



## Childhood Hunger in North Texas

Today **1 in 6 people** in North Texas face hunger. This includes **1 in 5 kids** who don't know where their next meal will come from. Because of this, many families rely on the public-school lunch program during the school year to help place nutritious food into the hands of these young Texans facing hunger.

*“When the kids are home, they eat more,”* says Ana, a grandmother who cares for her two grandchildren and visits one of NTFB's partner food pantries each month. *“The food prices keep going up every time we visit the grocery store. Our rent prices go up every year. The food (we receive here) is so helpful.”*



Lucrecia at Good Samaritans of Garland

## What is Food from the Bar

To address this challenge of summer childhood hunger in North Texas, the legal community comes together in a friendly competition, called **Food from the Bar**. This annual campaign aims to raise food and funds for families and children facing hunger.

Over the past six years, the legal community participating in this campaign have collectively provided access to nearly **2.5 million** nutritious meals. This year, the campaign will take place throughout the month of April 2026, to ensure children are nourished during the summer and equipped to return to school ready to learn in the fall.

Our goal is to raise **\$250,000** in support of NTFB's Child Programs. Legal organizations can participate by raising funds, collecting food, and/or volunteering.



## Food From the Bar Sponsor Levels & Benefits

The North Texas Food Bank is seeking various sponsors to support our 2026 Food from the Bar campaign running April 1-30, 2026. Your sponsorship will not only provide nutritious meals to children and their families but will also inspire others to join the campaign!

In appreciation of this generous support, the North Texas Food Bank is pleased to offer the following sponsorship levels:

### Presenting Sponsor – 25,000+

- Recognition as Presenting Sponsor in all Food from the Bar campaign materials
- Logo placement on NTFB website campaign page with hyperlink
- Prominent logo recognition in social media posts (LinkedIn, Instagram, Facebook, X)
- Feature in NTFB newsletter reaching 20,000+ subscribers
- Opportunity for a firm-wide private volunteer shift at NTFB
- Speaking opportunity for company executive at campaign volunteer shift and closing celebration
- Verbal recognition at campaign volunteer shift and closing celebration
- Customized impact report showing meals provided through your sponsorship

### Leadership Sponsor – \$15,000

- Logo featured in Food from the Bar campaign materials
- Logo recognition on NTFB website campaign page
- Recognition in social media posts during campaign
- Opportunity for a volunteer shift at NTFB
- Recognition at campaign kickoff and closing celebration

### Advocate Sponsor – \$10,000

- Name listed in campaign materials and NTFB website
- Recognition in social media campaign highlights
- Opportunity for firm volunteer engagement
- Recognition at campaign closing celebration



## Food From the Bar Sponsor Levels & Benefits

### Supporting Sponsor – \$5,000

- Name listed on NTFB Food from the Bar webpage
- Recognition in select social media highlights
- Opportunity for firm volunteer engagement

### Friend Sponsor – \$2,500

- Name recognition on NTFB Food from the Bar webpage
- Recognition at campaign closing celebration

### Reach:

#### **2025 Campaign Impact**

- 19 participating law firms
- \$14,000 raised from 420+ unique donors
- 1,000 lbs. of food collected
- 212 volunteer hours contributed

#### **2025 Media Report**

- Media stories generated: 128
- Media impressions: 38,854,345
- Advertising Equivalent Value: \$359,291
- Full-page Dallas Morning News ad: 505,832 impressions
- Social media: 12,516 impressions