



# SECOND HARVEST of the Greater Valley

## MONTHLY NEWSLETTER

CausE-Connect Edition | July 2023 | Vol. 1

### Welcome

Welcome to the first Monthly E-Blast! Introducing...

**CausE-Connect:** Where Good Business Meets Great Purpose!

Can you believe we're in July already?! How?? This year is moving so quickly!

A brief introduction - Hi, I'm Nic. I started my career in non-profit at the beginning of this year. It's been a crazy couple of months for me! I feel like I'm finally settling into this new role at SHGV. Well, settling in enough to start a monthly newsletter.

Why the name "CausE-Connect," you ask? This **E-blast** newsletter is going to focus on **Cause Marketing** and **Connecting** with businesses and corporations to build strong, valley-wide relationships. Cause Marketing, simply put, is when a business or company partners with a nonprofit organization or supports a specific cause to create a positive impact. It's a way for businesses to combine their marketing efforts with a social or environmental cause they believe in.

In this newsletter, you can expect new information about the food banking world, updates on our team, and a section to highlight businesses we work with. Here, we'll have a chance to come together to feed the community through our partnerships.

### Collaboration Corner: Renee Ledbetter & Associates EXIT Realty

EXIT Realty ran a June food and funds drive for our summer feeding programs. They had donation barrels and Piggy Banks at all of their Central Valley offices located in Ceres, Manteca, Merced, Modesto, and Turlock. We're still counting the amount of donations that came in! Contact EXIT Realty for all your real estate needs & more information.



### Cause Marketing



Check out the new section on our website for Community Connections. This is a spot where you can go to get updates on current promotions, sign up for a tour of our Manteca facility, engage your corporation in fundraising and volunteering, and so much more! I'm excited for this page to get going! Don't forget to request a Piggy Bank or two for your business!



The SHGV development team recently embarked on a life-changing trip to Atlanta, GA, where we participated in an informative Relationship-Based Fundraising Summit. Over four long days, our group was immersed in a wealth of knowledge and indulged in the wonderful Georgia food experience.

I had the opportunity to connect with over two dozen food bankers from across the nation! This expanded my network of like-minded colleagues and cherished friends. These new connections will equip me with diverse resources to enhance my interactions with corporations, businesses, and clients. And will allow me to build prosperous relationships.



Your Voice Matters: We want to hear from you! Share your success stories, challenges, and ideas with us. CausE-Connect will provide a platform for your voice to be heard, empowering you to inspire others and foster connections within our expansive network. Together, let's forge a future where businesses thrive while creating positive social change. So, keep an eye on your inbox for these monthly editions of CausE-Connect, where we'll dive into the endless possibilities that await us on this transformative journey! We value your expertise and look forward to showcasing your brilliance in future editions! If you have any suggestions, insights, or success stories you'd like to contribute, don't hesitate to reach out to us:

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