



United Way of
Cumberland County



HOW TO GET INVOLVED

With United Way's
Meal Packing Event

August 22, 2024

WHAT IS MEAL PACKING?

United Way is thrilled to partner with Meals of Hope for our annual meal packing event. This initiative is designed to bring communities together with the shared goal of fighting hunger. The event is an inclusive effort, supported by school groups, religious organizations, corporations, and any other group looking to make a meaningful impact in their community.

Event Details:

- **Date:** August 22
- **Time:** 11 a.m. to 1 p.m.
- **Location:** Crown Expo Center
- **Goal:** Pack 70,000 meals for those in need in Cumberland County
- **Beneficiaries:** The non-profits that will accept the meals are yet to be determined.

Last year, with the help of over 300 dedicated volunteers, we packed 70,000 meals, surpassing our initial goal of 60,000. These meals were donated to Fayetteville Urban Ministry and Catholic Charities, making a significant impact in our community.



WAYS TO GET INVOLVED:

1. Participate in Meal Packing

Become a meal packer and help us reach our goal of packing 70,000 meals. This is a hands-on activity that's fun, rewarding, and suitable for all ages.

- Join us on August 22 and be part of a team that works together to make a difference in the lives of those who are food insecure.

2. Volunteer to Help with the Event

Join our volunteer team and assist with setting up the venue, helping during the event, or cleaning up after the event. Your help is crucial to ensure the event runs smoothly and successfully.

- **Setup:** Arrive on August 21 to help arrange tables, set up meal packing stations, and prepare the Crown Expo Center for the event.
- **Runner/Table Manager:** Oversee the flow of the meal packing process, ensuring each table has sufficient supplies and addressing any issues that arise.
- **Table Volunteer:** Assist United Way and Meals of Hope with various tasks to ensure a smooth and efficient event.
- **Cleanup:** Stay a little longer to assist in breaking down tables, packing up supplies, and ensuring the venue is left in great condition.



3. Collect Food Donations

Support our food drive by collecting food items for the Second Harvest Food Bank's Children's Backpack Program. This program provides nutritious food to children in need within the Cumberland County School District.

- Host a food drive at your workplace, school, or community group.
- Bring the items to the Meal Packing Event

Items that are accepted are:

- Pop Top Can Meals
- Individual Cereals
- Self - Stable 2% Milk
- Juice Boxes
- Fruit Cups

4. Spread Awareness

Help us spread the word about the United Way Meal Packing Event and the fight against hunger in Cumberland County. Raising awareness is a crucial step in mobilizing community support and making a significant impact.

- Share on Social Media: Use your social media platforms to inform your network about the event and its importance.
 - **Post about the event:** Share details and encourage your followers to get involved.
 - **Use the hashtag:** #UnitedWayMealPacking2024
 - **Tag us:** @UnitedWayCC on Facebook and @UnitedWayOfCumberlandCounty Instagram
- Tell Your Friends and Family: Word of mouth is powerful. Talk to your friends, family, and colleagues about the event and encourage them to participate or donate.
 - **Email:** Send an email to your contacts with information about the event and how they can get involved.
 - **Group chats:** Post details in your group chats or community forums.
- Connect with Community Leaders: Encourage community leaders, influencers, and public figures to endorse and support the event.
 - **Reach out:** Send letters or emails to local leaders and ask for their support.
 - **Invite them:** Encourage them to attend or promote the event on their platforms.



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5. Donate to Help End Hunger

Contribute financially to support our hunger-fighting initiatives. Your donation will help us purchase the necessary ingredients for meal packing and support other hunger relief programs in Cumberland County.

- **United Way Campaign:** Participate in our United Way Campaign, which mobilizes community support to raise funds for hunger relief in Cumberland County.
- **Meal Packing Challenge:** Join the Meal Packing Challenge, a peer-to-peer fundraising competition aimed at raising funds to provide nutritious meals for individuals and families in need in Cumberland County. Teams will compete to raise the most funds and pack the most meals.

As a participant in the event, you have the opportunity to make a real difference and help those in our community who are facing food insecurity.

6. Sponsor the Event

Support United Way's Meal Packing Event and make a significant impact in the fight against hunger in Cumberland County. Your sponsorship not only helps us achieve our goal of packing 70,000 meals but also enhances your organization's visibility and community involvement. Below are our available sponsorship packages and additional opportunities to contribute.

Raffle Sponsors

Benefits: Recognition based on the value of the contribution. Benefits will be tailored accordingly and may include logo placement, media acknowledgment, and more.

Impact: Varies based on the value of the in-kind contribution, contributing towards the overall meal goal.





T-Shirt Sponsor - \$250

Number of Available Spots: 1

Benefits:

- **Logo placement:** On the event T-shirts.
- **Social media:** Featured post on United Way's social media.

Award Sponsor - \$500

Number of Available Spots: 1

Benefits:

- **Recognition:** Mentioned during the award presentation.
- **Social media:** Featured post on United Way's social media.

Transportation Sponsor - \$500

Number of Available Spots: 1

Benefits:

- **Recognition:** Mentioned during the event.
- **Social media:** Featured post on United Way's social media.

Children's Backpack Program Sponsor - \$500

Number of Available Spots: Unlimited

Benefits:

- **Event Presence:** You will receive special mention during the event and on signage by the Donation Boxes.
- **Social media:** Featured post on United Way's social media.
- **Impact:** Your contribution will go directly to this program.

Bronze Sponsor - \$1,000

Number of Available Spots: 10

Benefits:

- **Logo placement:** Your logo will appear on event materials, including banners and flyers.
- **Event presence:** Mentioned in the event's opening remarks.
- **Listing:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Two complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 3,125 meals for people in need.





Silver Sponsor - \$2,500

Number of Available Spots: 5

Benefits:

- **Logo placement:** Your logo will appear on event materials, including banners, flyers, T-shirts, and social media.
- **Event presence:** Mentioned in the event's opening remarks.
- **Listing:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Three complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 7,813 meals for people in need.

Lunch Sponsor - \$3,000

Number of Available Spots: 1

Benefits:

- **Recognition with Lunch:** Signage and verbal acknowledgment.
- **Marketing materials:** Inclusion in all event marketing materials.
- **Social media:** Featured post on United Way's social media..

Gold Sponsor - \$5,000

Number of Available Spots: 3

Benefits:

- **Logo placement:** Featured on event materials, including banners, flyers, T-shirts, and social media.
- **Media coverage:** Acknowledgment in press releases and media coverage.
- **Event presence:** Mentioned in the event's opening and closing remarks.
- **Dedicated spotlight:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Five complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 15,625 meals for people in need.





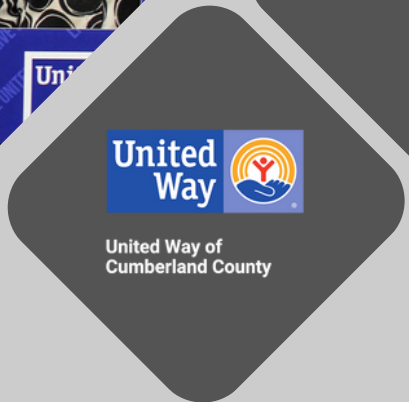
Title Sponsor - \$10,000

Number of Available Spots: 1

Benefits:

- **Exclusive naming rights:** The event will be named in your honor, e.g., "United Way Meal Packing Event presented by [Sponsor's Name]."
- **Prominent logo placement:** Your logo will be featured on all event materials, including banners, flyers, T-shirts, and social media.
- **Media coverage:** Acknowledgment in all press releases and media coverage.
- **Event presence:** Opportunity to speak at the event kickoff.
- **Dedicated spotlight:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Ten complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 31,250 meals for people in need.

PICTURES FROM 2023



**United
Way**



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