



## Donor Spotlight – April 2014

### Eat to Feed the Hungry

With the help of 18 Sacramento restaurants, nearly \$5,000 was raised to support Sacramento Food Bank & Family Services' (SFBFS) six programs during the 3<sup>rd</sup> annual Eat to Feed the Hungry (ETFTH). ETFTH started in 2012 to create fundraising and awareness for SFBFS after the influx of support around the holiday season. ETFTH reminds Sacramento community members that SFBFS serves individuals and families year-round, not just during Thanksgiving time.

SFBFS' annual event, Run to Feed the Hungry, takes place Thanksgiving morning in East Sacramento. The 20<sup>th</sup> annual event in 2013 drew nearly 29,000 runners and raised \$900,000 for SFBFS' Food, Clothing, Parent Education, Adult Education, Youth Education and Senior programs. Run to Feed the Hungry participants are encouraged to visit the restaurants that support SFBFS.



This year, Broderick Roadhouse, Café Capricho, Ella Dining Room & Bar, Hoppy Brewing Company, Hot Italian, Ink, Kru, Kupro's Craffthouse, Melting Pot, Mulvaney's B & L,

Nopalito's, Old Soul at 40 Acres, Paesano's, Plum Café & Bakery, Red Rabbit Kitchen + Bar, River City Brewing Company, Ten22 and Tres Hermanas participated in ETFTH. Each restaurant made a monetary donation, donated a \$50 gift card to be raffled off to Sacramento diners and promoted the event through social media. Chris Jarosz, Owner of Broderick Roadhouse, says, "We are always happy to partner with Sacramento Food Bank & Family Services. They are a great organization with a great mission".



Many Sacramento residents joined in to support SFBFS by dining at participating restaurants and using Instagram to post photos of themselves enjoying delicious meals and beverages. Each photo posted to Instagram with #ETFTH earned them one entry in the drawing to win a gift card to one of the participating restaurants. Diners who wore a Run to Feed the Hungry shirt in their photo, got two drawing entries. Additionally, anyone who made a \$5 donation to the event online also received a drawing entry.

The support of the Sacramento community along with these 18 restaurants made this year's Eat to Feed the Hungry a great success!