



OUR MISSION

Our mission is to improve the health of Marylanders experiencing food insecurity and chronic illness by preparing and delivering medically tailored meals **at no cost** and providing nutrition education, thereby achieving racial, social, and health equity.



FOOD IS MEDICINE



Home-Delivered Meals

Medical Nutrition Therapy



Medical Transportation



50% of the US population is living with a chronic illness such as heart disease, cancer, diabetes, or HIV, among others.

86% of health care costs are attributable to chronic disease.

Medically Tailored Meals Matter

40% decrease in the cost of healthcare for Moveable Feast clients when comparing three months before receiving services and three months after.

FROM PLATE TO PURPOSE

Celebrating 30 Years of Dining Out For Life

Now in its 30th year, Dining Out For Life is a national annual fundraising event that raises money for AIDS service organizations across the country. Baltimore's chapter of Dining Out For Life supports Moveable Feast.

On **Thursday, October 5, 2023**, participating restaurants in Baltimore City and across Maryland will donate a percentage of sales to our organization. Funds raised will help drive our commitment to treating chronic illnesses with FOOD AS MEDICINE. Please consider becoming a Dining Out For Life restaurant partner to reinforce the power of nutritious food to improve health.

AS A SUPPORTER OF MOVEABLE FEAST, YOU ARE IN GOOD COMPANY.

We have partnered with 281 restaurants over the past 30 years!



REACH

E-News

27,000+ people will receive event information in our e-blast, the Monthly Morsel, sent the last week of every month.



31% average open rate*

*Industry average email open rate: 26%

Website

4,000 unique visitors to the Moveable Feast Dining Out For Life website last year.

Social Media

27,000+ people will see paid Facebook and Instagram ads that promote the event.

Moveable Feast's followers:



6,800
on Facebook



4,000
on Instagram,
Twitter, & LinkedIn

COMMUNITY SUPPORT

Have a Moveable Feast ambassador at your restaurant on October 5, 2023 to answer questions about the event and Moveable Feast. Each ambassador makes it a priority to bring patrons into the restaurant on event night to be sure both Moveable Feast and restaurant partners have success.



PRINTED MATERIAL

- Posters to prominently display in your restaurant in the month leading up to DOFL, in addition to postcards for all carry out orders.
- 5.5 x 8.5 promotional postcard mailer with your restaurant listed sent to over 10,000 Maryland households.



Zeke's Coffee

SIGN UP ONLINE

mfeast.org/diningoutforlife-restaurantsignup



To be listed on printed materials, we must receive your signed partnership agreement no later than Friday, August 25th.

FROM PLATE TO PURPOSE: CELEBRATE 30 YEARS OF DINING OUT FOR LIFE WITH MOVEABLE FEAST

All restaurants who commit to 30% or above will have a special 30% feature on the Moveable Feast Dining Out For Life website and will be listed on our paid 30-day social media ad.

RESTAURANT PARTNER BENEFITS

By signing your restaurant up for Dining Out For Life, you are supporting Moveable Feast's mission to provide medically tailored meals and other services at **no cost** to Marylanders living at the intersection of chronic illness and food insecurity.

- **By becoming a restaurant partner, Moveable Feast commits to:**
 - Provide quality promotional materials that include postcards, posters, and a mailer sent to at least 10,000 households.
 - Promote your restaurant's participation as a partner of Moveable Feast via a multi-media campaign.
 - Mobilize Moveable Feast's community to promote Dining Out For Life and your restaurant's participation.
 - Make every effort to positively impact patronage at your restaurant before, during, and after Dining Out For Life.
- **As a restaurant partner, we ask you to commit to:**
 - Promote our partnership with Moveable Feast for Dining Out For Life by including provided event postcards in take-out bags and potentially other areas of display in our restaurant.
 - Promote our participation in Dining Out For Life via our restaurant communications, including social media.
 - Allow Moveable Feast to use our restaurant name and information in materials promoting the event.
 - Submit our restaurants Dining Out For Life donation by 11/13/2023.

For more information on Dining Out For Life, contact Community Engagement Manager, Angie Kelley, at 443-446-5136 or akelley@mfeast.org.



Blue Pit BBQ & Whiskey Bar



Schola



Wiley Gunter's

YES, I WANT TO BE A DINING OUT FOR LIFE RESTAURANT PARTNER

We commit to donating the following percentage of sales on Thursday, October 5, 2023.

From our plates to your purpose...

I pledge 30% to celebrate 30 years of Dining Out For Life with Moveable Feast. 30%

15%* 20% 25% Want to give more? Add % here _____

*Partnered restaurants must commit a minimum of 15% of sales.

We commit to donating sales from: Breakfast Lunch Dinner All Day

Restaurant Name: _____

Authorized Restaurant Representative & Title: _____

Authorized Representative Email Address: _____

Authorized Representative Phone Number: _____

Current Restaurant Operations (check all that apply):

Outdoor dining Indoor dining Carry out Delivery

If available, I would like a Moveable Feast Ambassador assigned exclusively to my restaurant to promote our participation and to be physically present on Thursday, October 5, 2023.

Yes Maybe – can you tell me more? No

I am interested in participating in the following news & media opportunities:

Live or taped cooking demos Live or taped interviews
 Restaurant dish display for a media piece

I can donate a restaurant gift card for donor raffle prize incentives.

Yes No

I would like to meet with the Community Engagement Manager to discuss this year's DOFL event.

Yes No

SUBMISSION:

Email: akelley@mfeast.org

Mail: Moveable Feast
Attn: Angie Kelley
901 N Milton Ave
Baltimore, MD 21205

QUESTIONS?

Contact: Angie Kelley
Community Engagement Manager
443-446-5136
akelley@mfeast.org

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