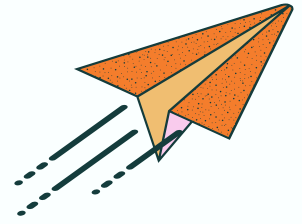


Fuel Up

**Summer Meal Kit Program
Sponsorship Proposal**



The Program

Simply Foods is excited to launch this 10-week Summer Meal Kit Program for kids in Greater Vancouver – as an extension of the Fuel Up! School Lunch Program ("Fuel Up").

We launched Fuel Up in 2019 to achieve one goal: to ensure that no child is hungry and every child eats healthy. This summer will be our second season offering kid-friendly meal kits, and we're hoping to elevate its nutritional and educational value with your support.

In addition to preparing freshly made lunches, Fuel Up, in partnership with our School District Partners, also offer a Subsidy Program to financially support vulnerable families – covering meal costs for nearly half the students we serve, but only until the end of the school year. With this initiative, we can ensure that these same students have continued access to nutritious meals throughout the Summer Break.

We estimate that it will cost \$50 per week to cover 5 days worth of food for one child.

There are roughly 10 weeks between the end of this school year and the start of the next – and we anticipate 50 kids signing up for this summer meal kit program.

In summary:

1 Child for the Summer = \$500

50 Children for the Summer = \$25,000

INVITATION TO BECOME A PARTNER

With your support as a Fuel Up Partner, we hope to fundraise \$25,000 for this program. Any remaining funds will be used to accept additional kids into the program and/or will be donated towards further supporting vulnerable youth in our community via the School District and the Fuel Up! School Lunch Program.

Fuel Up! Subsidy Program

As an added effort to help ensure that young students have everything they need to succeed at school, School Districts reserve a contingency fund to help families purchase items such as school supplies, warm clothes, and food.

Through this Subsidy Program, we are able offer full nutritious meals at no cost to the family as these meals are partially or fully covered by the School District (depending on the needs that the families share with us). Other participating Fuel Up Families can support this program by purchasing full-priced lunches and thereby donating partial proceeds to this fund.

The same idea will be applied to this Summer Meal Kit Program. Each Meal Kit will be sold at full price for \$60 to families outside the Subsidy Program, with \$10 from the sale contributing to this project's fundraising goal.



Reasons to become a partner

As we continue to offer this summer program year after year, and as our vision for this initiative centres around community collaboration, we'd like to show our gratitude by regularly featuring our partners through a wide variety of mediums: including two frequently visited websites, printed materials, social media, advertising media, and eventually, live events.

Combatting hunger is one of our world's greatest challenges. The good thing is that as food producers and empowered consumers, this problem is one we can fix – starting with our own neighbourhoods. Food security exists when everyone has regular (predictable) and sufficient access to safe and nutritious food. With this in mind, we hope we can include you and your organization as a Fuel Up Partner. The page below includes our list of partner benefits.

To become a partner, please email Katie Hovey, Simply Foods co-founder, at Katie@simplyfoods.ca, or call 604 620 5474 to get started.

Promotional Reach for Partners

Our demographic ranges from young children, to parents and teachers, to grandparents who either place lunch orders for their grandchildren or order for themselves through Simply's Home Delivery & Meal Prep service – with most being parents in the 30's to 50's. On the Fuel Up e-commerce site for the New Westminister School District alone, we have nearly 3500 users ordering lunches from us throughout the school year (approx. 3100 students, 350 school administrators).

In terms of the Fuel Up Community, these are the schools we serve:

New Westminister Schools (District 40)

- F.W. Howay Elementary School
- Richard McBride Elementary School
- Glenbrook Middle School
- Herbert Spencer Middle School
- Lord Kelvin Elementary School
- Lord Tweedsmuir Elementary School
- Queen Elizabeth Elementary School
- Queensborough Middle School
- Connaught Heights Elementary School
- Fraser River Middle School
- École Qayqayt Elementary School

Private Schools & Educ. Centres

- Queen of All Saints
- VirtualSchoolBC (New West Online School)
- Olive Branch Child Care Ltd.
- Face of Today
- Girls Who LEAP
- Next Prep Academy

Abbotsford Schools (District 34)

- Aberdeen Elementary School
- Alexander Elementary School
- Abbotsford School of Integrated Arts
- Clearbrook Elementary School
- Dormick Park Elementary School
- Godson Elementary School
- Jackson Elementary School
- John MacLure Community School
- Marg Stenerson Elementary School
- Matsqui Elementary School
- Ross Elementary School
- Ten-Broeck Elementary School
- Terry Fox Elementary School
- Abbotsford Middle School
- Chief Dan-George Middle School
- Colleen and Gordie Howe Middle School

Partnership Opportunities

With your support, we hope to fundraise \$25,000 to offer fresh and nutritious meals to 50 young children, 5 days a week, for 10 weeks this summer.

Presenting Partner

\$10,000

- Customizable Partner Benefits Package
- Logo featured in Packaging
- First Logo featured on every Meal Kit Weekly Flyer
- Website Presence (on FuelUp & SimplyFoods.ca)
 - Logo, linked to company website
 - Company Summary and Quote
- Logo on all relevant social media promotion
- Press Release
- Thank-You Email Blast
- Next Year's Sponsorship Package

Gold Partner

\$3,000

- Logo featured in every Meal Kit Weekly Flyer
- Website Presence (on SimplyFoods.ca)
 - Logo, linked to company website
- 10 Social Media Promotion
- Press Release
- Thank-You Email Blast
- Next Year's Sponsorship Package

Bronze Partner

\$750 – Support 15 kids this summer!

- Company name featured in every Meal Kit Weekly Flyer
- Website Presence (on SimplyFoods.ca)
 - Logo, linked to company website
- 5 Social Media Promotion
- Press Release
- Thank-You Email Blast
- Next Year's Sponsorship Package

Impact Partner

\$250 – Support 5 kids this summer!

- Name featured on website
- Thank-You Email Blast
- Next Year's Sponsorship Package

Platinum Partner

\$5,000

- Logo featured in every Meal Kit Weekly Flyer
- Website Presence (on Fuel Up & SimplyFoods.ca)
 - Logo, linked to company website
 - Company Summary
- Logo on all relevant social media promotion
- Press Release
- Thank-You Email Blast
- Next Year's Sponsorship Package

Silver Partner

\$1,500

- Logo featured in every Meal Kit Weekly Flyer
- Website Presence (on SimplyFoods.ca)
 - Logo, linked to company website
- 7 Social Media Promotion
- Press Release
- Thank-You Email Blast
- Next Year's Sponsorship Package

Community Partner

In-kind / Media Sponsorship

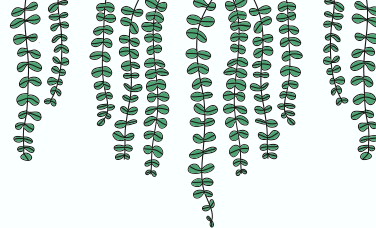
We would love for local food companies to join in by contributing products to any or all of the 10 weeks as outlined in our menu – or have this program featured in your publication. The menu as proposed can be flexible and may change based on interested partners.

As a thank you:

- Company name featured in the Meal Kit Weekly Flyer featuring your product(s) + short quote from your team
- Website Presence (on SimplyFoods.ca)
- Social Media Promotion
- Press Release
- Thank-You Email Blast

Connect with Katie to become a partner!

Send an email to Katie@simplyfoods.ca or call 604 620 5474 to get started.



The 10-Week Menu

WEEK 1 (JULY 5-9): THE LITTLE ITALY BUNDLE

INGREDIENTS:

Leafy Greens, Pepperoni, Cheese, Peppers, Mushroom, Tomato Sauce, Salad Dressing, Pita Bread, Pasta, Ground Beef.

#1 - PEPPERONI PIZZA

#2 - HAM & CHEESE POCKETS

#3 - ITALIAN SALAD

#4 - MEATBALL MARINARA PASTA

#5 - PITA CHEESE BURGERS

SIDES & SNACKS

Blueberry Oat Bars, Chocolate Cookies, and Fruit Cups

Making meals from scratch is an incredibly rich experience. We want to encourage kids to start exploring and cooking their own food this summer to spark a greater interest in our local food system - and to start thinking about where our food comes from.

This menu has alternating weeks of meals the kids will have to prep "from scratch", and popular kid-friendly meals that we'd prep for them.

Each weekly bundle will come with a set of cooking and heating instructions, along with a short reading about the week's featured food products.

WEEK 2 (JULY 12-16): FUEL UP'S MOST POPULAR

PRE-MADE MEALS:

No prep required! These meals are individually packaged and portioned in re-heatable and recyclable plastic containers. Heat in the microwave for 5 to 7 minutes.

#1 - CAULIFLOWER MACARONI & CHEESE

#2 - CHICKEN PARMESAN PASTA

#3 - LASAGNA

#4 - BUTTER CHICKEN & BASMATI RICE

#5 - TERIYAKI CHICKEN RICE BOWL

SIDES & SNACKS

Rice Crispy Bars, Chocolate Brownies, and Fruit Yogurt Cups

The Menu Cont.

WEEK 3 (JULY 19–23): SUMMER CAMP VIBES

INGREDIENTS:

Ground Beef, Hot Dog Buns, Sausages, Cheese, Sour Cream, Chips, Diced Tomatoes, Bread, Leafy Greens, and Hearty Soup.

#1 - CHILI DOGS

#2 - DIY NACHO BAGS

#3 - TACO SALAD

#4 - SOUP OF THE DAY W. GARLIC BREAD

#5 - GARLIC BREAD PIZZA

SIDES & SNACKS

S'MORES, POPCORN, COOKIES, AND FRUIT CUPS.

WEEK 4 (JULY 26–30): NUTRIENT BOOST (PRE-MADE)

#1 - GROUND BEEF FAJITA WRAP

#2 - CRISPY CHICKEN & POTATO SALAD

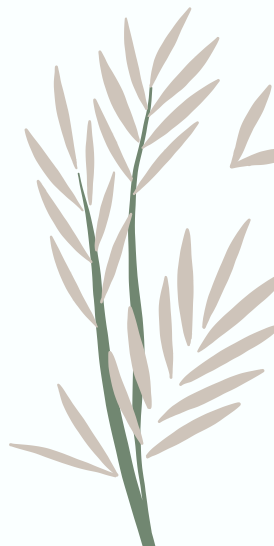
#3 - ROTINI PASTA SALAD

#4 - CHEESY BEEF BAKED MACARONI

#5 - CREAMY COCONUT CHICKEN & POTATOES

SIDES & SNACKS

Lemon Oat Bars, Rice Crispy Bars, and Fruit Cups



The Menu Cont.

WEEK 5 (AUG 2-6): SUMMER SOUNDS & COLOURS

INGREDIENTS:

Leafy Greens, Tuna, Bread, Chicken, Cheese, Soup, Perogies, Sour Cream, Bacon, Pancake Mix, Seasonal Fruit

#1 - TUNA SANDWICH

#2 - CHICKEN SALAD SANDWICH

#3 - GRILLED CHEESE & SOUP OF THE DAY

#4 - PEROGIES WITH BACON BITS & SOUR CREAM

#5 - PANCAKE BRUNCH WITH BUTTER, MAPLE SYRUP, AND FRESH FRUIT

SIDES & SNACKS

GRANOLA BARS, MUFFINS, AND FRUIT YOGURT CUPS

WEEK 6 (AUG 9-13): THE PRE-MADE CLASSICS

#1 - CAULIFLOWER MAC & CHEESE

#2 - CORN BEAN QUESADILLA

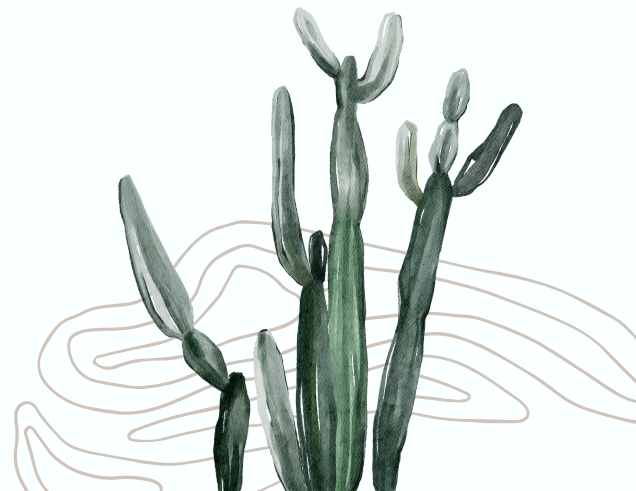
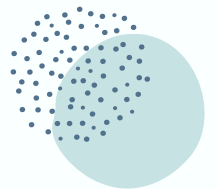
#3 - SPAGHETTI WITH MEATBALLS

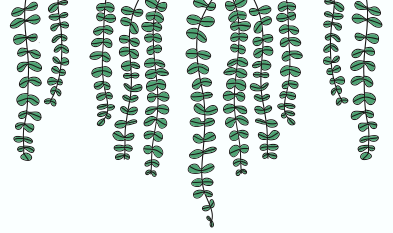
#4 - CHICKEN TORTELLINI PRIMAVERA

#5 - CHICKEN BURRITO ON SPANISH RICE

SIDES & SNACKS

Muffins, Cookies,, and Fruit Cups





The Menu Cont.

WEEK 7 (AUG 16–20): REVISITING LITTLE ITALY

INGREDIENTS:

Leafy Greens, Pepperoni, Cheese, Peppers, Mushroom, Tomato Sauce, Salad Dressing, Pita Bread, Pasta, Ground Beef.

#1 – PEPPERONI PIZZA

#2 – HAM & CHEESE POCKETS

#3 – ITALIAN SALAD

#4 – MEATBALL MARINARA PASTA

#5 – PITA CHEESE BURGERS

SIDES & SNACKS

Blueberry Oat Bars, Chocolate Cookies, and Fruit Cups

WEEK 8 (AUG 23–27): SIMPLY'S GREATEST HITS

#1 – CAULIFLOWER MACARONI & CHEESE

#2 – CHICKEN PARMESAN PASTA

#3 – LASAGNA

#4 – BUTTER CHICKEN & BASMATI RICE

#5 – TERIYAKI CHICKEN RICE BOWL

SIDES & SNACKS

Rice Crispy Bars, Chocolate Brownies, and Fruit Yogurt Cups



The Menu Cont.

WEEK 9 (AUG 30–SEPT 3): NIGHT UNDER THE STARS

INGREDIENTS:

Ground Beef, Hot Dog Buns, Sausages, Cheese, Sour Cream, Chips, Diced Tomatoes, Bread, Leafy Greens, and Hearty Soup.

#1 – CHILI DOGS

#2 – DIY NACHO BAGS

#3 – TACO SALAD

#4 – SOUP OF THE DAY W. GARLIC BREAD

#5 – GARLIC BREAD PIZZA

SIDES & SNACKS

S'MORES, POPCORN, COOKIES, AND FRUIT CUPS.

Because many school administrators order lunches for families in the Subsidy Program, Fuel Up won't start until the 2nd week of class so that students and administrators can focus on a strong start to their school year.

We've heard from parents (and lived it ourselves) that the first week of school is arguably the hardest one. – which is why this 10 week bundle includes the first week of school.

WEEK 10 (SEPT 6–10): BACK TO SCHOOL BUNDLE

#1 – GROUND BEEF FAJITA WRAP

#2 – CRISPY CHICKEN & POTATO SALAD

#3 – ROTINI PASTA SALAD

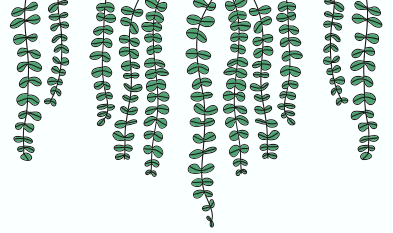
#4 – CHEESY BEEF BAKED MACARONI

#5 – CREAMY COCONUT CHICKEN & POTATOES

SIDES & SNACKS

Lemon Oat Bars, Rice Crispy Bars, and Fruit Cups





Program Summary

With your support as a Fuel Up Partner, we hope to fundraise \$25,000 for this program. Any remaining funds will be used to accept additional kids into the program and/or will be donated towards further supporting vulnerable youth in our community via our School District Partners and the Fuel Up! School Lunch Program.

THE 10-WEEK MENU:

WEEK 1 (JULY 5-9): THE LITTLE ITALY BUNDLE

WEEK 2 (JULY 12-16): FUEL UP'S MOST POPULAR

WEEK 3 (JULY 19-23): SUMMER CAMP VIBES

WEEK 4 (JULY 26-30): NUTRIENT BOOST

WEEK 5 (AUGUST 2-6): SUMMER SOUNDS & COLOURS

WEEK 6 (AUGUST 9-13): THE CLASSICS

WEEK 7 (AUGUST 16-20): RE-VISTING LITTLE ITALY

WEEK 8 (AUGUST 23-27): SIMPLY'S GREATEST HITS

WEEK 9 (AUGUST 30-SEPT 3): NIGHT UNDER THE STARS

WEEK 10 (SEPT 6-10): BACK TO SCHOOL BUNDLE

PARTNERSHIP LEVELS

Title Partner (\$10,000) | Platinum Partner (\$5,000) | Gold Partner (\$3,000)

Silver Partner (\$1,500) | Bronze Partner (\$750) | Impact Partner (\$250)

Community Partner (in-kind contributions)

Thank you for considering supporting the Fuel Up Summer Meal Kit Program. If you're interested in any of the opportunities mentioned here, or would like to take part in the overall School Lunch Program, please contact Katie Hovey for more information:

Email: Katie@simplyfoods.ca

Office: 604 620 5474

Web: simplyfoods.ca/fuel-up