



Holy Apostles Soup Kitchen

*presented by*



Join us for our 7<sup>th</sup> annual  
sustainable food benefit.

*May 16, 2019*

6:00pm VIP Reception  
6:30pm General Admission



296 Ninth Avenue  
New York, NY 10001

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[farmtotray.org](http://farmtotray.org)  
[holypostlessoupkitchen.org](http://holypostlessoupkitchen.org)



ABOUT  
FARM TO TRAY

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**Farm to Tray** is our annual celebration of food and community at Holy Apostles Soup Kitchen, and a shared commitment to nutrition, sustainability, great taste, and helping our fellow New Yorkers.

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Each May we invite well-respected chefs from across the city to create a variety of dishes that mirror the soup kitchen's dedication to balanced meals, locally grown produce, diversity of delicious tastes and - at the same time - help us raise much needed funds.

This delightful walk-around tasting event is part of our year-round campaign to bring attention to the issues of hunger, sustainability and food waste, and strengthen our collective commitment to improving the lives of our fellow New Yorkers – through “Soup and Soul” programs that offer an array of services to nourish the soul as well as the body.

On May 16, 2019 *Farm to Tray* attendees will experience an array of food tastings, both indoors and out, with live music and silent auction in the historic Church of the Holy Apostles, where approximately 300,000 meals are served annually to hungry New Yorkers.

*Farm to Tray* sponsors share a love for great food and the desire to help our neighbors in need who struggle with food insecurity. We are proud to partner with such committed organizations and corporations who believe that giving back really does change the world.

Holy Apostles Soup Kitchen needs your support now more than ever. With close to 1.1 million city residents, including nearly one in five children, who are food insecure, we've expanded our meal service. We're now distributing bag lunches to homeless individuals around Penn Station and to seniors in need living in the area, and brown bag lunches and backpacks filled with weekend meals for homeless P.S. 33 students and their families here in Chelsea.

Thank you for standing alongside us to drive hunger out of New York City.



Kim Huskey of Food@Google received the 2018 Ben Tabatchnick Award from Fran Barrett of NYS Interagency Nonprofits



Delicious tacos made with fresh *Farm to Tray* ingredients



Event Chair Tom Cunningham and soup kitchen supporters celebrating food and community



Chefs from San Matteo Pizza e Cucina firing up the oven in 2018



*FARM TO TRAY:  
CAMPAIGN SUCCESS &  
CHARITABLE IMPACT*

Since 2013, *Farm to Tray* has raised nearly **\$2,000,000** in cash and in-kind support and introduced **100 new partnerships** to Holy Apostles Soup Kitchen. The success of the *Farm to Tray* campaign can be attributed to the soup kitchen's core group of dedicated volunteers, culinary figures and corporate partners who lend their time, talent and resources to raise much needed funds to feed hungry New Yorkers and provide a sense of hope and opportunity.

In 2018, we proudly honored **Google** at the event for its commitment to alleviating hunger in our community. The sold-out fundraiser attracted 400 corporate and community supporters. Benefit attendees have included longtime soup kitchen supporter Susan Sarandon, award-winning journalist Ian Frazier and the illustrious James Beard Foundation.

We have enjoyed the diverse and generous sponsorship support from such companies as Central National Gottesman, dcc, Google, Whole Foods Market, and ZICO Coconut Water. The soup kitchen and its esteemed *Farm to Tray* campaign have been featured in a variety of media outlets, including *The New York Times*, *The Wall Street Journal*, *Good Morning America*, *USA Today*, and *The Huffington Post*.

**Past Sponsors Include:**

- Agera Energy
- Altamarea Group
- Avenues: The World School
- Banville Wines
- Black Tap
- Bedell Cellars
- Bridge Lane
- Brooklyn Brewery
- C-CAP
- Chatham Imports
- Crop Organic Vodka
- dcc
- Duane Reade
- Epicurean Events
- Floritech
- Fluent
- Google
- Gotham Burger Social Club
- Grown Up Soda
- Happy Chef
- Honest Teas
- International Paper
- Investors Bank
- Jams
- JRCX
- Kimchi Smoke
- Kite-Hill
- La Marzocco
- Left Bank
- Lily Auchincloss Foundation, Inc.
- Lindenmyr Munroe
- Marriott Hotels & Resorts
- Michter's Distillery
- OTTO NY
- ParadigmSchiff
- San Matteo Pizza
- Stumptown Coffee Roasters
- Tao Group
- Tabatchnick Fine Foods
- Toast Ale
- Thalassa
- The Set NYC
- The Westin at Times Square
- Vertiv
- Watershed
- Whole Foods Market
- ZICO Coconut Water
- ZIO Ristorante



Our 2018 VIP hosts, Gotham Burger Social Club



Visibility opportunities abound for sponsors like ZICO at the VIP reception



Guests enjoying *Farm to Tray* 2018



*Farm to Tray* 2018 featured this dedicated group of Culinary Partners

# JOIN US AS A SPONSOR OF THE MAY 16, 2019 *FARM TO TRAY* BENEFIT

	<b>Sustainable Sponsor, \$50,000</b> <small>FILLS OVER 950 PLATES WITH DELICIOUS AND NUTRITIOUS FOOD EACH WEEK FOR A YEAR</small>	<b>Diamond Sponsor, \$25,000</b> <small>PROVIDES 100 BACKPACKS FILLED WITH WEEKEND MEALS FOR HOMELESS FAMILIES OF FOUR, FOR HALF A YEAR</small>	<b>Platinum Sponsor, \$15,000</b> <small>GUARANTEES GUESTS ACCESS TO CLOTHING, TOILETRIES, HAIRCUTS, AND ASSISTANCE REFERRALS FOR A YEAR</small>	<b>Gold Sponsor, \$10,000</b> <small>ENSURES EVERY SOUP KITCHEN GUEST WILL HAVE LOCALLY-SOURCED FRUIT ALL SUMMER</small>	<b>Silver Sponsor, \$5,000</b> <small>FILLS 96 BROWN BAG LUNCHES FOR SENIORS ON FIXED INCOMES EACH WEEK FOR A YEAR</small>	<b>Bronze Sponsor, \$2,500</b> <small>SERVES FESTIVE AND TASTY THANKSGIVING AND CHRISTMAS MEALS FOR ALL OUR SOUP KITCHEN GUESTS</small>
VIP tickets and gift bags	25	15	10	6	4	2
Opportunity to participate in premier events, including <i>Farm to Tray</i> Volunteer Day (March 2019) and Sponsor Appreciation Party (June 2019)						
Name attached to promotional media						
Logo on Step & Repeat						
Premier logo placement on: <ul style="list-style-type: none"> <li>• Invitation to 15,000 subscribers</li> <li>• Event journal (400 distributed)</li> <li>• Event page with link to your website</li> </ul>						
Second-tier logo placement on: <ul style="list-style-type: none"> <li>• Invitation to 15,000 subscribers</li> <li>• Event journal (400 distributed)</li> <li>• Event page with link to your website</li> </ul>						
Logo placement on event materials: <ul style="list-style-type: none"> <li>• Event journal (400 distributed)</li> <li>• Event page with link to your website</li> </ul>						
Inclusion in event social media						
One full-page color ad in event journal, size requirements 6"W x 9"H (inside, back cover or exclusive 2-page spread on first-come basis)						
One full-page color ad in event journal, size requirements 6"W x 9"H						
One half-page color ad in event journal, size requirements 6"W x 4.5"H						
Recognition on large screen at event						
Listing on corporate page of soup kitchen website						
Opportunity to donate to silent auction						
Inclusion in Chef gift bags (15)						
Inclusion in VIP gift bags (300)						
Corporate Volunteer Day at the soup kitchen for up to ___ employees, including guided tour of the historic Church of the Holy Apostles	40	20				

\*Deadlines to receive logos and ads: Invitation, February 14<sup>th</sup> | Event Journal, April 5<sup>th</sup> | Website, April 26<sup>th</sup>





## Additional Ways to Support Holy Apostles Soup Kitchen's Annual *Farm to Tray* Campaign

- Make a tax-deductible gift
- Purchase tickets (starting at \$150)
- Purchase an ad in the event journal
- Provide item(s) for silent auction
- Invite your professional and social networks to attend *Farm to Tray*
- Share opportunities to participate as a fiscal or in-kind sponsor

## Our Commitment to Nutrition

Holy Apostles Soup Kitchen is the largest emergency food program in New York State, serving over 1,000 meals each weekday. For many people, the meal they eat here may be the only one they eat that day and preparing nutritious, healthy and balanced meals is our priority. By using locally-grown, in-season produce, New York State Dairy, and whole grain rice and pasta, we are dedicated to food sustainability and serving our guests delicious and healthy meals.

As it has since its founding in 1982, the soup kitchen welcomes everyone without question or qualification. We bring people of all faiths, races, backgrounds, and occupations together for food, fellowship and hope through our "Soup + Soul" programs that offer an array of services to nourish the mind as well as the body.

The soup kitchen is housed in the landmark sanctuary of the Church of the Holy Apostles, which will celebrate its 175<sup>th</sup> year in November and has been a site of historical significance. During the Civil War, the church was a stop on the Underground Railroad. The parish provided food, lodging and support to slaves escaping to the free states or to Canada. From 1969 to 1974, the church was one of the most important meeting places in New York City for the early post-Stonewall gay rights movement.

The Church was designated a landmark by the City of NY Landmarks Preservation Commission in 1966 and it is listed in the National Registry of Historic Places.



Executive Chef Yvan Lemoine from Gitano NYC adding the finishing touches on their delicious dish



The VIP Reception is a great opportunity to showcase your company



Our annual event is hosted in the landmark sanctuary of Church of the Holy Apostles



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[farmtotray.org](http://farmtotray.org)

For more information or to become an official sponsor of *Farm to Tray*,  
please contact Sara Pandolfi at [events@SaraPandolfi.com](mailto:events@SaraPandolfi.com)

*printed and designed by dcc*