FEED *the* FUNNEL
Funnelology 101

What's Feed the Funnel?

Feed the Funnel unites people for crazy fun parties to pack thousands of delicious, healthy meals for neighbors in need in communities where the meals are packed. ***That's Funnel Awesomeness!***

What's a Feed the Funnel party?

Crazy fun! Put on groovy hairnets, crank up some bumpin' music, and create thousands of easy to prepare, shelf stable meals for your neighbors experiencing food insecurity. ***You choose*** the organizations in your community to receive the meals you pack!

What do we need to host a party?

- **LOCATION** - indoor, climate controlled space (30 square feet / person)
- **EQUIPMENT** - tables (one 6' or 8' rectangular table for every 4 people), electricity, and audio/visual support
- **PEOPLE** - participants (ages 6+) to help:
  - *Unload/set up* - 2-3 hours before the party
  - *Pack meals* - 1-2 hours (or multiple shifts)
  - *Clean up* - 30 minutes after the party
- **PARTNERS** - one or more organizations from your community to come to the party and leave with the meals you pack
- **FUNDING** - $0.30 or $0.38 per meal (see meal types for pricing) + Funnel Fee (logistics)

How many meals can we pack?

Each person will pack ~200 meals per hour. A group of 100 people could pack 40,000 meals in just two hours! ***Sounds incredible, right?!***

What type of meals do we pack?

You'll be packing rice & bean meals that are created specifically for US consumers. All of our meals are plant based, clean label, allergen free, gluten free, and dairy free! Learn more about the meals here.

What's the process?

Easy and stress free! We'll bring the know-how (and the hype) with our expert team and easy-to-follow Party Host Playbook. You'll enjoy a simple, stress-free setup, your group will have an insanely fantastic Funnel Experience, and local organizations that you choose will feel the love instantly!



"ABSOLUTELY AWESOME!
A great team building event for a very worthy cause!" - Walmart

FUNNEL FEEDBACK

From start to finish, the Feed the Funnel party is in a class of its own.
- Treasure Coast Community Church

I have hosted many events with organizations, but none have been as easy or fun as our Feed the Funnel party!
- University of North Georgia

You've also really impressed our Leadership with your process efficiency skills.
- KPMG

Our Feed the Funnel party experience was amazing! The feedback I got after the event was flooding in on how much everyone enjoyed it. Can't wait to do it again!
- Sysco

Take your party to another level with a custom designed bag! See attached for details.



GET YOUR PARTY STARTED AT
FEEDTHEFUNNEL.ORG

FEED the FUNNEL
Custom Bags

Take your party to the next level!

A custom designed bag is a fantastic way to boost your brand in your community while taking the Funnel Experience to the next level. ***Super cool, right?!***

What's the process?

Totally easy! Provide us with any logos, images, fonts, colors, and text, and our design team will provide a mock up of what your bag could look like. You'll have up to 3 revisions to get to the final product.

What's the lead time?

You'll need to start the process at least ***8 weeks*** in advance of your party date. Final approval on the bag design is required at least 6 weeks in advance of your party date to provide adequate time for production and delivery.



The product name is adapted to your organization

Add your logo, images, branding

Share your organization's impact in the community and link to your site



What are the minimums and pricing?

Meal goal	Cost*
40,000 (minimum)	$6,500
50,000	$7,500
75,000	$9,500
100,000	$11,500
125,000	$13,750
150,000	$16,000
175,000	$18,500
200,000	$20,500
Over 200,000	Contact us!

**in addition to meal cost and logistics*

START YOUR CUSTOM BAG PROJECT
RIGHT HERE

FEED the FUNNEL
The Meals

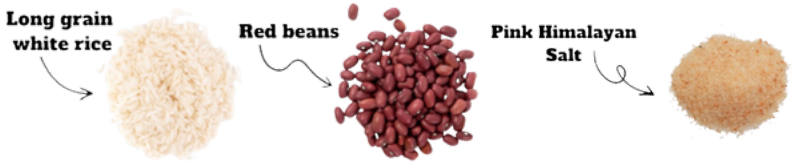
EXTRAORDINARY MEALS

Our meals are **plant based, clean label, allergen free, gluten free and dairy free.** No harmful chemicals, dyes or preservatives and nothing artificial … ever! Did we mention that they're absolutely *delicious!*



The Original Red Beans & Rice

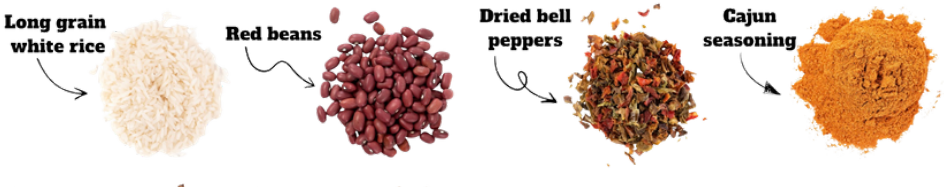
30¢ per meal





Louisiana Style Red Beans & Rice

38¢ per meal





Southwest Chile Black Beans & Rice

38¢ per meal



For more information about the meals:
https://thepackshack.org/about-the-meals/