

Toolkit for Hosting a Benefit for mama's kitchen

You Can Make a Difference



For less than the price to go out to eat, we can home-deliver a day's worth of heart-warming, healthy meals to one of our neighbors battling a life-threatening illness.

Every \$25 dollars raised provides **eight** freshly-cooked, nutritious dinners, free of charge, for a neighbor affected by AIDS or cancer, delivered by a friendly Mama's Kitchen volunteer.

How you can help!

Sponsor a **Food Drive** for Mama's Kitchen. We make it easy! Just contact kristine@mamaskitchen.org or call us to have a food barrel delivered to your door; we'll pick it up when your food drive is over.



Fundraising events can be sponsored or organized by individuals, groups, businesses, or organizations to benefit Mama's Kitchen. To coordinate an event, please contact silvia@mamaskitchen.org for guidelines and information regarding the use of our name and logo, as well as ethical fundraising practices.

"We are very grateful for your help. Sometimes I will forget to eat because I don't have the energy to make something—but with the help of Mama's Kitchen, there is always something to grab, and that is wonderful!"

Why Mama's Kitchen?

Mama's Kitchen is the only organization that prepares and delivers nutritious, life-saving meals to our neighbors who are battling AIDS or cancer and are too ill to shop and cook for themselves. We deliver 3 meals a day for every day of the year to men, women and children throughout San Diego County.



At Mama's Kitchen, we believe that every person is entitled to the most basic necessity of life—nutritious food.



Mama's Pantry, a service of Mama's Kitchen, offers a monthly food shopping opportunity to low-income San Diegans battling HIV/AIDS. Our Pantry is stocked with non-perishable food items that help our neighbors reach independence and stretch their food budget.

We need your help! Food drives help stock the Pantry's shelves and fill grocery bags for individuals and families who are affected by HIV/AIDS. Sponsor a food drive or benefit for Mama's Kitchen at your next party, or at your work, place of worship, or social club gathering. Turn your celebration into a party with a purpose!



Did You Know?

- Every year, Mama's Kitchen prepares and delivers hundreds of thousands of meals to our neighbors around San Diego County. In 2015, we delivered over 345,000 meals to San Diegans affected by AIDS or cancer.
- In 2015, Mama's Kitchen delivered 46,797 meals to 56 children under age 18.



- Mama's Kitchen is a local volunteer-driven organization, with over 800 active volunteers.
- Mama's Pantry, a service of Mama's Kitchen, serves over 800 low-income San Diegans every year, with 5,427 visits in 2015. At each visit, Pantry clients choose up to 25 food items to fill their grocery bags, free of charge. We have recently added perishable foods to our Pantry choices, including beef, poultry, eggs, cheese and milk.
- The average daily cost of a hospital stay for an AIDS patient in 2010 was \$22,870, placing a burden on County Medical Services. Mama's Kitchen helps our clients avoid malnutrition-related hospital stays by providing them with 100% nutrition.
- Mama's Kitchen fills a gap in social services to people under 60 with cancer who are too ill to shop and cook for themselves.
- Malnourishment weakens both AIDS and cancer patients' ability to maintain weight and strength, and can render their medications less effective (or worse, toxic). Our nutritious meals help our clients to reclaim their health and gain independence.

Planning Your Event

Where: you decide

When: you decide

How: you decide (some ideas are below)

Why: *Nourishment for a neighbor in need.*

Here are some fun ideas for your **Party with a Purpose** that you can turn into a fundraiser for Mama's Kitchen.

Festive Food Drive

What could feel better than giving hope to a neighbor who is battling AIDS? Turn your next party into a Party with a Purpose by asking everyone to bring a 3-5 non-perishable food items to donate to Mama's Pantry (see the list on page 8). If you wish, contact kristine@mamaskitchen.org to have a food barrel delivered to your door and picked up when it is full.



Cocktail Party

Have friends over for drinks and ask them to contribute what they would've spent on the night out to Mama's Kitchen for a neighbor in need instead. You can set the goal for the number of nutritious meals your guests will provide free of charge for our neighbors in need (\$10 will cover 3 healthy home-cooked meals). *Mama-tini anyone?*



Dinner Party

Show off your culinary expertise by inviting your friends and family to a 5-course dinner, and ask your guests to contribute to Mama's Kitchen with a donation. *Bon Appétit!*

BBQ

Throw a good ol' backyard BBQ, and raise money for Mama's Kitchen's neighbors in need. A relaxed environment with good food and some good drinks can be just as successful as a 5-course dinner party. *Pass the pasta salad, please!*



Facebook Fun



Host a virtual ***Meal that Matters*** by asking all your Facebook friends to donate \$3.06 or more to Mama's Kitchen. For every \$3.06 contributed, one ill San Diego neighbor in need will receive a hot, fresh-cooked meal, delivered free of charge, directly to his or her home. That's about the same price as the cost of a latte at your favorite coffee shop. *Who needs those extra calories, anyway?!*

Wine Tasting

Everyone knows wine is good for the heart! Pick out several bottles of wine that you would like to try and invite friends to enjoy a tasting. Ask them to donate the amount they would have spent on a bottle of wine (or a couple of glasses at a wine bar) to Mama's Kitchen, to help feed those less fortunate. *Salute!*



Is it your Birthday?

At your next birthday bash, ask everyone to donate \$20 to Mama's Kitchen instead of bringing you a gift. *Did someone say birthday cake?*

A few notes about fundraising. It's a good idea to set a fundraising goal. Remember to be realistic, but it doesn't hurt to be ambitious!

Think about how you are going to raise funds. You could:

- Charge for tickets to the event
- Sell refreshments
- Raffle off prizes
- Ask for donations from your guests
- Hold a competition such as "guess how many pennies in a jar" or "guess the wine," and provide a prize for the winner(s)
- Have a pie eating contest

If the cost of the tickets pays for part of the cost of sponsoring the event, then you must make this clear in all your communications/advertising.

If your event will be raising funds, please contact a Mama's Kitchen representative for guidelines and information regarding the use of our name and logo, as well as ethical fundraising practices. Fill out a [special events form](#) and fax it to 619-233-6283 or you can contact Maurya Siedler at maurya@mamaskitchen.org for information.

As little as \$10 provides 3 hearty meals for someone in need. In the words of one of our clients, “I had no idea how much the kids were not eating until you began bringing food for them and my husband. It was then that I realized they had been going without and saying nothing.”

The funds you raise to support Mama’s Kitchen’s work are essential, but raising awareness is vital, too.

The following will help publicize your event:

Posters and flyers – you could design and print these yourself or approach a local company to see if they’ll support your fundraising by offering their services free of charge. You could offer them free publicity in return by placing their logo on your materials.

A well-known face—get a local celebrity involved to encourage local media support.

Press releases –email these to local papers, magazines, radio, etc. before and after your event.

Photos—remember to take good quality photos to accompany any media coverage.

Keep us informed—Mama’s Kitchen can put your event details on our website.

Find us online!



Mama’s Kitchen on Facebook



MamasKitchenSD on Twitter



MamasKitchenSD on Instagram

~ If you are using Mama’s Kitchen’s name and/or logo in publicity materials, please send a draft to us before publication. We can also help you publicize your event.

~ If you are creating your own publicity materials, please make it clear that you are fundraising in support of Mama’s Kitchen but that you do not represent us. Suggested wording for this would be “(Name of volunteer/event) raising funds for Mama’s Kitchen.” Please also include Mama’s Kitchen’s registered nonprofit number, EIN: 33-0434246.

Tell Us About It!



If you host an event, party, or food drive where Mama's Kitchen is the beneficiary, we'd love it if you would **take pictures or video** and send them to us – and tell us all about it! We'll highlight your efforts. Email: silvia@mamaskitchen.org



Mama's Pantry, a program of Mama's Kitchen, provides a nutritional shopping opportunity at no cost for men, women and children of San Diego County affected by HIV/AIDS.

You can help by purchasing one or more items from our wish list and dropping it in our barrel.

**canned tuna fish
jar of peanut butter
jar of jelly
canned salmon
bottle of cooking oil
spaghetti sauce
canned fruits
canned soups
canned chili
small box of dry milk
box of cereal**

THANK YOU!

3960 Home Avenue, San Diego, CA 92105 ■ phone 619-233-6262 ■ fax 233-619-2382

www.mamaskitchen.org



Fundraising Toolkit Donation and Response form

Please accept my/our donation of \$ _____

Please send your check (made payable to Mama's Kitchen) along with this form to:

Mama's Kitchen, 3960 Home Avenue, San Diego CA 92105 (Please note that this address will change after September, 2011. Please call 619-233-6262 for more information.)

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Who is the donation from? Name: _____

Name of Company/Group: _____

Email: _____

Address: _____

Phone: Home _____ Business _____

Please tell us about your event:

Event: _____

Location: _____

Total Raised: _____

Details/Comments: _____

Once we have received your completed form your donation will be acknowledged.

Thank you for raising money for Mama's Kitchen!

We are always looking for good examples of fundraising for our supporters. If you have any photos or stories you would like to share, please call **619-233-6262** or email silvia@mamaskitchen.org

Your support makes our vital work possible. Nonprofit EIN: 33-0434246