



Donor Spotlight – December 2014

Fidelis Marketing

Industry leader Fidelis Marketing is dedicated to providing marketing tools to feed businesses. Headquartered in Folsom, Fidelis is a boutique-style firm committed to providing customers with personalized service to best meet their marketing needs and is known for their community involvement and passion for helping others. Sacramento Food Bank & Family Services (SFBFS) benefits greatly from the ongoing support from Fidelis.

Five years ago, the marketing firm was running a Thanksgiving promotion with local car dealers. Jeff Garcia, Fidelis' President, saw the success of the promotion and immediately sought a way to turn their turkey promotion into a charitable donation. It was then that the Fidelis Turkey Drive Fund was born.



Jeff, having heard about SFBFS' annual Turkey Drive, reached out to SFBFS to donate the turkeys they had collected through their promotion. "I remember the first year, it was just me and one guy in a truck," said Jeff. Doing what they do best, Fidelis promoted their turkey fund increasing their donation every year. This year, accompanied by the United States Marine Corps, Fidelis dropped off over 1,400 turkeys at SFBFS for families in need.

SFBFS' Turkey Drive is a cause dear to both Jeff and Quintana, Executive Accounts Coordinator at Fidelis. They can both remember receiving charitable food donations growing up. Like many families, theirs were having trouble making ends meet and they called upon organizations, like SFBFS, for assistance. "After being on the receiving end, the chance to give back feels awesome," Quintana says.

Jeff and Quintana's most memorable experiences are watching the community come together to feed families in need in Sacramento. "We have the tools to move people and feed businesses; using those tools to feed families is important to us. This is not a Fidelis thing, this is a community thing," Jeff says.



Including the 1,447 turkeys donated by Fidelis, a total of 9,344 turkeys along with two bags of side dishes were handed out to families in need on Monday, November 24 through SFBFS' Turkey Distribution.

SFBFS would not be where we are today without key supporters and dedicated partners such as Fidelis, a company that understands the importance of leading by doing and partnering to make a difference in people's lives and the community.