

# 2023 Corporate Sponsorship Meals 4 Health and Healing

*Celebrating 10 years of providing immune-boosting, nutrient-dense meals and nutrition education for people facing cancer*



THE HEIMERDINGER FOUNDATION

*Meals 4 Health  
and Healing*

# The “why” behind our mission

Research shows that nearly **80% of cancer patients** end up malnourished as a result of cancer treatment.

We've seen first-hand the incredible burden that cancer places on families.

The diagnosis of a serious illness like cancer often serves as a catalyst to change lifestyle habits, such as rethinking the food we eat.

# Inspiration behind our mission

The Heimerdinger Foundation is a nonprofit (public 501(c) 3) organization founded in 2011 following the passing of Tennessee Titans Offensive Coordinator **Mike Heimerdinger** from cancer.

His wife, Kathie, and their family learned first-hand the challenges of managing medical appointments, treatments, and stressful emotions, while also working to find time to shop for and prepare good, nutritious food.

From their family's experience and loss, in 2013 **Meals 4 Health and Healing** was born.

*"To be able to offer a free program that will provide nutritious meals for my breast cancer patients is invaluable! Thank you for providing not only meals, but love and kindness to these patients!"*

*Nurse Navigator from Sarah Cannon*



Kathie and Mike Heimerdinger

To secure your sponsorship or to learn more, please contact Katharine Ray at 615-730-5632 or [katharine.ray@hfmeals.org](mailto:katharine.ray@hfmeals.org)

The Heimerdinger Foundation, 4004 Hillsboro Pike, Suite 223-B, Nashville, TN 37215 [hfmeals.org](http://hfmeals.org)

# What we provide

For ten years, the Meals 4 Health and Healing program has provided nutrient-dense meals, **free of charge**, to people in Davidson and Williamson Counties facing cancer.

Through our food is medicine mission, we believe that nutrition support for everyone in the household is critical and paves the way for improved nutrition choices in the future. We provide **8 servings a week** for up to 6 months including - hearty soup, fresh salad, organic vegetables, whole grains, lean proteins and a mineral broth to strengthen the immune system. Each week we are **preparing and delivering approximately 800 servings** to clients and their caregivers in our community.

Through volunteerism and programming, Meals 4 Health and Healing works with teens and adults to teach volunteers how to prepare nutritious meals. The Teen Program is a hands-on based nutrition education program that uses an integrative approach to teaching teens the importance of eating nutritious foods while serving their community and learning valuable job skills. Teens who excel in the program receive the designation of Teen Mentor Chef.



*"As I'm eating the most beautifully delicious meal on my couch, in absolute heaven and grateful I am eating safe foods, I didn't have to cook and clean up after, and that they are comforting and tasty!! I'm eating the veggie lasagna right now and I'm just absolutely obsessed. Wish I had an entire pan of it. The taste is dynamic and I feel like I'm eating at Moto Italian in the Gulch... and again, the best part is that it is safe. All of the ingredients I can trust and I'm forever grateful for that. The flavors are bursting and dynamic and the greens added in is just what I needed. Thank you thank you! I'm only on week two and what a BLESSED experience.*

*The mineral broth has been a Godsend... I crave it and enjoy sipping on it, again, as comfort and it's filling when I add cayenne and pepper. Warms me up and makes me happy. The cod and cauliflower I just poked my fork in to try and I can't wait to really eat it tomorrow. Phenomenal. Cod is so mild and cauliflower was absolutely "on point"! This is one of the bright spots during a scary journey. Please share this email with the team and let them know you are doing "God's Work" in a myriad of ways. Thank you!"*

Current Client

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# Mission Impact

Through giving hearts and hands, our food is medicine mission wraps a caring community around people and their caregivers during one of the hardest journeys of their lives. **Eighty-one percent** of our clients report they didn't receive nutritional information from their medical team during treatment.

Since 2013, Meals 4 Health and Healing has prepared and delivered over **150,000 servings** to over **2,000 people** in our community. In 2021, we served **29 zip codes** in Davidson and Williamson Counties, and **45% of our clients** are at or below poverty level.

Because of COVID-19, **84% report** that they experience barriers to accessing a grocery store not just from fear of exposure but also doctors' orders, too tired, or too costly. **Twenty-six percent** of our clients are experiencing food insecurity because of socioeconomic impacts. **One-third** of our clients were born before 1965 while 12% were born after 1980.



*“We are proud to partner with The Heimerdinger Foundation. We know that those facing cancer are many times also facing financial struggles. A healthy diet is so important as they fight the battle, and that is where The Heimerdinger Foundation is making such a difference. Our Zero Hunger Zero Waste plan is our commitment to ending hunger in our communities and eliminating waste in the company. This Foundation is working to make sure those fighting cancer aren't also dealing with food insecurity. That makes this a great partnership for us.”*

*Melissa Eads, former Corporate Affairs Manager for the Kroger Nashville division*

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# Sponsorship Opportunities

There are many opportunities for Corporate Partners to support Meals 4 Health and Healing. Your support of our program through corporate giving is a profound gesture of goodwill, boosts your own employee's morale, and is supportive of the good work of a local community organization. This needed support also allows us to expand programming and to educate teens about nutritious eating. Of course, it provides crucial funding that allows Meals 4 Health and Healing to serve more clients and caregivers by filling a critical need during their health crisis.

## Health & Healing Sponsor \$20,000

- ◆ Event Name Rights to signature fundraising event—Hope for Healing, attended by 330+ supporters
- ◆ VIP event and premiere seating
- ◆ Branded sponsorship materials added to client meal bag for 1 month
- ◆ Tickets to special events throughout the year
- ◆ Recognition in ALL event promotional material, logo on website for 1 year, logo in newsletter and social media mentions

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## Health Sponsor \$15,000

- ◆ VIP event and premiere seating
- ◆ A Meals 4 Health and Healing inspired catered lunch
- ◆ Branded sponsorship materials added to client meal bag for 1 month
- ◆ Catered cooking demonstration at off-site location
- ◆ Tickets to signature event
- ◆ Recognition in ALL event promotional materials, logo on website for 1 year, logo in newsletter and social media mentions

## Healing Sponsor \$10,000

- ◆ VIP event and premiere seating
- ◆ A Meals 4 Health and Healing inspired catered lunch
- ◆ Branded sponsorship materials added to client meal bag for 1 month
- ◆ Cooking Demonstration
- ◆ Tickets to signature special event
- ◆ Recognition in signature event promotional material, logo on website for event, logo in newsletter and social media mentions related to signature event

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## Hope Sponsor \$5,000

- ◆ Cooking Demonstration
- ◆ Tickets to special events throughout the year
- ◆ Recognition in signature event promotional material, logo on website, logo in newsletter and social media mentions for signature event

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## Seed Sponsor \$2,500

- ◆ Tickets to signature special event
- ◆ Recognition in all event promotional material, logo on website for 1 year, logo in newsletter and social media mentions

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