

CHARITABLE OPPORTUNITY FOR BUSINESSES AND ORGANIZATIONS

MARCH MATCHING MADNESS

March 1st - March 31st, 2024

WE NEED YOUR HELP

Do you know someone who has gone through an unforeseen health issue, loss of a job, or a single parent trying to make ends meet, the list could go on. These are examples of people who use our services. We hope you'll consider joining us this year for March Matching Madness. It's an incredible way to amplify your generosity by encouraging others to give to reach your match amount.

RiverWorks is requesting help from businesses and organizations that would be willing to assist our organization in our "March Matching Madness" fundraising program. Your involvement in this program will directly impact the lives of those in our community. Funds raised will make it possible for us to continue serving through the use of the RiverWorks Food Shelf as well as programs like Lunch Box Express, which provides food for children during the Summer months while they aren't attending school to receive meals.

Every dollar helps support local area families.

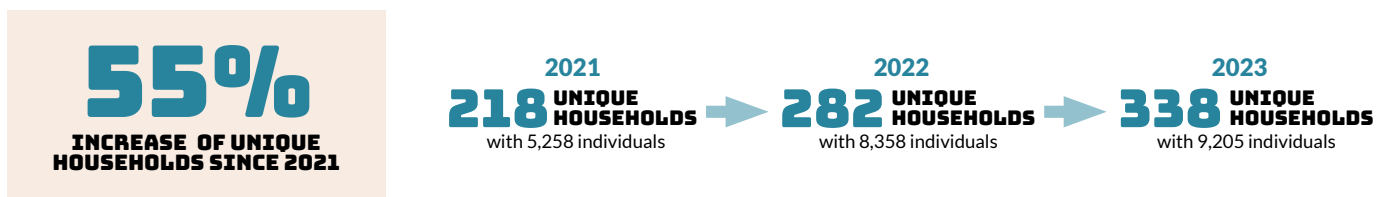
HOW IT WORKS FOR YOU:

- Determine how much your organization is willing to match. No amount is too small!
- Determine how your organization will collect donations. Donors can make checks out to RiverWorks, which is a 501c3 charitable organization. Online options are convenient but not necessary. *RiverWorks can assist with this process.*
- Reach out to your circles of influence (members, clients, customers) and share with them what you are doing and how much you are matching. To help you with this RiverWorks will supply graphics, and other tools to help get the word out.
- Once your match is met, call your RiverWorks staff contact. They will come to you to collect the individual donations and your matching donation. At that time, a picture will be taken for Facebook posts.
- Receive recognition of your partnership will be on Facebook posts, email blasts, and any other digital and print opportunities we have available.

RIVERWORKS WILL:

- Assign you a RiverWorks contact/ support person for questions or supplies.
- Supply graphics, templates to use in promoting your match.
- Promote the matches that are \$500 or more (will promote as a group or as an event) and include logo and link on RiverWorks opening website page, Facebook, and their email distribution.
- Communicate when matches are met and will notify the public of alternative options where they can donate and have their funds matched.

At the food shelf, in 2023 we saw a substantial increase in the number of families served.



In addition to an increase in numbers served, that also translates to more food distributed. Like all of you, we continue to see a jump in food costs, even the food we buy from Second Harvest Heartland.

Thank you for your consideration in joining us for March Matching Madness in 2024!

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