



# 20th Anniversary Toolkit

*Celebrating our Success!*

# Overview

**In 2024 Monogram Foods celebrates 20 years!** We would not be here without our incredible team members, and we are excited to celebrate with you!

This toolkit contains information about planned events, and suggested events.

For more information, please contact Liz McKee |  
[lmckee@monogramfoods.com](mailto:lmckee@monogramfoods.com).

# Million Dollar Gala Goal

- To celebrate 20 years, our goal is to make 2024 our most successful “Meat’ Me in Memphis Gala” yet to support more children and families in all plant locations.
- Our goal is \$1 million in fundraising, following \$778,000 raised at the 2023 event making it our most successful gala to date.
- The Gala funds ALL grants across our organization in every plant location, so although it is held in Memphis, it is a team event!
- We look forward to working with you on a successful event in 2024!

# Food Drive

- To celebrate this milestone, we will collectively make an impact on food insecurity in our communities.
- In 2024, we will allocate at least \$10,000 of our annual grant fund in each location to your chosen, local food bank.
- All locations are encouraged to partner with your local food bank for volunteer and giving projects. One easy and affordable way to get participation is to host a canned food drive. Keep it exciting and make it a competition among shifts or teams!
- *Locations can host as many canned food drives as they'd like; we recommend all locations coordinate on big food drive and check presentation in September to acknowledge National Hunger Action Month.*



# Community Outreach

- Team members are encouraged to volunteer in your local community, whether it be at a local foodbank or any charitable organization that is special to them. Even better if it is a Monogram Foods Loves Kids grant recipient!
- This is a great way to connect with the Monogram Foods Loves Kids organizations your location has supported.
- Take photos and record any volunteer hours through our Monogram Foods Loves Kids page on MyMonogram so we can show collective impact! Our goal is to show 4500 collective hours – representing every team member.



# Celebrating Success

## Let's have a party!

Most plants have quarterly or annual celebrations – turn this into a 20<sup>th</sup> Birthday Party for Monogram Foods!

## Ideas include:

- > Cupcakes or large sheet cake with 20<sup>th</sup> logo;
- > Team member recognition and awards;
- > Celebrate team members with 20+ years of tenure; they are listed on MyMonogram as members of the “20+ Club”



## 20+ CLUB

### BRISTOL

Marvin Chason - 20 years  
Telesforo Jaimes - 20 years  
Eufemia Morales - 20 years  
Fany Rios - 20 years  
Martin Rosales - 20 years

### CHANDLER

Rosa Cuevas - 22 years  
Travis Sauer - 22 years  
Hector Chavarria - 24 years  
David Hemenway - 24 years  
Paula Herrig - 24 years

### PLOVER

Paul Bonsack - 21 years  
Sara Boquist - 21 years  
William Pionek - 21 years  
Jason Sittig - 21 years  
Bao Vang - 21 years

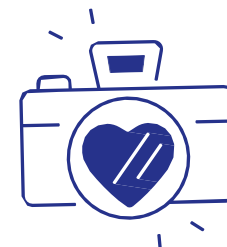


# Social Media Messaging

The Communications team will create and post a special 20<sup>th</sup> banner for ALL Facebook pages, and our company LinkedIn.

When posting any content related to our 20th anniversary to Social Media (LinkedIn, Facebook) use the hashtag

**#MonogramFoods20** Example: *20 years of growth, success, and celebration! I loved attending the 20<sup>th</sup> birthday party for Monogram Foods with my coworkers today! #MonogramFoods20*



# Add the Logo to Your Email Signature

- All team members are encouraged to add the 20th logo to your email signature. **Please DO NOT DISTORT THE LOGO IN ANY WAY.** Some of them are being manually manipulated and are appearing stretched or “fuzzy.”



- Visit the 20<sup>th</sup> Anniversary page on MyMonogram for instructions.



## “Pass the Plate” Cookbook

At Monogram Foods we know that nothing can bring people together like good food can. To celebrate our 20th Anniversary, we would like to compile a collection of our team member's favorite dishes and recipes. If you would like to share a recipe, please [use the link on the 20<sup>th</sup> Anniversary page to submit!](#) All submissions will be compiled into a virtual cookbook that we will share company-wide at the end of the year.



# 20 in 20!

If you are feeling inspired, consider a “20 in 20” goal for your location, and carry out 20 acts of kindness or commemorative events for your location! You can count the ones already listed in this toolkit. Some ideas are below.

1. Birthday Celebration
2. Food Drive
3. Fire Station Food Donations including Monogram product
4. Police Station Cookout
5. MonogramCares fundraiser
6. In conjunction with MFLK grant recipients, list opportunities to volunteer
7. Plant 20 Trees
8. Hold a diaper or coat drive
9. Photo Fun – invite team members to share photos from 20 years ago and post them!
10. .... *(go all the way to 20!)*



## Questions or Ideas?

Liz McKee | [lmckee@monogramfoods.com](mailto:lmckee@monogramfoods.com)

Sally Vaughan | [svaughan@monogramfoods.com](mailto:svaughan@monogramfoods.com)

