

NeighborGoods

by Food Bank of West Central Texas

NeighborGoods is the official cause marketing program of the Food Bank of West Central Texas—uniting local businesses and community members to fight hunger across our **13-county service area**.

This program **empowers retailers, service providers, restaurants, and creators to turn everyday commerce into meaningful impact**. Whether you're hosting an event, creating a limited-edition product, or inviting customers to round up at checkout, your brand can help feed thousands of neighbors right here in West Texas.

Design Your Campaign

Choose the right fit for your company by participating a variety of ways:

Percentage of Sales

Pledge a portion of proceeds from a product, service, or day of sales.

Round-Up Campaigns

Encourage customers to round up their total at checkout to support local hunger relief.

Custom Goods

Create co-branded or special-edition products with a portion of sales donated.

Events & Experiences

Host a charity auction, pop-up, class, or virtual experience that benefits FBWCT.

Social Impact Campaigns

Launch a hashtag challenge or online fundraiser that ties awareness to action.

PayPal Giving Fund

If your business uses PayPal, enable optional donations at checkout.

Join the Movement to Feed West Central Texas

NeighborGoods is about more than charity—it's about community. Together, we can make West Central Texas stronger, one meal at a time.

To learn more contact marketing@fbwct.org



Partner Benefits Include:

- Placement on the **NeighborGoods** campaign landing page
- Co-branded marketing assets
- Highlight in FBWCT's donor newsletter
- Exposure on our social media platforms
- Recognition in press releases and community outreach

(Level of promotion based on agreement and campaign scope)

Why It Matters

- **1 in 7 adults** and **1 in 5 children** in our region face food insecurity
- We distributed **5 million pounds** of food last year—**over 1 million meals**
- **Every \$10 donated = 50 meals** for **local** families
- Nearly **25% of those we serve are children; 31% are seniors**
- We work with **150+ local partner agencies** to get food where it's needed.