

THE PERFECT RECIPE:

Corporate Commitment Meets

Lasagna Love's Mission

**LASAGNA
LOVE**



Feed families SPREAD KINDNESS *strengthen communities*



andria@lasagnalove.org



[@wearelasagnalove](https://www.instagram.com/wearelasagnalove)



[WeAreLasagnaLove](https://www.facebook.com/WeAreLasagnaLove)



www.lasagnalove.org

LAYERING VALUES WITH VOLUNTEERING: WHY LASAGNA LOVE IS YOUR IDEAL CSR PARTNER

In an era where CSR isn't just a trend but a staple, companies must think creatively and effectively. For businesses, especially those with remote workplaces, striving to connect deeply while making a tangible difference, the answer is clear: Lasagna Love. We offer an unparalleled blend of community connection, brand elevation, and heartfelt societal impact, all served on a plate of commitment, compassion, and purpose.

Why Partner with Lasagna Love?

Remote Reverberation: In a world where 58% of the workforce operates remotely, bring them together with a cause that can be participated in from anywhere.

Corporate Credibility: 87% of consumers favor brands that advocate for causes they care for (Cone Communications CSR Study).

Team Ties: 70% of millennials value community allegiance when choosing jobs (Deloitte survey). Engaging in Lasagna Love activities forges stronger, heart-centered connections.

Community Catalyst: 55% of global patrons willingly pay more for socially responsible brands (Nielsen Global Survey).

Localized Legacy: While your teams may be globally distributed, Lasagna Love's presence in the US, Canada, and Australia allows for a palpable local impact, satisfying community-driven aspirations.

Heartful Harvest: Our unique approach ensures that every lasagna served isn't just food, but a heartwarming experience of community and care.

Lasagna Love isn't just about meals; it's a movement. Our mission is simple: feed families, spread kindness, strengthen communities. The aftermath of our servings is profound: recipients report feeling valued (93%) and deeply connected (89%). The ripple effect? A whopping 98% are inspired to spread the kindness further. Teaming up with us means your business isn't just filling bellies but fueling hope, positivity, and a cascade of goodwill.

Lasagna Love isn't just a choice, it's the most sensible recipe for CSR success. Ready to spread some love and make a meaningful difference? Let's serve kindness together, one lasagna at a time!

LASAGNA LOVE



Our community partners play an active role in our mission to feed families, spread kindness and strengthen communities. Join Lasagna Love in a partnership that will highlight your organization's commitment to service and investment in meaningful impact.

OUR MISSION AND HISTORY

Lasagna Love began at the beginning of the pandemic, when one mom was looking for a way to help others in her community. She and her toddler began making and delivering meals to families in her neighborhood who were struggling -- whether it was financially, emotionally, or simply feeling overwhelmed.

Lasagna Love has become a global nonprofit and grassroots movement that aims to positively impact communities by connecting neighbors through gestures of kindness and support. We aim not only to help address the incredible rise in food insecurity among families but also to provide a simple act of love and kindness. Our mission is simple: feed families, spread kindness, and strengthen communities.

HOW LASAGNA LOVE WORKS

Our global community of volunteers, who love to cook, make batches of lasagnas each week and deliver them to local families who have requested a meal. Families can sign up with no questions asked, eliminating the stigmas and barriers so often associated with asking for help. **We will onboard your team for a fast and easy way to give back to your community. It's all on your time doing how much you want. We provide full program support for you.**

THE CASE FOR LASAGNA LOVE: FACTS ABOUT STRESS, OVERWHELM, AND HUNGER

MILLIONS OF PARENTS ARE FACING INCREASED STRESS AND DEPRESSION

74% OF MOMS SAY THEIR MENTAL HEALTH IS WORSE SINCE COVID



DEPRESSION SYMPTOMS AMONG ADULTS SINCE THE START OF COVID-19

↑3X



OFTEN CAUSED OR EXACERBATED BY AN INABILITY TO PAY BILLS,



1 IN 4

HOUSEHOLDS ARE HAVING TROUBLE PAYING BILLS



46%

OF AMERICANS ARE EXPERIENCING SERIOUS FINANCIAL PROBLEMS

THE SHEER OVERWHELM OF HAVING MORE TO MANAGE,

63%

OF CAREGIVERS HAVE LOST EMOTIONAL SUPPORT

ONE ANALYSIS SUGGESTS

1.6 MILLION

MOTHERS HAVE LEFT THE WORKFORCE



AND THE HEARTBREAK OF NOT BEING ABLE TO PUT FOOD ON THE TABLE.

5 TIMES

AS MANY HOUSEHOLDS WITH CHILDREN ARE FACING FOOD INSECURITY SINCE COVID-19



HOUSEHOLDS EXPERIENCING JOB LOSS ARE

2X

MORE LIKELY TO HAVE A HARD TIME PAYING FOR FOOD

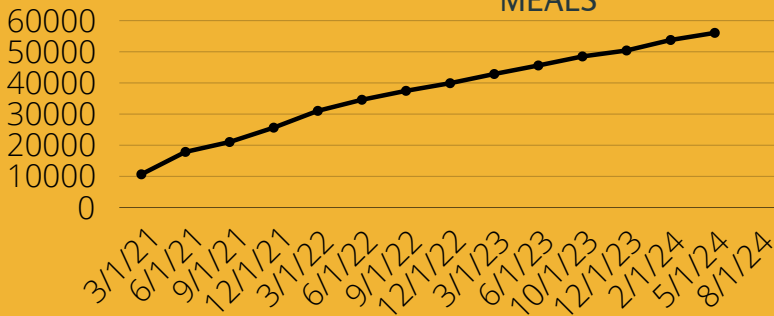


INFORMATION IS BASED ON RESEARCH FROM THE UNIVERSITY OF OREGON CENTER FOR TRANSLATIONAL NEUROSCIENCE, JAMA NETWORK, JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY, UC SAN DIEGO, HARVARD UNIVERSITY, CORNELL UNIVERSITY, BROOKINGS INSTITUTE, MOTHER.LY, RAND CORPORATION, NPR. AND THE NEW YORK TIMES

OUR IMPACT AND REACH IS INTERNATIONAL AND GROWING EVERY DAY

(DATA AS OF 8/6/2024)

56,000+ VOLUNTEERS WHO HAVE DELIVERED MEALS



500,000+

DELIVERIES MADE, WITH OVER 2000 MEALS BEING DELIVERED EACH WEEK



2 MILLION

INDIVIDUALS IMPACTED



VOLUNTEERS IN ALL

50

STATES AS WELL AS AUSTRALIA, CANADA, & PUERTO RICO

FROM OUR COMMUNITY

I felt useful again. We may be providing a hot meal for a struggling family, but the joy this opportunity provides is priceless. I love every aspect of the process, even the clean up. Thanks Lasagna Love, you saved me!"
- volunteer, Arizona

"I have 9 people in my household with very little money. I hadn't eaten in two days when [the lasagna] arrived... I always make sure the kids have enough to eat even if it means I don't. I know many people are struggling in today's world just like my family but to me you are a *lifesaver and a blessing*."
- recipient, Iowa

When you partner with Lasagna Love, you're joining one of the fastest-growing movements in the US, Australia, and Canada

HOW YOU CAN PARTNER WITH LASAGNA LOVE

PHILANTHROPIC SPONSORSHIP

If you're looking for a way to make measurable impact in communities across the country, we invite you to support Lasagna Love. Over 99% of our volunteers provide the ingredients for the home-cooked meals they deliver, making Lasagna Love incredibly fiscally and operationally efficient. We rely on corporate partners to help supplement the generosity of our chefs and fund costs that keep our organization running and growing. Sponsor a specific program, event, or become our exclusive partner in your brand category.

EMPLOYEE ENGAGEMENT

Partner with Lasagna Love in a community-building event that drives corporate purpose. Invite your employees to become Lasagna volunteers and offer a matching contribution for their time strengthening their communities. In addition, the company will offer a one-time donation to support the heart of the organization. We will walk you through the easy process of ingredient support, baking events, and delivery. Whether you want to do individual volunteer efforts or group events we are able to provide you a heart warming opportunity to give back.

PRODUCT DONATIONS

If your organization produces something that can be used to further our mission (sauce, lasagna noodles, foil pans, and more), we are able to help coordinate the distribution of in-kind donations to our volunteers to help offset their out-of-pocket costs. This type of support is available only as an addition to our Philanthropic Sponsorship package.

CAUSE MARKETING

More so now than ever before, consumers care deeply about supporting brands that have a purpose. Companies that align with Lasagna Love make it easy for their customers to support a tangible cause they are passionate about. For brands with a national presence, we are able to co-create customized campaigns that will inspire and move your customers. Let Lasagna Love help you increase your brand's commitment to service and build a deeper connection with customers.

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PHILANTHROPIC SPONSORSHIP



Feed families. spread kindness. strengthen communities.

TIER #1






Program sponsors support critical aspects of our flagship Lasagna Chef program. Below are examples of programs you could sponsor. Program sponsors are exclusive to that program for one year.

**VOLUNTEER APPRECIATION SPONSOR
(EXCLUSIVE PARTNER FOR 1 YEAR)
IN-KIND OR \$4,000+**

**TECHNOLOGY PROGRAM SPONSOR
(EXCLUSIVE PARTNER FOR 1 YEAR)
\$30,000**

**SPONSOR-A- CHEF PROGRAM PARTNER
(EXCLUSIVE PARTNER FOR 1 YEAR)
\$20,000**

Benefits

-  Branded product/item in the welcome kit.
-  Sponsorship recognition with logo and link placement on our website
-  Logo placement and recognition on all volunteer appreciation program materials
-  Promotion across Facebook and Instagram at least once per quarter
-  Mention in our volunteer-facing newsletter each quarter

TIER #2

Event sponsors help us increase awareness and grow our community. We have four major events each year, outlined below. Event sponsors are guaranteed exclusivity in their category for the duration of the event.







**PASTA FOR A PURPOSE / HOLIDAY PARTY
(NOV/DEC)
\$7,500+**

**NATIONAL LASAGNA DAY (JULY)
\$1,500 - 15,000+**
*Exclusive Partnerships available

**RANDOM ACTS OF KINDNESS WEEK (FEB)
\$12,000**

**LASAGNAVERSARY (MARCH)
\$10,000**

Benefits

-  Event Banner inclusion/mention as lead category sponsor and link placement on event page.
-  Logo and sponsor acknowledgment in communications to volunteer leadership, over 52K+volunteers, and micro-influencers
-  Promotion across Facebook, LinkedIn, and Instagram on and leading up to the event
-  Prime visibility on our website through campaign
-  Logo on event t-shirts
*for NLD event only
-  And more!

Thank you for considering partnering with us! With your support, we can create a ripple of kindness and compassion that radiates through our local communities and beyond.



EMPLOYEE ENGAGEMENT



Feed families. spread kindness. strengthen communities.

LAYERS OF GOODNESS

THE CHEESE

✓ **50+ EMPLOYEES**

MINIMUM OF \$4,000 DONATION

BENEFITS

- ♥ The Cheese event sponsors are guaranteed exclusivity as community partners in their category for the duration of their event.
- ♥ Additional digital content to promote the partnership that can include blog writing, activating social influencers, ect.
- ♥ Plus the 2 layers below

THE NOODLES

✓ **21-49 EMPLOYEES**

\$2,500+ DONATION

BENEFITS

- ♥ Branded product/item in the welcome kit as well as acknowledgment of your sponsorship in welcome kit materials.
- ♥ Call out as a partner on webpage event banner and link to sponsor website from event page.
- ♥ Plus the layer below

THE SAUCE

✓ **< 20 EMPLOYEES**

\$750+ DONATION

BENEFITS

- ♥ Logo and sponsor acknowledgment in communications to volunteer leadership, volunteers, and micro-influencers.
- ♥ Co-branded delivery note showcasing community partnership.
- ♥ Promotion across our Facebook, LinkedIn, and Instagram around the event.
- ♥ A very passionate and fulfilled team experience for your employees as they give back!

Thank you for considering partnering with us! With your support, we can create a ripple of kindness and compassion that radiates through our local communities and beyond.

From one neighbor to another,
with love

INGREDIENTS: GROUND TURKEY, PASTA SAUCE, MOZZARELLA, PARMESAN CHEESE, RICOTTA CHEESE, EGG, LASAGNA NOODLES, ZUCCHINI, YELLOW SQUASH, SALT, PEPPER, GARLIC POWDER, ONION POWDER.

VEGGIES ARE HIDDEN IN THE SHREDDED MOZZARELLA FOR SOME EXTRA NUTRITION!

TO PREPARE: REHEAT AT 350 FOR 20-30 MIN IN THE OVEN UNTIL WARM ALL THE WAY THROUGH, OR REHEAT SLICES IN THE MICROWAVE.


Made by your volunteer:


In partnership with:

Your
Company
Logo
Here

WHILE THERE IS STILL A NEED: LASAGNAS CAN BE REQUESTED ONCE A MONTH. ON _____ GO TO LASAGNALOVE.ORG/REQUEST TO REQUEST ANOTHER LASAGNA!!

Join the #lasagnalove movement

 www.lasagnalove.org

 WeAreLasagnaLove  wearelasagnalove

LASAGNA LOVE 

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CAUSE MARKETING



Feed families. spread kindness. strengthen communities.

A DEEPER DIVE INTO OUR CAUSE MARKETING

By sponsoring one of our programs or events, you become an integral part of our team, tapping into the many benefits including:



Media exposure to promote your brand in various markets across the country and internationally

- Over 45K+ volunteers and growing daily
- Social media ambassadors and micro-influencers who are passionate about Lasagna Love
- Recipient families and organizations we work with in all 50 US states, Canada, Australia, and Puerto Rico.



Ability to strengthen your brand recognition and awareness

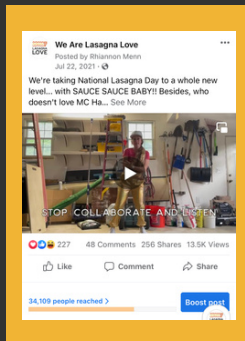


The opportunity to generate new sales



Team building through community philanthropic events

OUR DIGITAL REACH

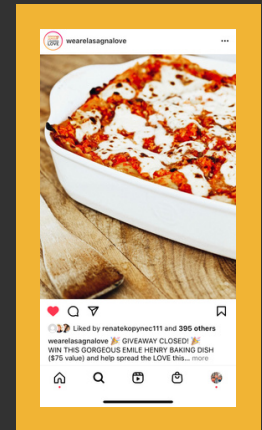


55.6K

Followers

8.1%

Average engagement rate



29K

Followers

5.4%

Average engagement rate

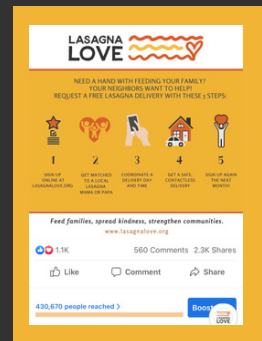


7.3K

Daily visitors

2.8

Average pages per session



350K

Subscribers

55%

Average open rate

co-partner to strengthen communities together.

JUST A FEW OF THOSE WHO HAVE JOINED US ALREADY!



INTERESTED IN KNOWING MORE OR HAVE A FEW QUESTIONS?

Let's get in touch!

VISIT OUR WEBSITE

WWW.LASAGNALOVE.ORG

or

CONTACT OUR TEAM

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