

**14<sup>TH</sup> ANNUAL**  
**EMPTY PLATE STROLLING**  
**DINNER & AUCTION**



GREATER LANSING  
**foodbank**

**2020**  
**SPONSORSHIP PACKET**



**Thursday, May 7, 2020 - 5:30 p.m.**  
**Big Ten Room - Kellogg Hotel & Conference Center**  
**Michigan State University - East Lansing, Michigan**

*Since its inception, the Empty Plate event has raised over \$4 million which has helped to feed tens of thousands of hungry families.*

#### Empty Plate Blessing

*May this empty plate serve to remind us  
of the gift of food that is so easily enjoyed by some,  
yet remains a wish for too many others.  
May this empty plate remind us  
that we can help in small ways and large  
to ease the suffering of our neighbors  
And may it bring to our table  
the grace,  
compassion  
and inspiration  
that will guide us  
to help those less fortunate than ourselves.*

— Mimi Heberlein

### **ABOUT THE EMPTY PLATE STROLLING DINNER & AUCTION**

In 2007, Mimi Heberlein had an idea about a new way to give back to the community. Taking action on various fundraising event ideas and models, she created an event which would set the standard in our community. Thanks to her vision, the Empty Plate Strolling Dinner and Auction is now one of Lansing's premier fundraising events.

Attended by over 700 people each year, the Empty Plate event is GLFB's largest annual fundraiser and takes place each April/May. Guests enjoy a casual strolling dinner featuring the area's top chefs, a commemorative "empty plate" decorated by local school children, live and silent auctions

and an important opportunity to make a difference for thousands of our neighbors in need.

In the eleven years since the Empty Plate Strolling Dinner and Auction began, businesses and individuals in our community have contributed over 4 million to help feed those in need. This translates to more than 10 million nutritious meals provided!

## **Support Greater Lansing Food Bank's 14th annual Empty Plate Strolling Dinner & Auction to help make a true impact on hunger in our community.**

*Guests will enjoy:*

- A casual strolling dinner featuring the area's top chefs from:
  - Bordeaux at Crowne Plaza Lansing West
  - Morton's Fine Catering
  - Radisson Hotel Lansing
  - State Room at Kellogg Hotel & Conference Center
  - Troppo
  - University Club of MSU
- A commemorative "empty plate" decorated by local school children
- Live and silent auctions featuring unique items including sports packages, vacation packages and other distinctive objects and opportunities
- Presentation of the annual Founders' Award
- A chance to socialize with many of your friends and community leaders
- An important opportunity to make a difference for thousands of our neighbors in need

**All proceeds benefit Greater Lansing Food Bank**

## 2020 Sponsorship Levels & Benefits

### \$20,000 Platter Sponsorship *Title Sponsor*



**PROVIDES 60,000 MEALS BY HELPING GLFB PURCHASE 1 SEMI-TRUCK LOAD OF FOOD**

Right of first refusal for 2021 event  
Name of sponsor above Empty Plate logo  
Segment in Title Sponsor video for GLFB website and social media  
Recognition from the stage

Name on all media releases  
Full page ad in program book  
Contribution recognized on streaming video at event  
Name on all printed material (invitations, program book, etc.)\*

Name listed on Thank You posters at event  
Name on GLFB website, Facebook, etc.  
Unique Hand-Painted Commemorative Plate  
12 tickets (additional tickets upon request)

### \$10,000 Dinner Plate Sponsorship



**PROVIDES 30,000 MEALS DISTRIBUTED THROUGH GLFB'S MOBILE FOOD PANTRY PROGRAM**

1/2 page ad in program book  
Contribution recognized on streaming video at event

Name on all printed material (invitations, program book, etc.)\*  
Name listed on Thank You posters at event  
Name on GLFB website, Facebook, etc.

Unique Hand-Painted Commemorative Plate  
10 tickets to event

### \$7,500 Lunch Plate Sponsorship



**PROVIDES 22,500 MEALS TO HELP FEED FIVE FAMILIES FOR ONE YEAR**

1/4 page ad in program book  
Contribution recognized on streaming video at event

Name on all printed material (invitations, program book, etc.)\*  
Name listed on Thank You posters at event

Name on GLFB website, Facebook, etc.  
Unique Hand-Painted Commemorative Plate  
10 tickets to event

### \$5,000 Salad Plate Sponsorship



**PROVIDES 15,000 MEALS DELIVERED BY GLFB'S FLEET OF VEHICLES**

1/8 page ad in program book  
Contribution recognized on streaming video at event

Name on all printed material (invitations, program book, etc.)  
Name listed on Thank You posters at event

Name on GLFB website, Facebook, etc.  
Unique Hand-Painted Commemorative Plate  
8 tickets to event

### \$2,500 Cheese Plate Sponsorship



**PROVIDES 7,500 MEALS SORTED BY GLFB'S VOLUNTEER PROGRAM**

Contribution recognized on streaming video at event  
Name on all printed material (invitations, program book, etc.)\*

Name listed on Thank You posters at event  
Name on GLFB website, Facebook, etc.  
Unique Hand-Painted Commemorative Plate

8 tickets to event

### \$1,500 Bread Plate Sponsorship



**PROVIDES 4,500 MEALS RESCUED BY GLFB'S FOOD MOVERS PROGRAM**

Name on all printed material (invitations, program book, etc.)\*

Name listed on Thank You posters at event  
Name on GLFB website, Facebook, etc.

6 tickets to event

### \$1,000 Dessert Plate Sponsorship



**PROVIDES 3,000 MEALS GROWN THROUGH GLFB'S GARDEN PROJECT PROGRAM**

Name on all printed material (invitations, program book, etc.)\*

Name listed on Thank You posters at event  
Name on GLFB website, Facebook, etc.

4 tickets to event

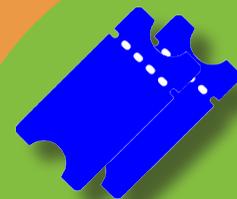
### \$500 Appetizer Plate Sponsorship



**PROVIDES 1,500 MEALS THROUGH GLFB'S PRODUCE DISTRIBUTION PROGRAM**

Name on GLFB website, Facebook, etc.

2 tickets to event



**Individual Tickets:  
\$150/person**

**PROVIDES 450  
MEALS TO HELP  
FEED FIVE FAMILIES  
FOR ONE MONTH**

**\*Please make your sponsorship commitment in a timely manner in order to receive full sponsorship benefits.**

**Invitation print deadline: March 6, 2020**

**Program print deadline: April 20, 2020**

## About Greater Lansing Food Bank

GLFB’s mission is to partner to alleviate hunger one meal at a time and to create a future where everyone has access to nourishing food. We achieve this mission by providing nutritious food to our network of more than 140 member agencies—including food pantries, community kitchens, shelters, and other nonprofit organizations—as well as through mobile food distributions and special programs focused on farming and gardening. We work diligently to ensure that all adults, children, and families in need across the counties of Ingham, Eaton, Clinton, Shiawassee, Gratiot, Clare and Isabella have access to healthy food. We are the only organization of our kind working in mid-Michigan and our service area encompasses 3,980 square miles.

GLFB is a member of Feeding America and the Food Bank Council of Michigan and acts as one of many food banks working across the country to provide emergency food assistance. While the food banking model has shifted over the decades to fit changing culture and needs, it has been found to be one of the most expedient ways to provide emergency food to individuals experiencing food insecurity.

In 2018, GLFB distributed 8,721,825 pounds of food, the equivalent of approximately 6,949,218 meals. This includes:

- 351,288 meals in Clare County
- 854,249 meals in Isabella County
- 354,015 meals in Gratiot County
- 513,073 meals in Clinton County
- 1,145,261 meals in Eaton County
- 429,793 meals in Shiawassee County
- 3,301,539 meals in Ingham County

We additionally supported 113 community gardens, including 94 in Ingham County, 9 in Eaton County, 7 in Clinton County, 2 in Isabella, and one in Clare County. GLFB also benefitted from the incredible support of our volunteer network of individuals and community groups, who together contributed over 27,000 hours of service to support our mission.

Over the past six years, the GLFB team has worked continually to better serve the community. We have increased distribution from just over 5 million pounds of food in 2012 to over 8 million pounds of food for over 100,000 people in 2018.





As food insecurity remains a significant issue in the communities we serve, GLFB aims to maximize the distribution of nutritious food to our member organizations and through our programs annually. According to Feeding America, GLFB will need to more than double our emergency food distribution by 2025 to meet community need in our service area. This will require our team to increase food distribution by at least 6% every year over the next 7 years just to keep up with rising need. **With this in mind, our goal in FY19 is to distribute roughly 9 million pounds of food to agencies in mid-Michigan, providing more than 7 million meals to nearly 100,000 individuals in need.**

At GLFB, we understand that our organization is only as strong as the network of member agencies that we support. Through the reciprocal partnerships we build with member agencies, we are able to leverage the strengths of these trusted, local organizations in every community in mid-Michigan to reach the hungry. In return, these organizations have ready access to healthy food at free or sharply discounted rates that the buying power of GLFB makes possible. Our partnerships and distributions to member agencies represent the central activities of GLFB.

## About Greater Lansing Food Bank Programs

Even with the incredible reach and abilities of our member agencies, there are still communities across Mid-Michigan with few local emergency food resources. With these communities in mind, GLFB has created several complementary, core programs that ensure everyone, no matter their location, background, age, or circumstance, has access to healthy food. In FY19, we will continue to provide the following special programs:



**Garden Project:** This program was established in 1982 when founders of Greater Lansing Food Bank realized that by supporting the growth of healthy food, we could address a variety of important issues related to hunger, nutrition and health. Garden Project provides home and community garden support for low-to-moderate income residents in our service area to help promote community building, healthy eating and self-sufficiency. Garden Project also provides access to seeds, plant starts, and tools that are distributed each season through the Resource Center, located at Foster Park (2401 Marcus St., Lansing, MI). In the summer of 2013, for the first time, Garden Project began developing programs, workshops and other resources in order to share knowledge and expertise to support community gardeners.



**Food Movers:** This program began in 1992 as a result of an editorial in the Lansing State Journal about all the prepared food in our community that was being thrown out. Food Movers “rescues” prepared and perishable food that is unsold or unused and redistributes it through our network via refrigerated vehicles. Safe handling guidelines established by the Ingham County Health Department are followed in the handling of this food. Food Movers has been integrated into the operations of the warehouse.



**Mobile Distributions:** In our historically underserved and more rural northern counties, fewer food pantries and emergency food services are available. We understand that it is not always efficient or possible for all member agencies to travel to and from our Lansing distribution center to pick up food donations for clients. Additionally, due to capacity constraints, not all agencies have the freezer, cooler or storage space to safely hold and distribute bulk food donations including meat, dairy and fresh produce. GLFB addresses these barriers through mobile distributions that directly serves community members in convenient locations throughout our service area. In collaboration with community partners, GLFB brings perishable food as well as shelf-stable food items directly to communities in need via our refrigerated trucks.



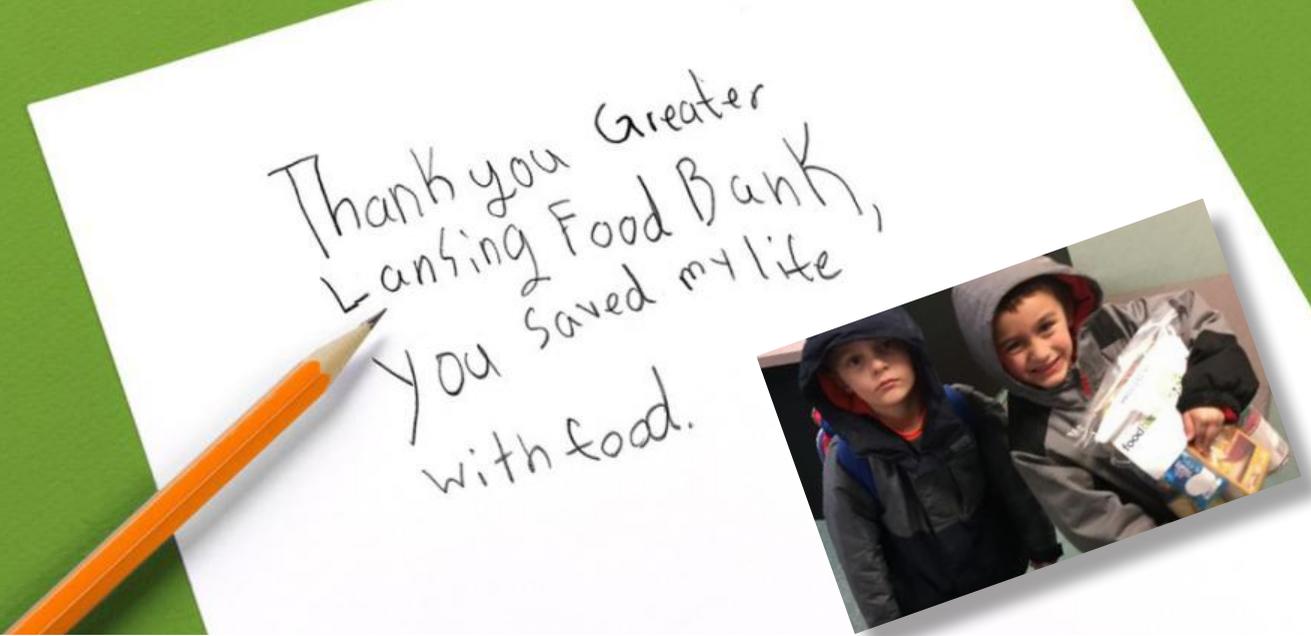
**Produce Distributions:** Over the past few years, this program has grown to keep pace with our overall distribution goals to meet community needs. Today, we distribute 2.5 million pounds of fresh produce annually to clients through several effective methods which include: member agencies, mobile distributions and effective community partnerships. This program is also designed to provide nutrition education to increase the health and wellness of individuals and families. Additionally, GLFB operates a special **Senior Produce Program** that distributes 200 small boxes of produce per month directly to low-income and homebound senior citizens in Ingham County. Rather than deliver large quantities of produce, as we normally would for larger family units, our Senior Produce boxes are manageable in size for a single person. Each box also includes print-outs that describe the produce and easy recipe ideas for how to use each item.



**SNAP Outreach:** Launched in October 2017, this program is operated by a dedicated outreach team that aims to educate and enroll eligible, low-income individuals and families in the federal Supplementary Nutrition Assistance Program (SNAP), which offers nutrition assistance and provides economic benefits to communities. It is the largest government program in the domestic hunger safety net. The SNAP program, which sits within the United States Department of Agriculture Food and Nutrition Service, plays an extremely important complementary role to the programs and services provided by GLFB and other nonprofit and governmental emergency food resources. Households in need can use SNAP benefits to buy nutritious food including: bread, cereal, fruits, vegetables, meat, fish, poultry, dairy products, seeds and plants that produce food for the household to eat.



**We Serve Kids Program™:** Re-established in the fall of 2012, this program serves children in grades K-8 who are enrolled in free or reduced school meals that may otherwise go hungry when they do not have access to school meals on the weekends and over extended school breaks. We actively partner with school districts and member agencies to reach thousands of children annually through school pantries or “backpacks” (emergency food kits) filled with nutritious shelf-stable and kid-friendly food. The need for these programs and services varies drastically from county to county and school district to school district throughout our service area. GLFB is focused on continuing to develop partnerships with school districts throughout our entire service area, starting with the most underserved, to develop the best service this program can provide to each community.



In mid-Michigan a staggering 21,660 school children rely on free and reduced lunches during the school week. When school is not in session, many of these children go home to empty cupboards. However, with just one backpack, a student can count on two full weekends worth of food – food to provide the necessary nourishment to go back to school ready to learn.

**GLFB's We Serve Kids Program™** works to ensure children in grades K to 8 have access to nutritious food whenever school meals are not available, such as weekends, holiday breaks and summer break. This program works throughout the seven counties GLFB serves to fill in the gaps where resources are currently not available, where too often school children go without.



**With just \$5 a backpack, you can provide 8 meals plus snacks for a child going home to an empty cupboard.**

By adding 10% to your 2020 Empty Plate sponsorship to support this program, you will directly impact children throughout our community, giving them the nutrition to learn.





## 2019 Empty Plate Sponsors

### \$20,000+ Title Platter Sponsors

Jackson National Life\* McLaren Greater Lansing  
Mary Ellen Sheets & Tom Amiss\*

### Presenting Sponsors

Kellogg Hotel & Conference Center

### \$10,000 Dinner Plate Sponsors

AF Group  
Suzanne Hanses DO, PLLC  
Lansing Neurosurgery  
Richard & Suzanne Lasch

John & Frances Loose  
Nancy Passanante\*  
Brig & Francine Sorber  
United Dairy Industry of Michigan

### \$7,500 Lunch Plate Sponsors

Auto-Owners Insurance

### \$5,000 Salad Plate Sponsors

BCP (Blohm Creative Partners)  
Peter & Brandie Bertsch  
Blue Cross Blue Shield of Michigan  
Douglas & Jean Buhler  
Building Blocks Catering  
DTN Management Co.  
Kris & Jennifer Elliot  
Farm Bureau Insurance

Foster Swift Collins & Smith, PC  
Grainger  
Great Lakes Hand Surgery Center – William  
Truluck, DO  
Kahl & Caltrider Investment Group of Wells  
Fargo Advisors  
LAFCU  
Lake Trust Credit Union

Lansing Urgent Care\*  
MSU College of Osteopathic Medicine  
MSU Federal Credit Union\*  
Neogen Corporation  
Shaheen Auto Group\*  
Ronald & Mary Simon  
UAW Region 1D  
Tim Ward & Mary Liioi-Ward

### \$2,500 Cheese Plate Sponsors

AARP  
Anonymous  
Anonymous – Matthew 6  
The Christman Company  
Dart Bank  
Dean Transportation  
Dowding Industries

Fifth Third Bank  
Flagstar Bank  
Fraser Trebilcock  
Greater Lansing MLK Holiday Commission  
Horizon Bank  
ITC Holdings Corp.  
Meijer

Michigan Laborers' District Council  
Moonsail North  
John & Mary Beth Pirich  
PNC Bank  
Sparrow Health System  
Streamline Medical Supply\*  
Cheryl & Joe Wald\*

### \$1,500 Bread Plate Sponsors

Bippus USA Auction & Real Estate  
Leslie Brogan  
Barbara & Mike Busch  
Capitol National Bank  
CG Financial Services  
Michelle & Joseph Chahine  
Sue & Jack Davis  
Dewpoint

Mary Anne Ford & Scott Schrage\*  
Sharon E. Gillison  
Hon. James & Elizabeth Jamo  
Junior League of Lansing  
Larry Lee\*  
Kevin & Sharon McGraw  
Kevin & Lori Mehig\*  
Michigan Association of Health Plans

Michigan Milk Producers Association\*  
Jill & David Mittleman  
Peckham, Inc.  
Plante Moran, PLLC  
Public Sector Consultants  
Teri & Roger Thornburg  
Dr. & Mrs. Matthew Wilcox  
Jeff Williams & Joy Whitten

### \$1,000 Dessert Plate Sponsors

Alta Equipment Company  
Amalgamated Transit Union Local  
1039  
ASK  
Beals Institute  
Louis Berkowitz Family Foundation  
Berkshire Hathaway HomeServices/  
Tomie Raines Realtors  
David & Patricia Brogan  
Capital Area Transportation Authority  
Capitol Barricading, Inc.  
Capitol Fundraising Associates  
Cinnaire  
The Cleary Family\*  
Clerical-Technical Union of MSU\*  
Comcast

Comerica Bank  
Paul & Carol Conn  
DBI – We Do Office  
David & Sherri Drayton  
Dykema  
Emergent BioSolutions  
Equanimity Wealth Management -  
Scott & Jill Danek  
George F. Eyde Family  
French/Silm Agency -  
Farm Bureau Insurance  
Shahriar Ghoddousi  
Linda Gobler & Dennis Schornack  
Karen & Norman Grannemann  
Drs. Dave & Rashi Gupta  
Drs. Satish & Usha Gupta

Brian & Kim Harkness  
Huntington Bank  
Independent Bank  
The KAK Network  
Lansing Board of Water and Light  
Loomis Ewert Parsley Davis &  
Gotting, PC  
Maner Costerisan, PC  
Martin Waymire  
Michigan Building & Construction  
Trades Council  
Morrow Roofing, Inc.  
Muchmore Harrington Smalley &  
Associates, LLC  
Daniel & Jennifer Pohl

Public Affairs Associates  
Rehmann  
Simplified Accounting & Tax, PC  
Sinus Dramis Larkin Graves &  
Waldman, PC  
SodexoMAGIC  
Bill Spielman & Lori Nelson Spielman  
Sarah L. Spradlin  
SuttonAdvisors, PLC  
Roselyn Tantraphol & Scott Swanson  
UA Plumbers & Pipefitters, Local 333  
Value-Added Food Sales\*  
Steve Van Nocker & Jinhua Yang  
Warner Norcross + Judd



## Empty Plate Response Form

Please make your sponsorship commitment in a timely manner in order to receive full sponsorship benefits:

**Invitation print deadline: March 6, 2020      Program print deadline: April 20, 2020**

Response can be faxed to (517) 853-7817, mailed to the address below or emailed to [sarah@glfoodbank.org](mailto:sarah@glfoodbank.org)

- YES, I will be a sponsor of the Empty Plate Dinner on May 7, 2020 to support Greater Lansing Food Bank
- Platter (Title) Sponsor \$20,000 – Provides 60,000 meals by helping GLFB purchase 1 semi-truck load of food
  - Dinner Plate Sponsor \$10,000 - Provides 30,000 meals distributed through GLFB's Mobile Food Pantry program
  - Lunch Plate Sponsor \$7,500 – Provides 22,500 meals to help feed five families for one year
  - Salad Plate Sponsor \$5,000 – Provides 15,000 meals delivered by GLFB's fleet of vehicles
  - Cheese Plate Sponsor \$2,500 – Provides 7,500 meals sorted by GLFB's Volunteer program
  - Bread Plate Sponsor \$1,500 – Provides 4,500 meals rescued by GLFB's Food Movers program
  - Dessert Plate Sponsor \$1,000 – Provides 3,000 meals grown through GLFB's Garden Project program
  - Appetizer Plate Sponsor \$500 – Provides 1,500 meals through GLFB's Produce Distribution program

-  YES, I will help provide backpacks for the We Serve Kids Program by adding 10% to my sponsorship (total to add = \_\_\_\_\_)

- YES, I will purchase \_\_\_\_\_ Individual Tickets at \$150 per person for a total of \$ \_\_\_\_\_
- I cannot attend the event but enclosed is a donation of \$ \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**PLEASE PROVIDE E-MAIL AS TICKETS WILL BE ISSUED ELECTRONICALLY**

Follow-up Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Follow-up Contact E-mail: \_\_\_\_\_

**For all printed material please list how the recognition of the sponsorship gift should appear:**

\_\_\_\_\_

### Payment Information:

- A check for the full amount is enclosed.
- Please invoice me for the full amount.
- Please bill my Visa/MasterCard/Discover/AMEX

Card #: \_\_\_\_\_ CV Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Please make check payable to:**

**Greater Lansing Food Bank**  
P.O. Box 16224  
Lansing, MI 48901

**For further information, please contact:** Sarah Jaworski at (517) 853-7810 or email [sarah@glfoodbank.org](mailto:sarah@glfoodbank.org)

Greater Lansing Food Bank is a 501c3 non-profit      Tax ID # 38-2424756