



HUNGER PREVENTS KIDS FROM REACHING THEIR FULL POTENTIAL

WHAT WE'RE DOING

Full Plates Full Potential is ending childhood hunger by supporting existing effective nutrition programs and by building new ones when needed across the state. We strongly support proven initiatives like school breakfast and work hard to expand summer meals programs in all sixteen counties. This work is accomplished through our Full Plates Full Potential network, made up of non-profits, private citizens, government officials, business leaders, and others providing innovative hunger solutions in their communities.

WHEN YOU SUPPORT FULL PLATES FULL POTENTIAL, YOU MAKE IT POSSIBLE TO:

Feed a hungry child through school breakfast programs — and ensure that kids who don't have enough food at home are starting the school day ready to learn.

Provide that same child with free lunches throughout the summer months so they can focus on just being kids and having fun.

Here at Full Plates Full Potential, we know which programs are effective to combat hunger. We know where to target resources to reach the highest numbers of hungry kids. And with your support, we will end childhood hunger.

CHILDHOOD HUNGER IN MAINE

JUST BECAUSE YOU DON'T SEE IT DOESN'T MEAN IT'S NOT THERE

The latest numbers show that more than 69,000 children in Maine are food insecure. They live each day not sure when they will get their next nutritious meal. Today's difficult economic environment is making conditions even more challenging. To compound things in our state the cost of living is higher than the national average and the "rural challenge" increases the pressure to find adequate and affordable nutrition for those in lower income communities. One third of these children who struggle with hunger are likely ineligible for government programs because they are just above the poverty line.

Maine is the highest ranked state in New England for food insecurity and # 4 in the country for severe childhood food insecurity.

"As a chef and a father, I understand how important healthy food is in the everyday lives of our children. But a recent national survey showed that three in five teachers, including those in my home state of Maine, regularly see students come to school hungry."

- Larry Matthews, Chef/owner, Back Bay Grill

EFFECTIVE SOLUTIONS AND BEST PRACTICES

Full Plates Full Potential has been building a network of chefs, volunteers, corporate partners, donors and like-minded organizations that has helped shape the way we connect our kids to the food they need to live a healthy and happy life.

Our selected network partners include the best and most effective organizations in Maine. Together they create a statewide initiative that finds kids at risk and connects them to nutritious food all year long. They include:



GSFB, Preble Street, Maine Children's Alliance, Catholic Charities, Let's Go 5210, Maine DOE, Maine School Nutrition Association, Bank of America, Maine Media Collective, Allagash Brewing Co, Headlight A/V, Go Big for Hunger Campaign, more.

FOR MORE INFORMATION

To learn more about becoming a sponsor or partner, please contact us at info@fullplates.org.



HOW WE HELP

Full Plates Full Potential hosts culinary events/programs throughout the year. Funds raised are granted to our selected charitable partners to advance effective and efficient programming that has proven to reach kids in need. In every case we seek to maximize the return of each investment granted to our partner agencies.

Full Plates Full Potential collaborates with our state's best chefs, restaurants and festivals – each with a singular goal: Ending Child Hunger.

“Each chef finds a way to bring his or her own experience and energy to Full Plates Full Potential. I choose to help design the Full Plates Full Potential Dinners and Culinary Benefits by doing everything I can to assemble a talented group of chefs. I know the food will be great, it will be a lot of fun, and it feels good to be helping out in the process!”

- Rob Evans, Chef/Owner, Duckfat

With our high profile, award winning chefs making it a culinary hot spot, Maine has proven to be the perfect location for a wide range of culinary events. And because big problems need big solutions, these events come in a wide variety and continue to be some of the most creative experiences, offering something for everyone.

Full Potential Dinners and Events allow chefs to share their creations in small, intimate settings with limited seating for a very personal guest experience. Attendees get to know the chef and how together we are addressing hunger in our community. Guests enjoy amazing dishes along with premium wine, spirits, craft beers, and a high-spirited live auction.

Full Plates Full Potential Benefits take place all year. Local restaurants host small and large scale BENEFITS donating 100% of sales to ending childhood hunger in Maine. Full Plates Full Potential also collaborates with well-attended, highly anticipated annual events such as the Kennebunkport Festival and Harvest on the Harbor offering a completely different and equally enjoyable experience.

Our Culinary Events calendar continues to grow and creativity abounds. These are a key ingredient in promoting awareness of our local chefs, restaurants, and festivals in their culinary spirit and talent as well as their common goal of ending childhood hunger in Maine.

“I know the challenges of raising a family and I cannot fathom how those challenges would be compounded if I weren't able to put enough food on the table. I'm thrilled that some of the chefs I respect most are willing to join me in creating a spectacular evening to raise funds to ensure that all kids in Maine and across the US can get a healthy meal.”

- Kevin Thomas, Publisher, Maine Magazine, and Kennebunkport Festival organizer

“Ending childhood hunger is a cause that's easy for chefs to rally around. The fact that food is our livelihood, and that many of us are parents, makes it personal. That Full Plates Full Potential is so well established and well-organized helps make the most of what we as chefs can contribute.”

- Steve Corry, Chef/owner, 555, Petite Jacqueline and Portland Patisserie & Grand Cafe

Check out these proven and effective ways to get involved.

- **Host an event** – Chefs, hotels and retailers of all kinds are invited to work with Full Plates Full Potentials event staff to set up an event that makes sense for your business and community.
- **Donate a percentage of sales** – Instead of hosting, you can integrate the Full Plates Full Potential Campaign into your business. Dedicate a percentage of sales all year long or for a fixed period of time.
- **Donate proceeds from a special food, drink or package** – Designate a special dessert (or overnight package) as your Full Plates Full Potential – Go Big for Hunger item.
- **Check round up** – Invite your customers to round up their checks to the nearest dollar donating all those proceeds toward ending childhood hunger in Maine.

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ENDING CHILDHOOD HUNGER IN MAINE



Full Plates Full Potential

- Bounce back cards – As a thank you for donating \$5.00 or more toward ending childhood hunger guests will save 20% on their next visit.
- Other creative ideas - Chef's, restaurateurs, hoteliers know that feeding our kids is a priority.
- Contact us today at info@fullplates.org to register your business and let us know you would like to get involved.

BECOME A SPONSOR/COLLABORATIVE PARTNER

Our partners are the cornerstone of the Full Plates Full Potential campaign.

They are corporations, organizations and foundations. They are principals, teachers, mayors, and other public of officials. They are public and nonprofit agencies. They are restaurants and chefs, celebrities and bloggers, and everyday people. In the fight to end childhood hunger, they share their talents and resources. And they share our vision and help make that vision a reality.

Sponsorship Levels and Benefits

A wide range of partnership opportunities are available across several Full Plates Full Potential programs.

Our approach involves carefully selecting and matching each partner with the most appropriate program. By making sure we are connecting partner strengths to program needs, we increase overall program impact and ensure successful and satisfying collaborations in the fight to end childhood hunger.

To get the most from our partnerships, creativity is encouraged. In addition to the many tangible benefits our partners receive, such as brand exposure to new audiences and media, there are more ways to leverage the relation-

ship. As an example, tickets to our one-of-a-kind events are a great way to thank employees and show customers your appreciation.

We currently have dozens of sponsors and collaborative partners, and the community continues to grow. We would welcome a conversation with you to assess opportunities to participate and join us in the fight to end childhood hunger.

Corporations & Foundations: If you're interested in sponsoring our efforts to end childhood hunger, contact our state committee to get involved with our work in Maine at info@fullplates.org.

Full Plates Full Potential's work in Maine is leading the fight against childhood hunger by inspiring and organizing businesses to share their strengths. Together, with many great companies, we have raised hundreds of thousands of dollars to fight hunger around the state. We have invested critical funds in hunger-related organizations to help the most effective organizations sustain their efforts and maximize their capacity to deliver results. Our priority is to end childhood hunger in Maine ensuring that children facing hunger have access to the nutritious food they need to learn, grow, and thrive.

Restaurant Owners & Chefs: Chefs and restaurateurs are the backbone of our fundraising efforts. Share your talent and promote your business while helping to feed hungry kids.

From the beginning, chefs and restaurants have been among our most critical supporters, donating countless hours by participating in fundraising events, volunteering with Full Plates Full Potential, lending their voices in support of ending childhood hunger in the media at the State House.

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