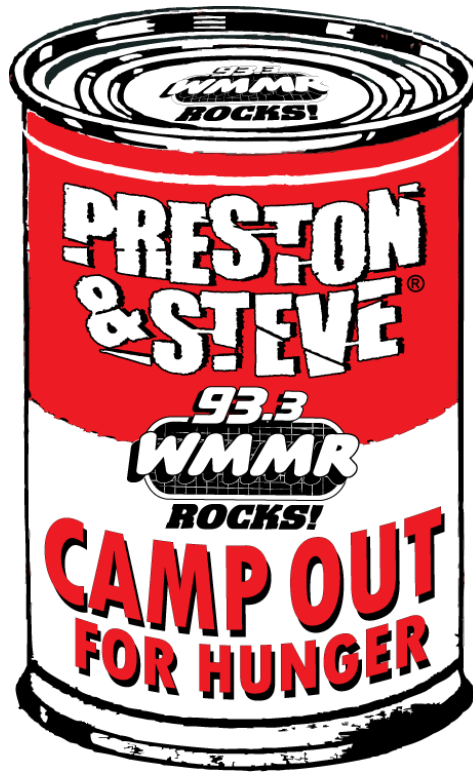


93.3 WMMR's Preston & Steve®
Camp Out for Hunger



2020 Business Challenge Overview

A resource to help maximize your Camp
Out experience!

2020

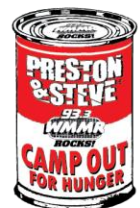
WMMR's Preston & Steve Camp Out for Hunger

Thank you for helping feed our neighbors in need by participating in **WMMR's Preston & Steve Camp Out for Hunger**. Camp Out is in its 23rd year, and its goal is to raise as much food as possible to help feed the more than 700,000 hungry people in the Delaware Valley.

Prior to COVID-19, 1 in 8 people in the U.S. faced hunger and 1 in 5 people in Philadelphia did not know where their next meal would come from... or if they would have one at all. Since the start of the pandemic, Philabundance partner agencies are reporting up to a 60 percent increase in need due to the crisis. Thanks to you, more kids, families, seniors, Veterans, and others will have the food they need to survive during these unprecedented times.

This guide will help you maximize your donation and provide visibility tips to help us make Camp Out the best year yet!

Corporate Toolkit
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2020

WMMR's Preston & Steve Camp Out for Hunger

Background

What is Camp Out?

Preston & Steve started “camping out” in 1998 in the parking lot of the former Adam’s Mark Hotel on City Avenue to collect food and give back to the community. That event raised 1 ton of food. More than 20 years later, it is the largest single-location food drive in the U.S! In 2019, fans and partners donated over 2.6 million pounds of food, and \$200,000, providing more than two million meals!

When is Camp Out?

The 2020 Preston & Steve Camp Out for Hunger is 6 AM Monday, November 16 through 11 AM on Friday, November 20.

What is Philabundance?

Philabundance is one of the Delaware Valley’s largest hunger relief organizations, driving hunger from our communities today and ending hunger for good. In 2019, it distributed more than 26 million pounds through a network of 350 partners, and partnerships with hospitals, schools, libraries and other service providers. Philabundance serves more than 90,000 people each week, 30 percent of whom are children, 16 percent of whom are seniors, and other people served include college students, single parents and the working class. Give now or learn more at Philabundance.org.

Business Challenge

What is the Business Challenge?

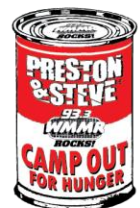
The Business Challenge is designed to increase involvement amongst local companies in the fight against hunger during Camp Out for Hunger. The ‘challenge’ is to see who will donate the most food by the end of Camp Out for Hunger. Businesses can participate by submitting a monetary donation to Philabundance that is converted into pounds at \$0.19/lb. Monetary donations allow Philabundance to spread the event’s success throughout the year and purchase food at a time when we may need it most. **The final contest results are measured in pounds.**

To keep the contest fun and exciting, the WMMR team has offered to facilitate the awarding of prizes for the top three Business Challenge donors:

1. First Prize: Preston & Steve broadcast live from your business
2. Second Prize: Pierre Robert live broadcast from your business
3. Third Prize: \$20,000 Advertising Schedule (during Q1, 2021) on WMMR

Philabundance is incredibly grateful to all who participate in the Business Challenge and Camp Out for Hunger, no matter the size of the donation.

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2020

WMMR's Preston & Steve Camp Out for Hunger

Can You Give Me More Details on the Business Challenge?

To make sure this year's event runs smoothly for all participants, Philabundance and WMMR have chosen to outline a set of rules for the Business Challenge. Each year that we administer this contest, we learn what works best and areas that may need clearer definition to ensure prizes are awarded in a fair and accurate manner.

1. To participate in the Business Challenge, companies must commit to a minimum financial donation of \$5,000. Companies may choose to also donate physical pounds of food at the Camp Out site, but such donations will not be counted towards your total donation.
**COVID-19 safety restrictions prevent us from tracking pounds donated on site.*
2. All participants need to confirm, in writing, their intent to participate (in the business challenge) by November 5, 2020.
3. Only donations submitted November 1 – November 20, 2020 will count towards contest entry. Donations submitted to Philabundance before after the above-mentioned timeframe are not eligible for credit towards a company's final challenge total.
4. In order to count towards the final entry, a business must provide all monetary donations to Philabundance by November 18, 2020.
5. Businesses are not able to enter as a group or team. All prizes will be awarded to one business per level.
6. The Philabundance team will closely monitor all donations throughout the event and hold the official record of tracking. Prizes will be awarded based on the final calculations of Philabundance only.
7. Should any totals come into question, Philabundance and WMMR will confer and have final say over contest awards.
8. Before promoting your donation on air, on social media or in any other public forum, companies will need to confirm, in writing, with a Philabundance representative, the value of your donation as it converts from dollars to pounds.
9. The official conversion rate for 2020 is \$0.19/lb.

When Will We Learn Who Won the Business Challenge?

Tune in to Preston & Steve on Tuesday, November 23 when WMMR Camp Out for Hunger's biggest donors will be announced!!!



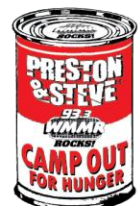
Contacts

For questions about participating or to get started, please contact:

Kim Sears at Philabundance at 215.339.0900 x1202 or ksears@philabundance.org

Scott Smith at Philabundance at 215.339-0900 x1303 or scsmith@philabundance.org

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2020

WMMR's Preston & Steve Camp Out for Hunger

Tips & Tricks

Get social with your drive!

Promote your support by taking pictures of your staff donating food and/or your collection boxes and tagging us on social media. The more creative, the better chance we'll RT/share. Please use #CampOutForHunger



<https://www.facebook.com/933WMMRFM>

<https://www.facebook.com/PrestonAndSteve>

<https://www.facebook.com/Philabundance>



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Thank YOU for helping us drive hunger from our communities!



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