



FEAST DOWN EAST SPONSORSHIP PROPOSAL



Your support directly helps to close the food system by connecting regional farmers with diversified customers and technical assistance while providing healthy food access to those who need it most.

2025



@FEASTDOWNEAST
FEASTDOWNEAST.ORG

PO BOX 55
BURGAU, NC 28425

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DEVELOPMENT@FEASTDOWNEAST.ORG

Feast Down East, Inc. is a registered 501(c)3 nonprofit organization, Tax ID# 32-0333038



FEAST DOWN EAST SPONSORSHIP OPPORTUNITIES

Everyday at Feast Down East, we are strengthening our local food system and farming communities in Southeastern North Carolina, by cultivating bridges between regional farmers and local communities.

Our passionate and resilient staff is committed to nourishing our community by helping local, small and limited resource farmers in accessing increased market opportunities to our diverse range of customers, but especially to those experiencing food insecurity. In 2024 alone we...

- **Purchased and distributed 205,973 pounds** in local farm fresh products **from 39 farmers** through the Food Hub
- Increased our farmer sales by 3% from previous years
- **Reached a total of 6,016 customers** between the Food Hub and Local Motive Mobile Farmers' Market
- **\$167,572 in sales going directly into farmer's pockets, and 102,908 pounds of food nourishing our food-insecure community members through our food access programs** – Local Motive Mobile Farmers' Market and Farmers Fighting Hunger
- Have seen an increase in the utilization of our Food Rx program in partnership with Novant Health, seeing a **85% redemption rate** from **239 patients**
- **Issued 18 scholarships to small-to-midsize farmers** through the Farmer Scholarship program

Supporting Feast Down East is an impactful way to show your support for continuing to root in our success, sustainability and growth of our collaborative programming throughout the region.

You can feel good, knowing that your contribution will do good.

Please consider sponsoring Feast Down East to further uplift our programs and community. The enclosed materials share details about our programs, sponsorship levels, partnerships and the power of your donation. If you have any questions, please feel free to reach out to me directly.

Thank you so much for your consideration and support,



Jordyn Appel-Hughes
Executive Director
jordyn@feastdowneast.org



Board of Directors

Caitlin Osgood

Live Oak Bank

Grace North

Goose Haven Farm

Megan Toothman

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THE IMPACT IS GREAT. THE NEED IS GREATER.



FEAST DOWN EAST

With a mission to strengthen farming communities in and around Southeastern NC by providing resources, education, and distribution opportunities to farmers while addressing food access in communities with the greatest need.

THE IMPACT IS GREAT. THE NEED IS GREATER.

YOUR MONEY IN ACTION



\$500

Supports a week of purchases for one Farmers Fighting Hunger customer



\$1,000

Covers four weeks of deliveries from our Food Hub



\$2,500

Covers the cost of operating four Mobile Markets



\$5,000

Provides packaging for 50 CSA customers



\$7,500

Matches 300 purchases made with Food Stamp benefits



\$10,000

Sponsors 20 Farmer Scholarships valued at \$500 each

Because of Feast Down East, nearly \$475,000 was reinvested directly in our local economic system by our Food Hub's work with small, regional farmers in 2024.







Every day, you come in contact with our work by visiting local restaurants, grocery stores, institutions, food pantries, and our retail programs - CSA and Mobile Market. **Our Mobile Market alone has brought nearly \$90,000 of local, nutritious foods to our low-income neighbors throughout the year.**

THE NEED

With your support we can increase farmer sales by 15% while serving 10 new Mobile Market sites reaching 250 new low-income neighbors.

YOUR DONATION HAS NEVER BEEN MORE IMPORTANT.

SPONSORSHIP TIERS

	 RAIN MAKER \$10,000	 HARVESTER \$7,500	 CULTIVATOR \$5,000	 SEED SOWER \$2,500	 PLANTER \$1,000	 GREEN THUMB \$500
DONATE UP TO						
Social Media Recognition	✓	✓	✓	✓	✓	✓
Months of logo placement in email newsletter - over 4K subscribers	12	9	6	3	1	
Months of logo placement on our website - over 1.5K monthly users	12	9	6	3		
Tickets for our Annual Oyster Roast	8	6	4	2		
Logo placement on delivery trucks and mobile vans	✓					





FEAST DOWN EAST IMPACT REPORT FOR 2024

Our mission at Feast Down East is to strengthen the farming communities in Southeastern NC by providing resources, education, and distribution opportunities to farmers while making food accessible for communities with the greatest need.

OVER \$2 MILLION OF COMMUNITY IMPACT IN 2024

ECONOMIC IMPACT

\$468,667

*Food Hub
Sales*

\$397,062

*Back to
Farmers*

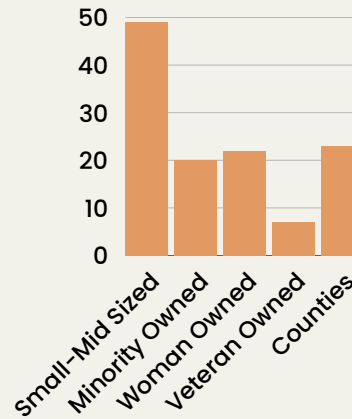
\$108,520

*Farmers Fighting
Hunger Sales to
15 Partner Agencies*

\$71,348

*Mobile Market
Sales*

SUPPORTING 57 LOCAL FARMERS



MOBILE MARKET IMPACT

13K Pounds of
Food Sold

5,902
Visitors

496
Markets

21% Customers
Used Food
Stamps or
Vouchers

\$12,773
Food Stamps &
Fresh Bucks Sales

\$11,612
Food Rx Voucher Sales
w/ Novant Health



FUNDS LEVERAGED

DONATIONS

\$21,650

EVENTS

\$31,355

GRANTS

\$1,556,393

FOOD HUB IMPACT

249K Pounds of Food
Sold through
the Food Hub

62 Wholesale
Customers

30 Farms
received
Technical
Assistance

52 CSA Box
Subscriptions

\$13,600
In CSA Sales from
Farmers

\$9,000
In Farmer Scholarships
Awarded to 18 Farmers



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WHAT WE DO

THE FOOD HUB

Located in Burgaw, NC, **the Food Hub connects local, small-to medium-scale, limited-resource farmers** with year round market opportunities to a wide range of customers while providing access to education and technical assistance. It is Feast Down East's heartbeat, serving as **a national model for a GAP certified, wholesale aggregation center** for farmers while facilitating food distribution for all of our programs.

If you have shopped or eaten out in Pender or New Hanover counties, **chances are you have tasted the seasonal, local food brought to market by Feast Down East.**

Our reach includes grocers such as Whole Foods, Tidal Creek Food Co-op and Salt Marsh Market; restaurants such as, Savorez, Benny's Big Time Pizza, Manna, Rx Chicken & Oysters, Fishmonger's Honest Seafood, PinPoint and Jerry's Food, Wine and Spirits; institutions such as New Hanover County Dept of Social Services and UNCW Campus Dining; and food relief agencies like Pender County Christian Services, Share the Table, and Catholic Charities through Farmers Fighting Hunger, **having the opportunity to feed their patrons autonomously at no cost.**



57 FARMERS

representing **24** North Carolina counties in 2024



\$397,063

directly in the pockets of local farmers



114 CUSTOMERS

62 wholesale, **52** CSA subscribers



\$79,119

to **15** Farmers Fighting Hunger partner feeding programs



\$9,000

in farmer scholarships awarded to **EIGHTEEN** farmers

NEW COLD STORAGE EXPANSION FOR 2025



Thanks to the support of GoldenLEAF Foundation and the North Carolina State Legislature, Feast Down East will increase farmer distribution, in the procurement of a new box truck while also offering an additional 100 square footage of cold storage for farmers, expanding their storage and market sales channels.



"The Food Hub is great, this collaboration has opened up new market opportunities and increased exposure for our products. Most importantly, the Feast Down East team is very supportive and a pleasure to work with!"

**ERNEST & CELENA ROSSER
SWAYBACK FARM**





WHAT WE DO

THE MOBILE MARKET

The Local Motive Mobile Farmers' Market (Mobile Market) brings affordable, locally-sourced, nutrient-dense foods directly into communities with high levels of food insecurity. Since 2018, the Mobile Market has distributed over **\$325,000** in fresh, local products, sold at significantly reduced costs.

In 2024, the Mobile Market reached **24 different regular sites**, as well as numerous pop-ups with community partners, across **Pender, New Hanover and Brunswick Counties**. The Mobile Market provides a unique model that closes the food system circle, expands purchasing power and addresses limited healthy food access **providing patrons with dignity in their food choices**.

Find the Mobile Market in a neighborhood near you by visiting the Feast Down East website and social media pages.



27 FARMERS

supported in 2024 – **9** of which were new farmers



\$12,733

combined SNAP and matching Fresh Bucks sales



5,902 VISITORS

in 2024, with **21%** of customers using Food Stamp benefits



496 MARKETS

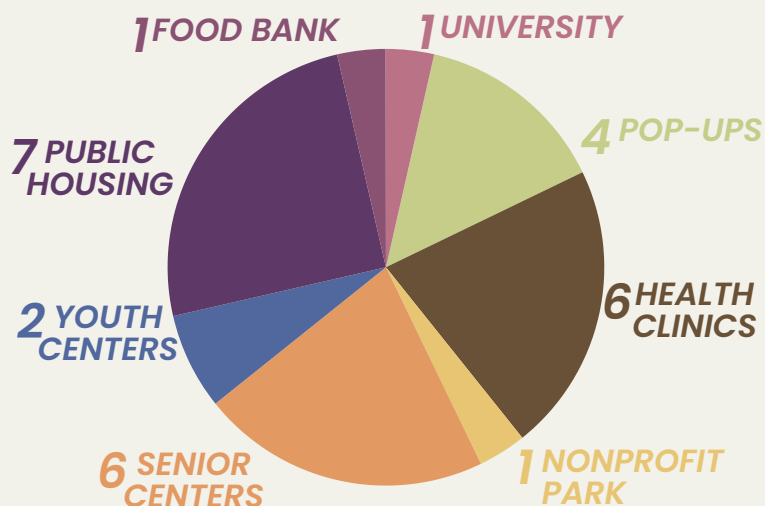
at **28** community partner sites in **SIX** North Carolina counties



\$15,559

combined Food Rx and Fresh Food Voucher sales

MOBILE MARKET PARTNERS



"I shop at the Mobile Market because there are very reasonable prices and it's fresh from the farms. I can actually afford it compared to the grocery store prices that are three-times as much. They are reliable, coming to my complex weekly, and are always friendly."

SHANNON
MOBILE MARKET CUSTOMER



WHAT WE DO



OUR VISION

Since 2006, Feast Down East has **cultivated Southeastern North Carolina's regional food system** by connecting farmers with local communities. Feast Down East's core values ensure our **vision of building a more resilient food system.**

TO DO THIS, IN 2025 WE WILL ACCOMPLISH:

FOOD FOR ALL

Serve **5 new Mobile Market sites** and **5 new Farmers Fighting Hunger partners**, increasing greater access to high quality, fresh foods for our low-income neighbors.

ADVOCACY

Work with North Carolina Farmers Market Network, cultivating **local government support for Fresh Bucks** - doubling SNAP purchases at the Mobile Market and expanding to the CSA program.

RESILIENCY

Farmers will be able to **store thousands of pounds** of cold product at the Food Hub, opening up new wholesale markets and alleviating storage burdens for small farmers.

ECONOMIC VIBRANCY

Grow new market channels for small and medium sized farmers, **increasing farmer sales by at least 15%.**

SOCIAL JUSTICE

From ensuring that low-resource neighbors can access healthy food to **providing scholarships to 15+ historically-disadvantaged farmers**, we will build a better local food system for everyone.

LEADERSHIP

Through in-depth analysis of our region's infrastructure and capacity, Feast Down East will **lead Southeast NC to a healthier, economically-vibrant regional food system.**

THE WHY

North Carolina agriculture is the **third** most diverse agriculture-based state in the United States and brings over **\$76 billion annually to the state's economy.** However the local farming communities in NC have faced ever-growing challenges, including:

- **Increased inflation** leading to increased input costs
- Extreme weather patterns causing **unpredictable growing seasons**
- **Market instability** as processing facilities and customers close their shops

Feast Down East recognizes the **infrastructure and logistic barriers that small-to-mid sized farmers experience**, especially those who have been historically marginalized and underserved. These injustices are witnessed from farmers to consumers as seen by:

- **98% of Feast Down East farms** being located in a Low Income/Low Food Access Census Tract
- **1 in 5 children** in New Hanover and Pender Counties are food insecure
- **30% of food insecure families** do not qualify for SNAP benefits because they fall slightly above the poverty threshold.

"We're one of the earliest restaurants in the area to focus primarily on locally and sustainably produced food, and watching how Feast Down East has helped the Wilmington restaurant community shift in this direction has been exciting and inspiring. Feast Down East has made it even easier for us to connect with our farmers as well. We love Feast Down East!"

RX CHICKEN & OSYTERS



WHAT WE DO



PARTNERSHIPS



CULTIVATING RELATIONSHIPS

A key to the success of Feast Down East lies in our **commitment to connect and cultivate regional food economies through partnerships**, strengthening the regional food system. Enhancing these collaborative relationships is imperative in continuing to bolster and sustain **transformative programs reflecting community needs, desires and autonomy in accessing healthy foods.**

Since October 2023, Feast Down East and Novant Health have ongoingly conducted pre and post evaluation surveys to better understand the impact of the Food Rx program, currently implemented in New Hanover and Pender counties. **Producing a number of profound findings regarding regional food insecurity and the importance of food as medicine** such as those at Feast Down East, with:

- **100%** of patients **experienced food insecurity** in the past two months (as measured by the Hunger Vital Signs)
- **42%** of patients **returned to the Mobile Market** more than once

"The fresh local produce that we have received from Feast Down East has been a godsend to our neighbors in need. At St. Joseph's Food Pantry, we are currently serving an average of 175 families each week. While the majority of people come from Pender County, we also see people from our neighboring counties as well. They are all so happy when they can get the delicious fruits and vegetables from Feast Down East."

SAINT JOSEPH'S FOOD PANTRY

