

Whatever Your Realm of Business, You Have Something to Offer!

Recently, an extraordinarily valuable corporate gift came in the form of state-of-the-art telephone equipment and technology, donated by Cisco.



This contribution, valued at over \$750,000, is the largest in-kind gift ever made to the North Texas Food Bank. With this equipment, the Food Bank will be able to communicate more efficiently both internally and externally, resulting in better service for our constituents.

"We wanted to make a gift that would have a significant impact in the Food Bank's ability to stay connected and provide the best possible customer service," said Steve Slattery VP/GM IP Communications Business Unit. "We carefully considered what we had to offer and realized that a technologically advanced unified communications system would be a huge help."

Another significant in-kind gift recently came from Dean Foods. Through an innovative collaboration with Tetra Pak, Dean Foods pioneered a new product – 8oz. boxes of shelf-stable milk – especially for the North Texas Food Bank. The

company donated 276,000 units, which is a cost savings to the Food Bank of over \$100,000. The milk is being used for our Food 4 Kids program, which provides chronically hungry children with nutritious, ready-to-eat food to last through the weekend when they don't have access to free school meals.

"Dean Foods is always looking for ways to help make a difference – we're big believers in building a strong community," said Steven Stuart, strategic sourcing director for Dean Foods who was responsible for initiating the milk project.



Cisco and Dean Foods both saw a need where their expertise and services could make an impact. What creative way could your company get involved?



Rally Your Team & Bring Hope to the Table

Rent-A-Center hosts a two-week annual campaign to encourage employees

to support the North Texas Food Bank. The campaign is comprised of raffles, an auction, a dunk tank, pizza lunches and a hole-in-one golf competition. All funds raised, plus a corporate match, are donated to the Food Bank during a celebration at the end of the campaign.

Remington and Ashford Hospitality Trust annually host a Virtual Food Drive to allow their employees and their family and friends to make a difference right from their own computers. The Virtual Food Drive is an interactive online "shopping" experience where companies can have a customized web page just for their employees. The Virtual Food Drive occurs simultaneously with a team-driven traditional canned food drive. Remington and Ashford

Hospitality Trust incentivize employees by offering to match

their donations dollar for dollar. The campaign culminates with a volunteer experience at the North Texas Food Bank where the results are announced!

Employees from Lockheed Martin and Triumph Aerostructure support the North Texas Food Bank year-round. **For nearly 30 years, both Lockheed Martin and Triumph Aerostructure have donated to the Food Bank through employee payroll deductions.** Employees are given the opportunity to determine what charity they'd like to support and how much they'd like to contribute. Both companies also provide opportunities during the year for North Texas Food Bank representatives to speak to employees and be a part of company celebrations!



SERVING U

CORPORATE TEAMBUILDING
FOR THE GREATER GOOD.



Achieve Your Business Goals, while Serving the Greater Good

Serving U is the North Texas Food Bank's experience-based teambuilding program. Our professionally-created teambuilding curriculum provides a lasting impact through the service component associated with it. And, we can customize the experience to suit your specific needs. The participation fee directly helps the North Texas Food Bank feed hungry North Texans. So, by participating in Serving U, you're able to make a huge impact in two ways: financially and through service.

Add a shelter meal from our Community Kitchen for lunch, and you have a full day long experience that blends corporate teambuilding with altruism.

Some of our Serving U Alumni include:

Capital One	Ericsson	Leadership Texas	PepsiCo	University Park United
Celanese	Frito-Lay	LH Holdings	Pizza Inn	Methodist Church
Dell Services	Holmes Murphy	MedAssets	Southwest Airlines	Urology Associates
EnCana Oil & Gas	KPMG	One Technologies		

Utilize Your Assets and Share Our Message



at&t

AT&T recently brought visibility to the North Texas Food Bank and our cause during Hunger Action Month in September. **Throughout the month, AT&T featured key Food Bank messages scrolling on the digital sign outside its downtown global headquarters.** The company also included Food Bank messaging on every elevator monitor and in every employee break room.

"We were excited to find an easy and effective way to help raise awareness about the work of the North Texas Food Bank in our community," said Holly Reed, AT&T vice president.

Another way companies are choosing to support hunger-relief is by including the Food Bank in previously-scheduled paid advertising campaigns.

Texas Trust Credit Union created a media campaign to encourage its members and the public to donate food and funds to the North Texas Food Bank, to be matched by Texas Trust Credit Union up to \$25,000.

"We wanted to use our media presence to bring in new customers and contribute to the greater good at the same time," said Jim Minge, president and CEO of Texas Trust. "A matching challenge campaign for the North Texas Food Bank was the perfect way to show the kind of financial institution we are."

AT&T and Texas Trust both utilized their existing assets to create additional awareness and exposure for the North Texas Food Bank.



To learn more about how your company can support the North Texas Food Bank, contact Sayeda Mahler, Director of Corporate Engagement at 214.347.9579 or sayeda@ntfb.org.