



## About: Nihao - Food Bank Initiative

### The Problem:

Before the COVID-19 pandemic began, food insecurity in America was at the lowest rate it had been in 20 years, and yet 35.2 million people including 10.7 million children did not know where their next meal would come from.

Research from Feeding America shows that the COVID-19 crisis is likely to reverse any progress made over the past decade as millions of people have been displaced from their jobs. These newly hungry neighbors now stand alongside those who were already facing food insecurity before the pandemic began.

Preliminary studies suggest that more than 50 million people across America, including 17 million children may now be facing food insecurity in the wake of COVID-19.

The North Texas Food Bank (NTFB), as part of Feeding America's network, is dedicated to closing this hunger gap by providing nutritious food to hungry children, families, and seniors in North Texas.

Within its 13 County service area, NTFB is partnered with over 200 Agencies like food pantries and homeless shelters. Through this network, NTFB is providing access to nutritious food for more than 900,000 people who are food insecure, up from 700,000 before COVID-19. This elevated need is projected to last for the foreseeable future.

### The Nihao Solution:

Nihao: Food Bank Initiative is a volunteer-driven grassroots movement, focused on raising awareness about hunger in the USA, improving community engagement, as well as directing resources and contributions toward NTFB to fight hunger.

Our initiative galvanizes and mobilizes resources of the Chinese diaspora by:

- Increasing hunger awareness
- Organizing volunteers
- Conducting food drives
- Raising crucial funds

Led by co-chairs and a steering committee comprised of passionate supporters and volunteers, the Nihao movement operates in a non-political, non-religious, robust ecosystem that puts the cause ahead of individual egos.

Nihao: Food Bank Initiative has a twofold vision: 1) Engage in the fight against hunger with our resources to ensure no one goes hungry. 2) Unify the community as a cohesive force so that the Chinese American diaspora is recognized as a leader in fighting hunger.



## Join Us in the Fight Against Hunger

Nihao: Food Bank Initiative invites both individuals and corporations to join the movement and make a sustainable impact through a three-year pledge to one of the following Sponsorship Circles. All Sponsorship Circle members contribute to the sustainability of Food Bank programs through their three-year commitment and engagement.

### **BUSINESS PARTNER – 150,000 meals**

#### **\$50,000 or more donated over three years**

Business Partner members stand among our strongest advocates in the fight against hunger. They raise hunger awareness through speaking engagements, meet with community groups, and seek out opportunities to represent Nihao in North Texas.

### **PLATINUM – 60,000 meals**

#### **\$20,000 or more donated over three years**

Platinum members are the pillars of Nihao: Food Bank Initiative. These members ensure that the goals of the council are up-to-date and align with the overall mission to combat hunger.

### **GOLD – 30,000 meals**

#### **\$10,000 or more donated over three years**

Gold members rally behind the cause of fighting hunger and enable putting nutritious food on the table for hungry North Texans.

### **SILVER – 9,000 meals**

#### **\$3,000 or more donated over three years**

Silver members are the building blocks of the Nihao movement. They make up the bulk of Nihao's contributions and volunteers.

### **AMBASSADOR – 900 meals**

#### **\$300 or more donated over three years**

Ambassador members are the future leaders the Nihao movement. This level is designed for full time high-school and college aged students who want to make a difference in the fight against hunger.

*Please contact John Jenkins at [john.jenkins@ntfb.org](mailto:john.jenkins@ntfb.org) with your interest or inquiry.*



- **Become a warrior against hunger**
- **Development of future leaders**
- **Community service hours**
- **Special recognition as a student "Ambassador"**

**EVERY PENNY COUNTS,  
EVERY VOLUNTEER HOUR MATTERS**



## NiHao – Pledge Form

**I commit to supporting North Texas Food Bank by joining:**

\_\_\_\_\_ Ambassador Member: I pledge a gift of \$300 paid with the signed form.

\_\_\_\_\_ Silver Member: I pledge a gift of \$3,000 paid over 3 consecutive years.

\_\_\_\_\_ Gold Member: I pledge a gift of \$10,000 paid over 3 consecutive years.

\_\_\_\_\_ Platinum Member: I pledge a gift of \$20,000 paid over 3 consecutive years.

\_\_\_\_\_ Business Partner: I pledge a gift of \$50,000 paid over 3 consecutive years.

**\*Ambassador level membership are reserved for school-age students only.**

**Students can also qualify for Ambassador level membership by completing 100 hours of volunteering at NiHao/NTFB sponsored events in 3 years.**

**\* Gold/Silver Membership include up to 3 ambassador memberships (must be own children).**

Payment remitted to “North Texas Food Bank”:

- Payment 1 of 3: Due with signed pledge
- Payment 2 of 3: Due 12 months after first payment
- Payment 3 of 3: Due 24 months after first payment
- Invitation for sponsorship renewal sent 36 months after first payment

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Spouse’s name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

Preferred name for public recognition: \_\_\_\_\_

Does your company match donations?  Yes  No  Not sure

Please email your signed pledge to [Nihaofoodbank@gmail.com](mailto:Nihaofoodbank@gmail.com) or John Jenkins at [john.jenkins@ntfb.org](mailto:john.jenkins@ntfb.org)

By mail to: North Texas Food Bank, Attn. John Jenkins, 3677 Mapleshade Lane, Plano, TX-75075.