

THE NEW BRAND OF CORPORATE PHILANTHROPY

CORPORATE PARTNERSHIPS *and* CAUSE-RELATED MARKETING



“Cause-marketing advocates say such campaigns can meet traditional marketing goals, such as boosting market share, pumping up the sales force, or improving a weak public image, while helping causes the customer cares about.”

- Business Week

OUR PHILOSOPHY

Share Our Strength believes that doing good (being philanthropic) and doing well (making money) is good business.

This philosophy has made us one of the nation's most entrepreneurial nonprofit organizations, with a proven track record for creating innovative corporate partnership programs and cause-related marketing initiatives.

Share Our Strength began in the basement of a row house on Capitol Hill in 1984 with the belief that everyone has a "strength" to share in the fight against hunger and poverty. We invest in both short-term and long-term solutions to hunger and poverty, meeting immediate demands for food while supporting organizations whose work actually attacks the root causes of hunger in the U.S. and abroad.

"Share Our Strength is one of the nation's leading anti-hunger organizations that mobilizes individuals, corporations and industries to contribute their resources and talents to help fight hunger. As a result of these collaborative efforts, we have distributed over \$60 million since 1984 and supported more than 1,000 agencies working to fight hunger in the U.S and abroad."

A MARKET- BASED APPROACH

Corporations and business leaders seek alliances with nonprofit organizations to meet bottom-line objectives while doing good for the community. These alliances are crafted to:

- meet business strategies
- reach marketing/sales objectives
- differentiate products
- increase access to markets
- strengthen customer loyalty
- enhance brand and corporate reputation
- improve employee retention and loyalty.

While meeting these objectives, social change is advanced. Cause-related marketing partnerships, sponsorships, joint ventures, and licensing agreements are market-based programs that create community wealth — resources generated through profitable enterprise to promote social change.

BENEFITS OF CAUSE- RELATED MARKETING

Cause-related marketing works. A well-designed program, such as Share Our Strength and American Express's Charge Against Hunger, meets corporate objectives and makes a measurable impact on a chosen cause. A nationwide study conducted by Roper Starch Worldwide for Cone, Inc. reports that companies that involve themselves in social causes are rewarded with increased sales, customer and employee loyalty, and enhanced brand reputation.¹

Share Our Strength understands the return on investment these relationships provide for our partners — and our work to end hunger.



A Booming Industry

According to IEG, Inc., 4,500 companies spent more than \$7.6 billion on sponsorship across North America in 1999. The Washington Post reported estimates from industry analysts that corporate support of “cause programs” exceeds \$700 million annually.

Sponsorship can be defined as an investment in sport, the arts, a community event, program or cause that yields a commercial return for the sponsor.²

Cause-related marketing links the sale of a product or service to a cause, and is evolving into what industry expert Carol Cone calls “cause branding — companies who make long-term commitments to causes that become part of the

corporate identity and culture.”³

- 83% of Americans have a more positive image of companies supporting a particular cause that they care about.
- 76% of consumers are more likely to choose a brand associated with a good cause price and quality being equal
- For companies with cause programs, 87% of all employees report having a stronger sense of loyalty to their employer
- Companies without cause programs report approximately 67% of employees having strong loyalty to their company.⁴

1 USA Today (Magazine), August 1999 v 128 i1265 p15 Good Deeds Attract Customers and Workers. (public opinion survey result on corporate social activity)
COPYRIGHT 1999 Society for the Advancement of Education
2 The Sponsorship Seeker's Toolkit, Anne-Marie K. Grey & Kim Skildum-Reid, COPYRIGHT1999 McGraw-Hill
3 Marketing News, April 26, 1999, Cause Marketing takes a strategic turn COPYRIGHT 1999 American Marketing Association
4 1999 Cone/Roper Cause Related Trends Report, COPYRIGHT 1999 Cone/Roper Report

OUR EXPERIENCE

In 1999 illy caffè North America, Inc. joined Share Our Strength as a national partner in the fight to end hunger. As the premier coffee sponsor of Taste of the Nation, illy is served at events across the country.

In addition, for the next five years, illy has committed 1% of its annual sales from the Restaurant, Café, and Hotel markets to Share Our Strength's efforts to end hunger.



When **Tyson Foods, Inc.** began the search for a national cause-marketing partner to focus its hunger relief activities around its 65th anniversary, Share Our Strength's approach to the issue stood out. In May, 2000, Tyson launched a \$10 million, 3-year commitment to the fight against hunger in partnership with Share Our Strength, including national sponsorship of *Operation Frontline* and the donation of 6.5 million pounds of chicken to community agencies across the

country. Tyson team-member volunteer programs and integrated advertising and public relations support are also key to the relationship.

This new partnership reinforces Tyson's position as a food industry leader and is a strategic component of the *Tyson for Families* program. Studies of consumer responses show that Tyson's image as a good corporate citizen jumped 30% among target audiences since the partnership was announced.

As the national sponsor of *Operation Frontline* — Share Our Strength's nutrition education program taught by volunteer chefs in 90 communities nationwide — Tyson is affecting a root cause of hunger. And the donation of Tyson chicken to local food distribution agencies provides much-needed, quality protein to those who need

immediate food assistance.

American Express's Charge Against Hunger campaign from 1993-96 was one of the nation's most visible and successful cause-related marketing partnerships. It provided the company with a crucial edge in the holiday buying season and increased cardmember usage and loyalty, built merchant relationships, and mobilized employees.

The program — in which American Express donated three cents from every transaction during the fourth quarter — raised \$21 million to fight hunger. The campaign has been recognized as a leading example of effective cause-related marketing by industry and opinion leaders including the *Harvard Business Review* and *Business Week*.



American Express initiated its partnership with Share Our Strength in 1991 in an effort to reverse low card acceptance in fine dining establishments. As a national sponsor of *Taste of the Nation* since 1991, American Express has strengthened its relationships with leading restaurants as well as built customer loyalty and brand image.

Evian Natural Spring Water meets specific objectives for on-premise sales in fine-dining establishments through national sponsorship of *Taste of the Nation* combined with an



adjunct program, *Quench Hunger*. Designed to increase case sales of 1-litre glass bottles, Quench Hunger provides proceeds of sales during the campaign period to Share Our Strength. The program has increased Evian case sales by an average of 20% — in some markets four-fold — and enabled the company to acquire two to three new accounts per market. Supported by advertising and on-premise marketing materials, the program raises more than \$30,000 annually for our national anti-hunger efforts.

Bloomingdale's and **Macy's** were engaged to coordinate in-store chef demonstrations that promoted the pans and the partnership. With sales far exceeding expectations, Calphalon continues to designate two pans per year to benefit Share Our Strength. To date, this partnership has sold over

100,000 pans and raised nearly \$1.1 million for our cause.



In 2000, **Cutco Cutlery** established the *Cutting Away at Hunger* program with Share Our Strength. To further demonstrate their commitment, Cutco launched a five-year, one million dollar program in 2002. As a part of this partnership, Cutco has designated several of its most popular premium cutlery sets as a platform for a Share Our Strength cause-related marketing program. Additionally, Cutco Cutlery annually provides knives and kitchen accessories for chefs and participants in Operation Frontline's Side-by-Side family cooking classes, and awards cutlery prizes to all graduates. Cutco

Cutlery, the largest American manufacturer of high-quality kitchen cutlery and accessories, has gained access to chefs, restaurateurs, and promotional opportunities through its partnership with Share Our Strength.

Bread & Circus/Whole Foods Markets has forged strong relationships with chefs, bolstered its customers' image, and created in-store excitement through a unique cause-related marketing program with Share Our Strength. Together with Share Our Strength-affiliated chefs, Bread & Circus developed "Chefs Up Front," in which chefs created prepared meals that are showcased and sold through in-store cooking demonstrations. In addition, Bread & Circus presents "Five Percent Day" annually at its Northeast U.S. stores, donating 5% of sales to *Operation Frontline*, Share Our Strength's nutrition education

program. Nearly \$50,000 has been raised through this partnership.

Beginning in 1998, **Chef's Catalog** and Share Our Strength developed a partnership to increase sales and provide participating vendors with a unique platform to differentiate their products with catalog customers. Chef's Catalog designates specific items as Share Our Strength 'products' with \$5 from each sale supporting national programs. Participating houseware vendors such as Wüsthof Trident Cutlery have seen their sales increase and view the partnership as an effective marketing tool. The program is supported within the catalog through chef endorsements that tell customers about the work of Share Our Strength and how their purchase makes a difference.



Coors Brewing Company began partnering with Share Our Strength in 1995. As a national beer sponsor of Taste of the Nation, Coors has been able to increase accounts in fine dining establishments while showing a commitment to the communities in which it does business. The partnership highlights Coors' commitment to the fight to end hunger while providing them with access to the chef and restaurant community that is so important to their business.



Skyjet is the nation's premier, online jet reservation service. Skyjet works with a network of over 230 U.S. operators who represent more than 1,300 aircraft. The air charter business jet market is growing and

Skyjet believes that their partnership with Share Our Strength is an important way to share some of the success it has achieved with others. As a result, Skyjet, is the presenting sponsor of The Share Our Strength Dinner Series, a multi-course, gourmet experience which brings together the world's most elite chefs. The sponsorship is a great opportunity for Skyjet to reach existing customers and develop new relationships with travelers who utilize charter and other custom services.

Walnut Acres joined the Share Our Strength family in 2001 because they felt that the socially progressive achievements of Share Our Strength fit with their commitment to helping people live pure, healthful lives. This long-term partnership is a classic example of "doing well

by doing good": Walnut Acres has put the Share Our Strength logo on all their packaging and donates a portion of sales to fight hunger. This long-term partnership not only raises awareness of the hunger issue but also increases consumer loyalty to the Walnut Acres brand that is doing so much every day to end hunger and its root causes.



SHARE OUR STRENGTH PAST PARTNERSHIPS



Premium Port Wines approached Share Our Strength in order to gain access to our national network of leading chefs and restaurateurs. In 1997, they successfully launched a new product — Dow's Christmas Port — to which Share Our Strength licensed its name and logo and received 100% of the net profits. The partnership provided Premium Port Wines with access to an important target market and the opportunity to profile its full portfolio of products, raising more than \$70,000

to fight hunger. To support the company's retail and on-premise marketing efforts, Share Our Strength recruited chefs to provide on-pack recipes.

Barnes & Noble Booksellers enhanced its corporate image among writers and consumers by hosting Share Our Strength's *Writers Harvest* events in over 500 of its Superstores from 1995 to 1998. In addition to nationwide in-store promotion and direct mail, Barnes & Noble donated a percentage of sales on *Writers Harvest* day, generating over \$250,000 to fight hunger.

Einstein Bros Bagels developed a strategic alliance with Share Our Strength in 1999 as part of its commitment to the communities in which it does business. Through creative promotions during the year,

including a "Share the Warmth, Share the Bagels" campaign in 1999, Einstein involves its customers and employees in the fight to end hunger.

Share Our Strength is integrated into Einstein Bros advertising and public relations programs, and the two organizations are developing ways to connect Einstein employees with community volunteer opportunities at Share Our Strength's grant recipients across the country.

Calphalon Corporation joined forces with Share Our Strength to increase product sales, enhance relationships with retailers and premier chefs, and motivate its sales force. By re-packaging poorly selling pans co-branded with the Share Our Strength name, logo and a pledge to contribute \$5 from each sale, Calphalon saw sales increases of up to 250% on these designated products.



MEDIA HIGHLIGHTS

The Wall Street Journal

November, 1999

“There are the stirrings of a real revolution in the nonprofit arena. The old line institutions remain... but a new philosophy is emerging among the recent proliferation of newer ventures. More are willing to take risks... and generally embrace a more entrepreneurial, less traditional approach. One of the pioneers is Billy Shore, who heads Share Our Strength.”

The New York Times

September, 1997

“Nonprofit groups are discovering that starting their own business ventures and forming partnerships with corporations can be a more effective way to sustain sources of revenue — what nonprofits call ‘community wealth.’”

Bill Shore
Founder and
Executive Director,
Share Our Strength

Marketing News

April, 1999

“Cause-marketing has [traditionally] been short-term. What we’re seeing [are] companies looking into tying cause associations much deeper and longer term, and they’re doing it for strategic business reasons.”

Carol Cone
Cone, Inc.

Harvard Business Review

November, 1996

“American Express has found that as a result of the [Charge Against Hunger] program... cardholders have expressed greater satisfaction with American Express, and thousands of the company’s employees have volunteered their time to fight hunger.”

Los Angeles Times

July, 1999

“Out of all the organizations we know, Share Our Strength is special because it treats nonprofit as for-profit.”

Mary Sue Milliken
Share Our Strength Chef

Share Our Strength’s founder and executive director, Bill Shore, was profiled in a cover story of the *Washington Post Magazine* in December, 1999. In reviewing the philosophy behind the organization’s cause-related marketing partnerships, Shore was described as a “pioneer” in the field.



OUR PARTNERS TALK RESULTS

Tyson Foods

"I offered a challenge to our folks to find an organization that made a good fit with Tyson's philosophy. Share Our Strength is an excellent match to our goals as a company and as Americans. For 65 years, Tyson Foods has been investing in communities across the country through anti-hunger efforts and other charitable causes. Our partnership with Share Our Strength enables us to focus and extend our commitment and to have a greater impact in alleviating hunger across the country."

John Tyson
Chairman, President
and CEO

American Express

"Our original objectives were to invest in initiatives our merchant partners told us were important, and to find creative means to enhance our own relationships with restaurateurs. Our relationship with Share Our Strength achieved these objectives and benefited us in unexpected ways, most especially in the positive impact among our cardmembers and their loyalty to our products."

Lloyd Wirshba
Director of Restaurant &
Entertainment Division

Evian Natural Spring Water

"Our *Quench Hunger* program with Share Our Strength increased our one liter glass case volume sales by an average of 20%. We are pleased that we have found an organization that helps us meet both our business and philanthropic objectives."

Michael Neuwirth
Former Director
of Corporate
Communications

Calphalon Corporation

"Two components of Calphalon's partnership with SOS especially stand out. Our employees, sales reps, and suppliers felt good knowing their daily work efforts made a difference in the fight against hunger and poverty. Secondly, our retail customers discovered that by stocking SOS/Calphalon products they could significantly increase sales and profits while generating new funds for an important social cause. This marketing approach increased the goodwill between the retailers and their customers."

Dean Kasperzak
Vice President
Sales & Marketing

Walnut Acres Certified Organic Foods & Beverages

"As America's first organic food and beverage company, we are inspired by the socially progressive achievements of Share Our Strength in the fight against hunger. We hope that one day no one will suffer for lack of the physical and psychological nourishment that wholesome food provides. "

Mark S. Rodriguez
CEO, Acirca, Inc., maker
of Walnut Acres Certified
Organic Foods &
Beverages

SHARE OUR STRENGTH'S PARTNERS

Taste of the Nation

National Co-presenting Sponsor
 • **American Express**

National Product Sponsors
 • **Brown-Forman Beverages Worldwide**

• **Coors Brewing Company:**
 National Beer Sponsor

• **Evian Natural Spring Water:**
 National Bottled Water Sponsor

• **illy caffè**
 Premier Coffee Sponsor

• **Mercedes-Benz USA**

Corporate Partners (current and past)

Service Companies

- American Express
- Carlson Restaurants Worldwide
- Fleet Financial Group
- Restaurants Unlimited, Inc.
- Skyjet
- Sodexo/Mariott Services
- T.G.I. Friday's

Internet/E-Commerce

- Amazon.com
- America Online
- BulkRegister.com
- Freshnex.com
- GiftCertificates.com
- Motley Fool
- Wine.com
- Yahoo!

Product/Food Manufacturers

- Acirca/Walnut Acres
- Calphalon Corporation
- Canned Food Alliance
- Capresso
- Catskill Craftsmen, Inc.
- Chefwear
- Cuisinart
- Cutco Cutlery
- DeLonghi
- Edgecraft
- Einstein Bros Bagels
- Emile Henry
- EuroPro
- Fagor
- J.A. Henckels
- John Boos
- KitchenAid
- Kraft Foods, Inc.
- Matfer
- Mercedes-Benz
- Metrokane

- Shadybrook Farms
- Stonyfield Farm Yogurt
- SYSCO
- Tilia
- The Timberland Company
- Tyson Foods, Inc.
- VillaWare
- Wüsthof Trident Cutlery
- Villeroy & Boch

Wineries and Beverage Companies

- Beaulieu Vineyards
- Brown-Forman Beverages
- Crown Royal
- Coors Brewing Co.
- Evian Natural Spring Water
- Gallo-Sonoma

- Handley Cellars
- illy caffè North America, Inc.
- Kendall-Jackson
- Luna di Luna
- Premium Port Wines
- Sonoma County Wineries Association
- Southern Wine and Spirits
- Superior Coffee
- Virtual Vineyards
- Fetzer Vineyards

Retailers

- Barnes & Noble
- Bloomingdale's
- Chef's Catalog
- The Home Shopping Network
- Macy's
- Whole Foods Market
- Williams-Sonoma

Media Organizations

- *Gourmet*
- *Nation's Restaurant News*
- *Food & Wine*
- Meredith Publishing
- *Parenting*
- *Saveur*
- *TBS Superstation*
- *Travel & Leisure*
- *Wine Spectator*



YOUR OPPORTUNITY TO ‘DO WELL WHILE DOING GOOD’

Share Our Strength has developed customized corporate partnerships with organizations of all sizes in a diverse range of industries. We believe successful partnerships are created through effectively matching our assets with a company’s business objectives.

We work hand-in-hand with a partner to design programs that achieve specific sales, marketing or public relations targets, are integrated into overall marketing and communication programs, and that raise funds to fight hunger. Each program is evaluated according to agreed benchmarks to ensure ongoing success.

A partnership with Share Our Strength can:

- Provide access and exposure to target markets such as leading chefs, restaurants, and high-income consumers
- Improve public and brand image through associations with gourmet chefs, a “charity-minded”, highly-educated demographic, and an important social cause
- Provide access to new markets and distribution channels
- Enable your company to positively impact the issues of hunger and poverty in the communities where it does business

Program opportunities may include:

Event Sponsorships

- Taste of the Nation, upscale food & wine tastings in 80 markets across North America
- Gourmet Dinner Series, multi-course, seated dinners prepared by the nation’s top chefs in the finest restaurants
- Wine Tour, a multi-city annual tour targeted at a 24-39 demographic
- Writers Harvest, an annual, literary event

Cause-Related Marketing

- Consumer or trade promotions
- Program Sponsorships**
- Operation Frontline, Share Our Strength’s nutrition education program (Individual curricula or In-kind)
 - Public education programs on hunger and community wealth

Product Licensing

- Trademarks available for license:
 - Share Our Strength
 - Taste of the Nation
 - Writers Harvest
 - Operation Frontline
- Artwork and chefs’ recipes for licensing

Joint Ventures

- Business ventures that redistribute profits to the community or a cause

Corporate Philanthropy

- Purchase tickets to a Share Our Strength fundraising event
- Designate Share Our Strength as the beneficiary of your next event
- Select Share Our Strength to receive a corporate foundation grant for its education programs

IT TAKES MORE THAN FOOD TO FIGHT HUNGER

733 15th Street, NW
Suite 640
Washington, DC 20005

Phone (202) 393-2925



www.strength.org