR 2023

DONATE OVER 2.15
MILLION MEALS BY:



Supporting Missouri 4-H and FFA members donating more than 850,000 meals through meal packing, drives and volunteer events.



Collecting cash donations, nonperishable food items and fresh produce during the Missouri State Fair to provide 50,000 meals for Feeding Missouri food banks.

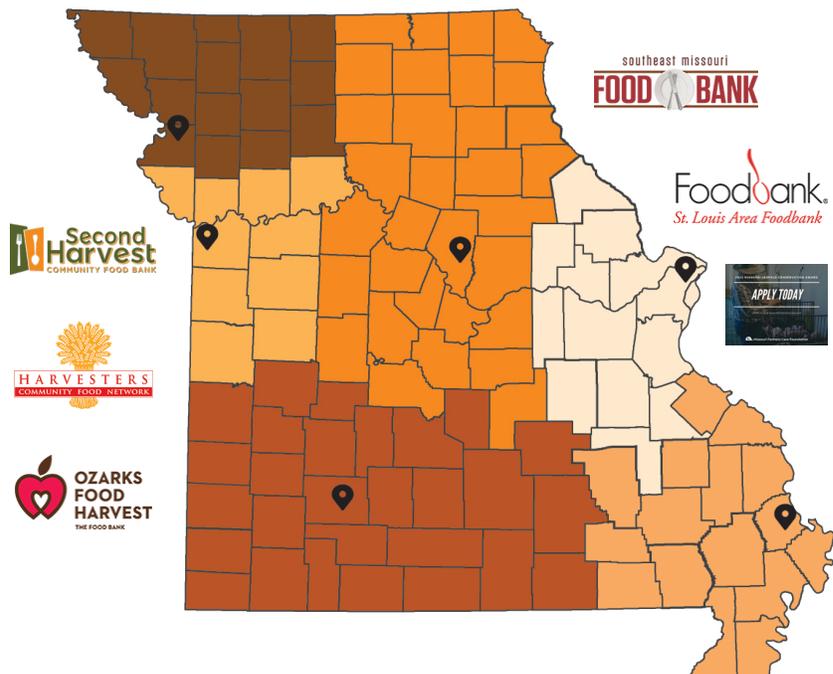


In partnership with Feeding Missouri, procure 1,250,000 servings of pork for food banks through Hogs for Hunger.

WHERE IS THE FOOD AND MONEY DISTRIBUTED?

To make sure our efforts are impactful, Missouri Farmers Care is proud to partner with Feeding Missouri, a state-wide coalition of the six Missouri Food Banks. Together they provide hunger relief to every county (and St. Louis City) throughout the state. More than 120 million pounds of food is distributed each year through their 1,500+

community feeding programs. Last year, through Drive to Feed Kids, more than 2.4 million meals, including 303,000 pounds of pork, were donated to those local food programs. Join the Drive to Feed Kids today at www.MOFarmersCare.com/drive



HUNGER STORIES



“Sometimes we have food and sometimes we don’t.”

Lorali and her brother, Joshua, participate in the Backpack program. At the moment, they live in a single hotel room with their mom and dad.

LORALI
6 years old



“There have definitely been times when I’ve gone without eating – the times when I didn’t have the library. I spend a lot of time at the library. I go to school and then afterwards, I go straight to the library until it closes. It’s a safe place with good people and the library serves free dinner. Being hungry, it would always hurt. I would get angry and frustrated when I had to go to bed with an empty stomach.”

EMILY
14 years old



“I am a Navy veteran. I was honorably discharged after serving my country for four years. My husband and I split up a few years ago and unfortunately, I don’t receive any support. As a veteran, it’s really tough to ask for help. The Navy taught me to be independent. I was ashamed to admit that I couldn’t make it on my own. My daughters were the only reason I ended up asking for assistance. Their needs motivated me to put my pride aside and visit the food pantry. By giving us food, the pantry restored a sense of normalcy to our lives and gave us the strength and inspiration we needed to keep reaching for a better day.”

PRISCILLA

“During the school year, I get free lunch and breakfast at school, which helps my mom make sure we have enough food for the weekends. During the summer when school is out, we don’t have those meals. Instead, we go to the free lunch program. Without the lunch program, I would be sad. I’m really happy that we have it. You’re making kids like me happy and our parents happy too by making it easier for all of us to get enough to eat.”

ZOEY
11 years old



If you want to help make a difference to kids and families like Lorali, Emily, Zoey and Priscilla, visit MOFarmersCare.com/drive to learn more about Missouri’s statewide childhood hunger campaign “Drive to Feed Kids.”

DRIVE TO FEED KIDS

SPONSORSHIP LEVELS

Drive to Feed Kids is a year-round effort of Missouri farmers, agribusinesses and groups to address food insecurity in our state. Through meal packing events, gifted food products, hog processing and monetary donations, the agriculture community provides support to agencies serving our most vulnerable citizens. Drive to Feed Kids launched in January with 4-H Feeding Missouri campaign and continues with Hogs for Hunger in May. The effort culminates in August at the Missouri State Fair, with recognition at the Missouri Farmers Care's booth and several high-profile events. These happenings include FFA Food Insecurity Service Day, where more than 700 FFA members from across the state pack meals for the food banks; a sponsor reception; Governor's, Legislators' and Judges' Day where government officials and agricultural volunteers compile weekend meals; and an onstage celebration of Drive to Feed Kids at one of the evening concerts. If you have questions regarding sponsor levels, please contact Heather Dimitt-Fletcher at heatherd@mofarmerscare.com.

PRESENTING SPONSOR

\$50,000+

- Creation and sharing of a sponsor feature on MFC, Brownfield and FFA social media
- Organization logo on the Drive to Feed Kids' webpage on MFC's website
- Organization logo featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization logo featured in the event slides showcased during the Missouri State Fair concerts
- Recognized as a Presenting Sponsor on the public announcements at the State Fair
- Organization logo featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization logo featured on welcome signs in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization logo appears on Missouri FFA Food Insecurity Service Day packing grid and t-shirt
- Opportunity to hang organizational banner/signage at the packing event
- Opportunity to have eight employees attend the Missouri FFA Food Insecurity Service Day and assist in packing meals
- Eight tickets to the Drive to Feed Kids sponsor reception
- Organization logo appears on the placemats at the Governor's Ham Breakfast
- Organization logo featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Four concert tickets and admission for the night of the check presentation
- Company representative invited to join presenting partners in presentation to Feeding Missouri
- Acknowledged as a Drive to Feed Kids sponsor in Missouri FFA and Missouri 4-H newsletters
- Acknowledged as a Presenting Sponsor in all Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

PLATINUM SPONSOR

\$25,000+

- Creation and sharing of a sponsor feature on MFC, Brownfield and FFA social media
- Organization logo on the Drive to Feed Kids' webpage on MFC's website
- Organization logo featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization logo featured in the event slides showcased during the Missouri State Fair concerts
- Organization logo featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization logo appears on Missouri FFA Food Insecurity Service Day packing grid and t-shirt
- Opportunity to hang organizational banner/signage at the packing event
- Opportunity to have eight employees attend the Missouri FFA Food Insecurity Service Day and assist in packing meals
- Organization logo featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Eight tickets to the Drive to Feed Kids sponsor reception
- Acknowledged as a Drive to Feed Kids sponsor in Missouri FFA and Missouri 4-H newsletters
- Acknowledged as a sponsor in four Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

GOLD SPONSOR

\$15,000+

- Creation and sharing of a sponsor feature on MFC, Brownfield and FFA social media
- Organization logo on the Drive to Feed Kids' webpage on MFC's website
- Organization logo featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization logo featured in the event slides showcased during the Missouri State Fair concerts
- Organization logo featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization logo appears on Missouri FFA Food Insecurity Service Day packing grid and t-shirt
- Organization logo featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Opportunity to have six employees attend the Missouri FFA Food Insecurity Service Day and assist in packing meals
- Six tickets to the Drive to Feed Kids sponsor reception
- Acknowledged as a Drive to Feed Kids sponsor in Missouri FFA and Missouri 4-H newsletters
- Acknowledged as a sponsor in four Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

SILVER SPONSOR

\$10,000+

- Creation and sharing of a sponsor feature on MFC, Brownfield and FFA social media
- Organization logo on the Drive to Feed Kids' webpage on MFC's website
- Organization name featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization logo featured in the event slides showcased during the Missouri State Fair concerts
- Organization logo featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization logo appears on Missouri FFA Food Insecurity Service Day packing grid and t-shirt
- Opportunity to have four employees attend the Missouri FFA Food Insecurity Service Day and assist in packing meals
- Organization logo featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Four tickets to the Drive to Feed Kids sponsor reception
- Acknowledged as a Drive to Feed Kids sponsor in Missouri FFA and Missouri 4-H newsletters
- Acknowledged as a sponsor in three Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

BRONZE SPONSOR

\$5,000

- Creation and sharing of a sponsor feature on MFC social media (36,000+ followers)
- Organization logo on the Drive to Feed Kids' webpage on MFC's website
- Organization name featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization name featured in the event slides showcased during the Missouri State Fair concerts
- Organization name featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization logo appears on Missouri FFA Food Insecurity Service Day packing grid
- Organization name appears on Missouri FFA Food Insecurity Service Day t-shirt
- Opportunity to have two employees attend the Missouri FFA Food Insecurity Service Day and assist in packing meals
- Organization name featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Two tickets to the Drive to Feed Kids sponsor reception
- Acknowledged as a Drive to Feed Kids sponsor in Missouri FFA and Missouri 4-H newsletters
- Acknowledged as a sponsor in two Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

HOSPITALITY SPONSOR

\$2,500

- Creation and sharing of a sponsor feature on MFC social media (36,000+ followers)
- Organization name on the Drive to Feed Kids' webpage on MFC's website
- Organization name featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization name featured in the event slides showcased during the Missouri State Fair concerts
- Organization name featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization name appears on Missouri FFA Food Insecurity Service Day packing grid and t-shirt
- Opportunity to have two employees attend the Missouri FFA Food Insecurity Service Day and assist in packing meals
- Organization name featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Two tickets to the Drive to Feed Kids sponsor reception
- Acknowledged as a Drive to Feed Kids sponsor in Missouri FFA and Missouri 4-H newsletters
- Acknowledged as a sponsor in two Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

PACKING SPONSOR

\$1,000

- Creation and sharing of a joint-packing sponsor feature on Missouri Farmers Care social media (36,000+ followers)
- Organization name on the Drive to Feed Kids' webpage on Missouri Farmers Care's website
- Organization name featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization name featured in the event slides showcased during the Missouri State Fair concerts
- Organization name featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization name appears on Missouri FFA Food Insecurity Service Day packing grid and t-shirt
- Organization name featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Acknowledged as a sponsor in one Drive to Feed Kids' press releases
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC membership and county commissioners

FRIEND

\$200

- Organization name on the Drive to Feed Kids' webpage on Missouri Farmers Care's website
- Organization name featured at the MFC booth in the agriculture building during the Missouri State Fair
- Organization name featured on signs hung on the stage in the director's pavilion on Missouri FFA Food Insecurity Service Day
- Organization name featured on signage at the meal packing event on Governor's, Legislators' and Judges' Day
- Acknowledged as a Drive to Feed Kids sponsor in MFC's Agri-Ready Newsletter distributed to MFC members and county commissioners

2023 CALENDAR OF EVENTS

SPRING 2023



4-H FEEDING MISSOURI

Missouri 4-H clubs across the state will compete in a healthy competition against each other to raise funds and food donations. The campaign will run from January - April 2022. 4-H clubs will have the opportunity to apply for a \$250 matching mini-grant from Missouri Farmers Care Foundation to amplify the impact of their food insecurity service efforts.

This program is in partnership with Missouri 4-H and University of Missouri Extension.

MISSOURI FARMERS CARE TWO FOR TWO TUESDAY

With a minimum donation of two cans of food or a monetary donation of \$2, fairgoers can receive \$2 admission to the Missouri State Fair. All of the canned food and monetary donations collected that day are donated to Feeding Missouri and distributed to food banks following the State Fair.



TUESDAY, AUGUST 15



FFA FOOD INSECURITY SERVICE DAY

In addition to canned food donations, on this Tuesday, a sea of more than 700 FFA members take over the fairgrounds for the FFA Food Insecurity Service Day.

The day begins with a motivational message and quick team-building exercise. From there, teams go to work as FFA members do, "Living to Serve." Members gather to assemble and package kid-friendly family meals to support Feeding Missouri. Sponsors for Drive To Feed Kids may receive the opportunity to participate in the FFA Food Insecurity Service Day and join Missouri's youth, as they make a positive contribution to fight food insecurity in their communities.

This event is in partnership with Missouri FFA, Missouri State Fair and Meals of Hope.



The 2023 Drive to Feed Kids will culminate at the Missouri State Fair in Sedalia as a part of an effort to educate the public about agriculture's commitment to combating hunger in our state. Your tax-deductible sponsorship of the Drive will be showcased at many of these events.



HOGS FOR HUNGER

Building on the success of the 2020 Pork Partnership, the Hogs for Hunger program invites Missouri pig farmers and swine exhibitors to donate hogs this summer to feed hungry Missourians. Farmers and Missouri 4-H and FFA swine exhibitors can process and donate their hogs locally or at the Missouri State Fair. Missouri Farmers Care Foundation reimburses the processing fees.

This program is in partnership with Missouri State Fair Foundation, Missouri Pork Association and Missouri Association of Meat Processors.

GOVERNOR'S, LEGISLATORS' AND JUDGES' DAY

On Governor's, Legislators' and Judges' Day, Missouri Farmers Care members, elected officials and agriculture leaders will join together to assemble these supplies in the Agriculture Building at the Missouri State Fair. These weekend foods will be distributed to students in need during their first few months back to school.



DRIVE TO FEED KIDS SPONSOR RECEPTION AND PRESENTATION

Missouri Farmers Care, along with Drive to Feed Kids' presenting sponsors and Feeding Missouri representatives, showcase the impact Missouri agriculture has made through the 2023 Drive to Feed Kids on stage during a Missouri State Fair concert.

The reception is in partnership with Missouri Farm Bureau, Missouri Grown and Missouri Wines.

SUMMER 2023

THURSDAY, AUGUST 17

SATURDAY, AUGUST 19

SPONSOR OFFERING

	PRESENT- ING \$50,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	HOSPITAL- ITY \$2,500	PACKING \$1,000	FRIEND \$200
Social Media Post – MFC					X	X	X	
Social Media Post – MFC, Brownfield, 4-H & FFA	X	X	X	X				
Name or Logo on Drive Webpage with Link to Your Website	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Recognized on Public Announcements at MO State Fair	X							
Name or Logo on Drive Display at MFC Booth at MO State Fair	Logo	Logo	Logo	Name	Name	Name	Name	Name
Name or Logo in Event Slides	Logo	Logo	Logo	Logo	Name	Name	Name	
Logo on Welcome Signage at Director's Pavilion on FFA Service Day	Logo							
Name or Logo on Signage in Direc- tor's Pavilion on FFA Service Day	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Name or Logo on FFA Service Day Packing Grid	Logo	Logo	Logo	Logo	Logo	Name	Name	
Name or Logo on FFA Service Day Shirt	Logo	Logo	Logo	Logo	Name	Name	Name	
Hanging Banner at FFA Service Day Event	X	X						
Name or Logo on Signs at the packing event on Legislators' Day	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Tickets to FFA Service Day	8	8	6	4	2	2		
Logo on Placemats at the Governor's Ham Breakfast	X							
Tickets to Concert & Admission for Drive Presentation	4							
Company Representative Present on Stage for Drive Presentation	X							
Ticket to Sponsor Reception	8	8	6	4	2	2		
Name in Acknowledgement Drive Article in MFC Newsletter	X	X	X	X	X	X	X	X
Name in Acknowledgement Drive Article in 4-H and FFA Newsletters	X	X	X	X	X	X		
Name in Press Release (# of Press Releases)	4+	4	4	3	2	2	1	
Quote on Drive Webpage	X							

SPONSORSHIP FORM



2023 MISSOURI DRIVE TO FEED KIDS SPONSOR INFORMATION

Organization

Contact

City

State

Zip Code

Phone

Email

PLEDGE INFORMATION

I would like to pledge

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> \$200 | <input type="checkbox"/> \$15,000 |
| <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$25,000 |
| <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$50,000 |
| <input type="checkbox"/> \$5,000 | <input type="checkbox"/> Insert Amount: |
| <input type="checkbox"/> \$10,000 | \$ _____ |

- Paid online at www.mofarmerscare.com/drive
- Check is enclosed
- I will mail check

Please make checks payable to
Missouri Farmers Care Foundation
Drive to Feed Kids
734 S. Country Club Drive
Jefferson City, MO 65109

ACKNOWLEDGMENT INFORMATION

Please use the following name(s) in all acknowledgments

Please submit the sponsorship form by June 23, 2023 to have your organization's logo included on all materials.

If you have questions regarding sponsorship, please contact Heather Dimitt-Fletcher at heatherd@mofarmerscare.com.





Missouri Farmers Care



Missouri Farmers Care Foundation
Drive to Feed Kids
734 S. Country Club Drive
Jefferson City, MO 65109



573.881.7898



ashley@mofarmerscare.com



mofarmerscare.com/drive