



Bed & Bread Club Radiothon ***Sponsorship Levels***

History of the Bed & Bread Program/Radiothon

The Salvation Army's Bed & Bread Program was created in 1988 with a single focus of feeding the hungry and housing the homeless. One night in January 1988, a Salvation Army Emergency Disaster Service truck loaded up with 75 sandwiches, soup, and hot chocolate to serve Detroit's homeless. The truck found an alley on the corner of Kercheval and St. Jean to park, and that was how the Bed & Bread Program was born.

Just one month after the program's founding, Radio Hall of Famer Dick Purtan teamed up with his longtime producer Gene Taylor to begin the Radiothon to support the Bed & Bread program. Aiming to make a real difference in Detroit communities, these two men raised \$15,000 in just four hours for the inaugural Bed & Bread Radiothon. When Dick Purtan retired, 760 WJR agreed to take over the broadcast and Dick Purtan guest hosts to close out the day on the air.

With 760 WJR as the new broadcast home of The Bed & Bread Radiothon, the 27-hour event is a major fundraising event, helping to raise funds and support this program, ensuring uninterrupted service to those who need help. The live portion of the event will be held at The Salvation Army Great Lakes Division Headquarters in Southfield Michigan on Friday, February 24, 2023. The event will begin at 4:00 p.m. virtually on February 23, turning live at 6:00 a.m. on Friday in Southfield.

Program Description

The Salvation Army Bed & Bread Program was created in 1988 in Detroit on the premise that people who pledged \$10 per month help feed one person each day for an entire year through the Program. From its origin in Detroit, this Program has grown to serve the homeless and hungry in more than 100 communities across the United States.

The Bed & Bread Program is unique as it delivers meals and other supplies right to Detroit neighborhoods. Every day of the year, no matter the weather conditions, Bed & Bread trucks travel 180 miles, making 60 stops on multiple routes in Detroit's most depressed areas. The Bed & Bread trucks go out during the holidays, and when the weather may be dangerous because we understand that hunger does not take any days off. On days when businesses and schools

must close due to the weather, the Bed & Bread trucks still deliver meals to thousands of people who otherwise would not eat at all.

These trucks, essentially mobile soup kitchens, serve meals at designated stops on three routes across Detroit. Throughout the year, staff and volunteers of The Salvation Army serve 733,985 pieces of fruit and snacks; 18,720 gallons of soup; 86,000 loaves of bread topped with 111,562 pounds of deli meat; and 182,000 hot dogs. Also, around 8,000 gallons of hot chocolate are served during the winter months.

There are many Detroit residents who are not able to travel to a food pantry or soup kitchen. The Bed & Bread trucks bring "the soup kitchen" to their neighborhood. The Salvation Army's Bed & Bread Program serves more than 1.3 million meals and provides more than 72,000 nights of shelter annually to children, women and men who would otherwise go without.

Additionally, the Bed & Bread Program provides meals to residents at two Salvation Army homeless shelters in Detroit. Food insecure people can receive food at food pantries from one of the three Salvation Army corps community centers in Detroit.

Periodically, The Salvation Army reevaluates the impact of the Bed & Bread Program. We refer to studies and reports published by local agencies, such as the food insecurity report by United Way for Southeast Michigan in 2016. We check which Detroit neighborhoods lack food access and respond accordingly by adding new routes or adjusting current ones.

The Program strives to assist people in need by providing them with necessary tools and services to help them break the cycle of hunger, homelessness and/or substance abuse.

The Salvation Army has many devoted volunteers who help run the Bed & Bread Program smoothly. Opportunities exist for groups of volunteers to make sandwiches, pack meals for further distribution, and ride on the trucks to serve meals, beverages, and distribute any donated supplies.

Bed & Bread Program objectives

- 1) Provide food insecure people with 1 meal per day. Food is served off the Bed & Bread trucks in the neighborhoods in Detroit and at our sites.
- 2) Meet other needs people may have. Donated supplies, such as blankets, warm socks, hats, mittens, and coats are distributed off the trucks when available. Bed & Bread trucks are utilized as an outreach tool providing information and services to help people break the cycle of crisis.
- 3) Raise funds to cover the costs associated with the Bed & Bread Program.

The Bed & Bread Program supporters

The Bed & Bread Club Radiothon is supported by individuals, corporations, and public and private foundations. Most individuals choose to join the Bed & Bread Club and make monthly contributions starting at \$10.

Top contributors to the Program

- Ford Motor Company Fund -Presenting Sponsor
- The Artichoke Garlic Foundation
- Meridian Healthcare
- Dick & Gayle Purtan Family Foundation
- Pat Moran Chevrolet
- The Salvation Army Metro Advisory Board
- Edsel B. Ford II Fund
- Tim Allen Foundation
- Vibe Credit Union
- Dick Genthe Chevrolet
- Suburban Collection
- Pat Milliken Ford
- Bill Brown Ford
- Michigan Financial Companies
- Blue Cross Blue Shield of Michigan
- UHY Cares
- Huntington Bank
- National Food Group
- Toyota Motor North America

Program Sustainability

In 35 years, the Radiothon has raised nearly \$40 million to meet the need of the most vulnerable population in Detroit. A 27-hour event, it is the largest single-market, single-day radio fundraiser in the country. The goal for the Radiothon 2023 is \$1.8 million. The balance is raised through appeals to individual donors who prefer to make monthly donations to the Program.

History of The Salvation Army

The Salvation Army was founded in London, England, in 1865 by William Booth and his wife Catherine Booth. William Booth was a Methodist minister who realized that the poor were not welcome in the churches of Victorian England because they were seen for what they had been – thieves, prostitutes, gamblers, and drunkards. As a result, he stepped down from his pulpit and left the mainstream church to take his message into the streets where he could reach the poor, the homeless, the hungry and the destitute. He dedicated his life and ministry to the outcasts of society and realized the interdependence of material, emotional, and

spiritual needs. His ministry focused not only on preaching the gospel but also on addressing housing, education, health, rehabilitation, and other problems of poverty.

William Booth described the organization's approach: "The three 'S's' best expressed the way in which the Army administered to the 'down and outs': first, soup; second, soap; and finally, salvation.

Catherine Booth spoke to the wealthier people, gaining financial support for their work. She also acted as a religious minister, which was unusual at the time; the Foundation Deed of the organization stated that women had the same rights to preach as men.

Currently, The Salvation Army is present in 131 countries, running charity shops, operating shelters for the homeless, soup kitchens or pantries for food insecure, disaster relief and humanitarian aid to developing countries among other services.

Partnership Opportunities

We invite our partners to consider sponsoring the Bed & Bread Club Radiothon. Below are an array of recognition and visibility opportunities leading up to the event, day-of, and post-event.

Program Partner - \$250,000 – Ford Motor Company Fund – SOLD!

The presenting sponsor for The Salvation Army's Bed & Bread Club Radiothon is the premier level of sponsorship. The sponsor will receive:

- On-air mentions throughout the entire 27-hour Radiothon
- Company presence for results announcements
- Inclusion in half-page post-event print advertisement
- On-air interview with one of the radio hosts
- Inclusion in pre-recorded call
- 4 complimentary tickets to Comedy for A Cause (February 8, 2023)
- Logo and company name on all collateral including:
 - Promotional announcements
 - Social media
 - Press releases
 - Signs & banners
 - Featured prominently on livestream broadcast with the ability to link to your company for employee viewing

Livestream Banner Sponsor – \$60,000 – 1 available

Our livestream will be the virtual "stage" where your company logo will be prominently displayed and mentioned all throughout the 27-hour Radiothon.

- Featured prominently on livestream broadcast with the ability to link to your company for employee viewing

- Sponsorship mentioned during radio cut-ins, “Be sure to watch us on the (Company name) livestream...”
- Inclusion in half-page post-event print advertisement
- Company tagging and mentions in social media posts
- 4 complimentary tickets to Comedy for A Cause on (February 8, 2023)

Bed & Bread – Bread Sponsor – \$55,000 to an Anonymous Donor –

This contribution will support purchasing the bread used in the Bed & Bread program for the entire year. The donor has asked to remain anonymous and not be named during the event.

Phone Bank Sponsor - \$50,000

- Hourly mentions as we announce phone calls coming in with donations
- Social media mentions and inclusion
- Prominently featured in our livestream broadcast of the event
- Name displayed in on-site digital signage
- Inclusion in half-page post-event print advertisement
- 4 complimentary tickets to Comedy for A Cause on (February 8, 2023)

Tote Board Sponsor - \$34,000 – 1 available

The tote board sponsor will be mentioned once an hour throughout the Radiothon as we update donation totals

- The tote board is also highly visible in photo, livestream broadcast and TV coverage during the event
- Inclusion in half-page post-event print advertisement
- 4 complimentary tickets to Comedy for A Cause on (February 8, 2023)
- Inclusion in half-page post-event print

Patron Sponsorships - \$10,000

Patron sponsors will receive:

- On-air interview with check presentation
- Organization name scrolled during the livestream broadcast
- 2 complimentary tickets to Comedy for A Cause (February 8, 2023)

Friends of the Radiothon Sponsors - \$5,000

Friend’s sponsors will receive:

- Organization name scrolled on livestream broadcast along with on-air mention
- 2 complimentary tickets to Comedy for A Cause (February 8, 2023)

Daily Incentive – One item worth approximately \$20,000 or more

The daily incentive will be mentioned throughout the Radiothon to entice donors to contribute to the event. Anyone who enters our door prize drawing will be eligible to win the door prize.

We are looking for a popular item such as a one-year car lease, vacation package or other similar item worth approximately \$20,000.

We look forward to discussing the Bed & Bread Club Radiothon sponsorships with you.