



March 24, 2014

Dear Friend,

Will your company become the next Challenge Champion? Join me this year for the Manna on Main Street Florence Nightingale Challenge and help families facing hunger in the North Penn region.

Hunger is growing in our community, with more than 88,000 individuals in Montgomery County now food insecure; 14% are children. As one of our region's largest emergency food providers, Manna is a welcome home for our neighbors in need. Last year alone, Manna served a record 36,455 meals in its soup kitchen and distributed 344,383 pounds of food to 999 households through its food pantry. Your company can help so many in our community by joining the Florence Nightingale Challenge!

This Challenge is a friendly competition among area businesses to raise financial support for Manna on Main Street through company fundraisers. Villari's Self Defense Center has participated for the past seven years. What began with a small kick-a-thon has become a fun, company tradition that helps individuals in need, engages hundreds of customers, and builds employee morale. I encourage you to join me in starting your own fundraiser!

The Reporter will highlight this competition as the Challenge Media Sponsor through a feature ad and story. Fundraisers will also be highlighted throughout the year through print and/or online promotion. Although this Challenge is year-round, Manna asks that you sign up by April 25th to be included in *The Reporter* feature. Challenge winners will be spotlighted at the closing awards ceremony.

Please review the enclosed material for more Challenge details. For additional information, please contact Kristyn DiDominick: kristyn@mannaonmain.org or 215-855-5454, ext 14. Thank you very much for joining my business in support of Manna on Main Street and the needy among us.

Sincerely,

A handwritten signature in cursive script that reads "Harry Pfister".

Harry Pfister
Honorary Challenge Chair
Owner, Villari's Self Defense Center

Welcome to the 2014-2015 Florence Nightingale Challenge!

In the spirit of Florence Nightingale, a celebrated social reformer, we invite area businesses to serve others through support of Manna on Main Street, a food pantry, soup kitchen, and emergency financial aid and education provider. Whether you raise \$10 or \$10,000, your service makes a difference in the lives of those struggling in our community. Here's how you can get started:

- Ask colleagues, employees or customers for fundraiser ideas. Have fun brainstorming!
- Plan your fundraiser details and mail the completed form below to Manna by April 25, 2014.
- *The Reporter* will highlight this Challenge with a feature May ad and story. Individual fundraisers will be spotlighted through print and/or online promotion.
- This Challenge is year-round, from May 1, 2014 – April 30, 2015. **Hold your fundraiser anytime during the year, but sign up by April 25, 2014 to be featured in *The Reporter* Challenge ad and story!**
- Please let Manna know if you would like a representative to attend your event. We would welcome the opportunity to lend our support and share our mission with participants.
- Manna will announce Challenge winners at the closing awards ceremony.

Need a fundraiser idea? We have some to share...

- Start casual Fridays at the office with \$5 per week to participate.
- Donate 10% of your sales for one day, one month or more.
- Host a basketball tournament or start a softball league with participation fees supporting Manna.
- Coordinate an employee pot luck and collect donations.
- Host a charitable golf outing or fun run.
- Raffle off an extra personal day, a gift card or fun prize to help Manna.
- Launch a Facebook campaign and donate \$1 for each new "like."
- Create an employee or client contest - be creative!

Thank you so much for helping individuals in need and caring about our community!

For more information, please contact Kristyn DiDominick: kristyn@mannaonmain.org or 215-855-5454, ext 14, or visit www.mannaonmain.org. Thank you!



Yes! My company would like to participate in the Florence Nightingale Challenge.

Company Name _____

Contact _____ Phone _____

Email _____

Address _____

Fundraiser Description _____

Fundraiser Start & End Dates _____

Please mail to: Kristyn DiDominick, Manna on Main Street, 713 W. Main Street, Lansdale, PA 19446.

Thank you so much for supporting Manna and the community!



2013-2014 Florence Nightingale Challenge Participants

Bloomingtondale's
CamaPlan
Capital Wine & Spirits, LLC
Center Point Pond
Cigar Cigars
Dorman Products, Inc.
Dr. Drill Instructor Program
Golden Scissors
Green Street Luxuries
High Note Vocals
ITW Polymers Coatings North America
Lansdale Business Center
LinLi Jewelry
Macy's, Inc.
Mark Cashatt's Taekwon-Do School, Inc.
Merck Sharp & Dohme Federal Credit Union
Mo Better Entertainment
Molly Maguire's Irish Restaurant & Pub
Montgomery United Soccer Club
MOYO
North Penn Under Ten
Olcé Pizza Grille
Portolese Family Chiropractic
Premier Designs, Jackie Miller
Rubin, Glickman, Steinberg & Gifford, P.C.
Saxbys Coffee Lansdale
SIGNARAMA
Villari's Self Defense Center
Wave Reviews Family Hair Salon
West Main Diner
West Point Deli

“Villari’s Self Defense Centers & Manna on Main Street: Together, we’re going to KICK hunger!”
-Harry Pfister, Villari’s Self Defense Center

“I like to give back to the community by doing benefit concerts with my students to raise money for organizations in need or places that have experienced a catastrophic event. It’s also a good example of community service to my students and audience.”
- Marie Hagner, High Note Vocals

“I am happy to support Manna’s mission because they provide essential services to folks in need in our community. Being a Manna-iac allows me to be a part of the effort even though I don’t have the time or resources to be effective on my own. Thanks for the opportunity.”
-Ron Snyder, Saxbys Coffee Lansdale