



Partnership  
Opportunities  
2024-2025

*For more information, please contact*

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# About Martha's Table

Martha's Table was founded in 1980 on 14th St NW as a safe space for children, families, and residents to access meals.

From our over 40 years of service, we have seen that the neighborhood a child grows up in is a critical determinant of their future outcomes.

These inequities motivate Martha's Table's deep commitment to and collaboration with our neighbors to deliver **on our mission to support strong children, strong families, and strong communities in Washington, DC.**

As part of this strategy, Martha's Table moved our headquarters from 14th St NW to the heart of Ward 8, in order to be **deeply rooted and connected in the community** where we can have the greatest impact.



## Today, Martha's Table provides programs in four strategic areas:

- ♥ High Quality Education
- ♥ Family & Community Supports
- ♥ Health & Wellness
- ♥ Community Investments

### Vision

At Martha's Table, we believe that every Washingtonian deserves the **opportunity to stay and thrive.**

### Mission

Our mission is to support strong children, strong families, and strong communities.

# Our Programs

Today, Martha's Table provides programs in four strategic areas:



## Quality Education

We support children and older youth from birth through college and career so that they achieve financial security and economic mobility.



## Health & Wellness

We provide nutritious food, exercise, therapeutic workshops, and community connections that boost our neighbor's overall well-being.



## Family & Community Supports

We provide programs, connections, and resources (like food, clothing and other critical essentials) so that parents are supported in their important role as family leaders.



## Community Investment

We invest deeply in the neighborhoods in which we work—fostering economic mobility and lifting up our neighbors' efforts to build strong communities filled with resources and opportunity.

**Across our programs, we're guided by our principles:** equity is essential, our community knows best, and the resource landscape of neighborhoods matters.

# Our Impact

Your Support Makes a Difference

*Martha's Table by The Numbers*

## Education



**201**

children learning and growing in our early education programs



**\$46,000**

invested in the future of young learners via the Dietra L. Ford Child Savings Account



**39**

older youth expanded their horizons through our Global Passport program

## Health & Wellness



**1.5+ million**

healthy meals provided to families through our markets



**535**

individuals supported through emotional workshops, counseling, & groups



**146,165**

McKenna's Wagon meals served

## Family Support



**109,664**

diapers distributed



**62,758**

clothing items provided



**\$10,800**

direct cash assistance provided to 178 families

## Community Investment



**\$310,000**

granted to 24 grassroots nonprofits in Ward 8



**11**

community leaders supported through the Technical Training & Assistance program



**4**

Ward 8-based food entrepreneurs scaling their businesses through the Community Kitchen program

In FY23, more than 5,030 individuals and 250 corporate groups invested 30,529 hours of their time and talents to help drive our mission.

Fiscal Year 2023

# Benefits Of Volunteering

There is greater recognition of environmental, social justice, and economic challenges around the world. People are paying attention to a company's support of their employees, their community, and their customers.

↑ 20%

Corporate Social Responsibility (CSR) programs have shown to increase revenue up to 20%

*\*Project ROI CSR Report*

85%

of individual investors are interested in sustainable investing, up 10% from 2017

*\*Morgan Stanley*

78%

of people want to work for a company that leads with purpose

*\*Porter Novelli 2021 Purpose Perception Study*

77%

of consumers say they are more willing to purchase from a company with ESG (environmental, social, and governance) and CSR commitments

*\*Blackbaud Institute*

## Volunteer opportunities at Martha's Table

- 🍎 Martha's Outfitters
- 🍎 Lobby Markets
- 🍎 Joyful Food Markets
- 🍎 McKenna's Wagon
- 🍎 Healthy Happy Hour



# Volunteer Opportunities Up Close

## Martha's Outfitters

A community clothing store for families to shop at no-cost through a monthly credit program for children's clothing and business attire. Volunteers help to sort clothing and create a white glove shopping experience for neighbors.

**Location:** Martha's Outfitters - 2204 MLK Jr Ave SE

**Time:** Mon-Fri, 9:30am - 12:30pm OR 12:30pm - 3:30pm

**Volunteers:** 4

## Lobby Markets

Access to healthy food for families in Wards 7 & 8 through our full service no-cost grocery market at both our SE and NW locations. Volunteers help set up and operate the market and support the shopping experience for our neighbors.

**Location:** Commons - 2375 Elvans Rd SE & Maycroft - 1474 Columbia Rd NW

**Time:** Mon-Fri, 9am - 1pm OR 12:30pm - 4:15pm

**Volunteers:** 4-20 depending on location

## Joyful Food Markets (JFM)

Pop up food markets at 53 elementary schools in Wards 7 and 8 in partnership with Capital Area Food Bank to increase access to fresh produce that supports healthy eating habits. Volunteers support the operations and shopping experience for our neighbors.

**Location:** 50+ schools in Wards 7 & 8

**Time:** Tue-Thu, 2pm - 7pm

**Volunteers:** 5-20 depending on location

## McKenna's Wagon

Our mobile food service that operates 365 days a year to distribute hot, healthy, and fresh meals to neighbors experiencing hunger or housing instability in downtown DC. This is a 100% volunteer led service.

**Location:** Maycroft - 1474 Columbia Rd NW

**Time:** Daily, 4:30pm - 7pm

**Volunteers:** 4

## Healthy Happy Hour

A weekly event to promote food access to families while engaging in wellness activities within our Emotional Wellness program. Volunteers help set up the take-home produce table, as well as prepare and serve healthy snacks and mocktails that guests can enjoy.

**Location:** Commons - 2375 Elvans Rd SE

**Time:** Wednesdays, 3:30pm - 6:30pm

**Volunteers:** 3





## How it Works:

Purchase items to prepare sandwiches (gloves, bread, sunflower butter, jelly, and ziploc bags) or trail mix (Chex Mix, granola, dried fruit like bananas or cranberries, goldfish, and low-sugar cereal)

We do not accept peanut butter or nut products

Martha's Table provides information about our programs and the DC landscape

Team building activity to prepare 500 sandwiches

Martha's Table collects the completed sandwiches and distributes them through McKenna's Wagon

Pop up service opportunities start at \$5,000

# Pop-Up Service Opportunity

We bring the power of volunteering to your location!

- 15-20 minute Lunch and Learn to help educate attendees about their community,
- 40 minute - 1 hour service activity: we take that knowledge and turn it into action, for example by making sandwiches that will be immediately distributed via McKenna's Wagon.
- Facilitate team-building projects that enrich the lives of your teams and our community!

McKenna's Wagon, Martha's Table's mobile food service, rolls out 7 days a week, 365 days a year to feed hundreds of DC neighbors who may be experiencing hunger and housing instability at two downtown locations. Every night, volunteers serve 1,000 sandwiches as well as hot meals, homemade muffins, fruit, and refreshments.



# Pop-Up Service Package

Inspiring service and action. . .  
*one sandwich at a time!*



## Sandwich Sustainers

Make a total of 500 sandwiches

Up to 25 employees

Recognition on social media

Building teams and a culture of service

**\$5,000**



## Sandwich Champions

Make a total of 1,000 sandwiches

Up to 50 employees

Recognition on social media

Building teams and a culture of service

**\$10,000**

Tell us the number of people you'd like to engage and your goals,  
and we can set up a conversation to customize a package that works for you!





# Sponsor a Community Outreach Event

## Annual Events

- 🍎 **MLK Day of Service** *Saturday, January 18, 2025 (Observed)*  
Honor the life and legacy of Dr. Martin Luther King, Jr. through community service at Martha's Table and in the community (15-20 people per shift, 6 shifts; 90-120 volunteers per day)
- 🍎 **District Dads**  
*Saturday, June 8, 2024*  
Annual BBQ and community event celebrating fathers and father figures. (15-30 people per shift; 3 shifts; 65 volunteers per day)
- 🍎 **Winter Coat Giveaway**  
*Saturday, October 26, 2024*  
Providing our neighbors with over 3,000 new, warm coats in preparation for the winter season. (80 volunteers per shift; 2 shifts)
- 🍎 **Community Harvest Dinner**  
*Saturday, November 23, 2024*  
Festive Thanksgiving meal and family-friendly activities shared with 1,200 neighbors (30 people per shift; 3 shifts; 90 people per day)
- 🍎 **Winter Wonderland**  
*December*  
600 participants from our education programs are able to shop at no cost in our holiday boutique



# Benefits for Community Outreach Events

	<b>Diamond</b> \$50,000	<b>Platinum</b> \$25,000	<b>Gold</b> \$15,000	<b>Silver</b> \$10,000	<b>Bronze</b> \$5,000
<b>Recognition on event signage</b>	4 events	2 events	2 events	1 event	-
<b>Volunteer Concierge</b> Volunteer Services Manager to assist in scheduling volunteer shifts or special projects	Up to 4 volunteer shifts <i>(with up to 25 volunteers)</i>	Up to 2 volunteer shifts <i>(with up to 25 volunteers)</i>	Up to 2 volunteer shifts <i>(with up to 15 volunteers)</i>	1 volunteer shift <i>(with up to 10 volunteers)</i>	1 volunteer shift <i>(with up to 5 volunteers)</i>



# Sponsor the Annual Benefit

## Martha's Table Annual Benefit

October 6, 2024

(first Sunday in October)









Our annual celebration of the families, neighbors, and supporters who help our community thrive. Your investment fuels the high-impact programming—quality education, family supports, health & wellness, and community investments—that help families transition from instability to stability to thriving.

**Diamond**    **Platinum**    **Gold**    **Silver**    **Bronze**  
**\$50,000**    **\$25,000**    **\$15,000**    **\$10,000**    **\$5,000**






















### TICKETS

	Diamond	Platinum	Gold	Silver	Bronze
<b>TOTAL TICKETS</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>5</b>
<b>V.I.P. Tickets</b>	5	4	3	2	1
<b>General Admission Tickets</b>	15	8	7	6	4















### PARTICIPATION

Table Placement at Dinner	Center Stage	Prominent	Prominent	Premium	Preferred
<b>Opportunity to Provide Brief Remarks During Annual Benefit</b>					
<b>Opportunity to Send a Custom Text Message to Annual Benefit Attendees</b>					
<b>Valet Parking</b>					

### ANNUAL BENEFIT RECOGNITION

<b>Opportunity to Be Listed as Sponsor of V.I.P. Reception</b>					
<b>Opportunity to Donate Item Toward Auction</b>					
<b>Name Prominently Displayed on Screens and Signage</b>	Logo	Name	Name	Name	
<b>Ad in Annual Benefit Program Book</b> <i>(confirm by 9/2)</i>	Full Page	Half Page	Quarter Page		
<b>Recognized in Event Materials</b> <i>(confirm by 9/2)</i>					
<b>Listed in Newsletter</b> <i>(confirm by 8/1)</i>					
<b>Listed on Printed Invitation</b> <i>(confirm by 7/1)</i>					

# Benefits For All Sponsorships

	Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Recognition on Washington Business Journal Ad <i>(commit by 9/15)</i>					
Quarterly Update from the President & CEO					
Tour of The Commons at Martha's Table					
Annual Report Listing					
Recognition on Social Media					
Volunteer Day at The Commons at Martha's Table <i>(up to 10 individuals)</i>					



# More Ways to Support Martha's Table

Every week, 5,000 neighbors visit Martha's Table to access healthy food, more than double the number of visitors from before the pandemic. By making a gift, you can support DC neighbors with access to healthy food, quality education, and family resources.

## Create Your Own Fundraising Page

Looking to make an impact while celebrating your next birthday, milestone, or event? In less than 10 minutes, you can create your own fundraising page to help raise support for our community. Contact us at [development@marthastable.org](mailto:development@marthastable.org) or visit [marthastable.donordrive.com](http://marthastable.donordrive.com)

## Join the Apple Corps with a Monthly Gift

Deepen your commitment to the DC community by joining the Martha's Table "Apple Corps" with a monthly gift! You will make an impact in the lives of children and families all year round.

## Workplace Giving Campaign

Designate Martha's Table in your Combined Federal Campaign (#29262), United Way Campaign (#8445), or other workplace giving campaigns.



# Martha's Table

EDUCATION • FOOD • OPPORTUNITY

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*Thanks to generous  
people like you  
we are closer to  
realizing our vision of a  
Washington, DC, where  
everyone thrives!*

## Contact Us

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