



Food Yoga International

Uniting the World With Pure Food

Sponsorship Information Pack

For the world's largest
plant-based food relief
initiative

www.ffl.org

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Contact:

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Executive Director & Co-founder

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Food Yoga International,

formerly Food for Life Global



Partnership Information Pack

Food Yoga International, formerly Food for Life Global invites you to come alongside us as we work to bring about peace and prosperity through the liberal distribution of plant- based meals prepared with loving intention.



As a corporate sponsor, you will join our global network of volunteers, experts in food relief work and education, and inter- and non-governmental organizations across 65 countries, all working to improve education and access to plant-based foods.

As natural and manmade disasters are becoming more and more frequent and life-threatening - and alarmingly reducing community resilience in many parts of the world - **our vision is to provide a truly innovative and sustainable rapid distribution system of free and healthy food relief to disadvantaged populations.**

Since 1974 we have served over 8 billion free plant-based meals to malnourished and disaster-ravaged communities through distribution in schools, orphanages, shelters and community centers, exceeding more meals than the United Nations World Food Programme and making **Food Yoga International**, formerly **Food for Life Global** the largest food relief initiative in the world.

We also recognize that the ultimate solution to global hunger is through the elimination of poverty. For this, we believe our innovative solution to use food to unite the world, directly addresses the root cause of hunger. However, we are also active in the development of organic farming, medical assistance, animal welfare, and other disaster response activities.

As the largest food relief organization on the planet, we are fortunate to have the chance to make this difference. **But we need your help!**

Why the name change?

I am thrilled to share an exciting evolution in our mission. We are transitioning our brand to "**Food Yoga International**" a name that deeply resonates with our innovative approach to creating a healthier and happier world.

Food Yoga International is not just a new name; it's a renewed commitment to using the power of plant-based meals to nourish the body, mind, and consciousness of the people we help worldwide. This change reflects our dedication to creating a more compassionate and united world through the universal language of pure food.



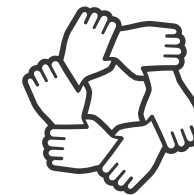
Brand ambiguity:

To set our project apart from the other companies, project, services and products that use the name "Food for Life," resulting in a brand dilution. Many people have heard of Food for Life, but often can not tell you what it stands for.



Non-sectarian:

We want to distance ourselves from the fundamental religious roots that inspired Food for Life while not losing sight of our spiritual purpose. Furthermore, there are many Food for Life charity projects that DO NOT adhere to our strict vegan standards.



Food Philosophy:

Our unique solution to world hunger is now front and center of our brand as Food Yoga. We believe strongly in the power of food to unite the world, and thus directly address the root cause of hunger and other social ills: disunity. A united world is a peaceful and prosperous world!

Our vision is guided by our values

Food Yoga International's mission flows from its core values of charity and respect for all living things. Our affiliate projects span the globe. While they each focus on local aims and objectives unique to every project, they are all driven by the same core principles:



Welfare

Provide pure plant-based meals to anyone who is disadvantaged, malnourished, a victim of disaster.



Hospitality

Promote a culture of spiritual hospitality, teaching through example that spiritual equality exists among all beings.



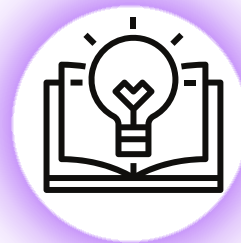
Non-Violence

Reduce the number of animals slaughtered for food by giving as many people as possible the higher taste of plant-based meals made with love.



Health

Teach the value of plant-based meals for improving the health of body and mind.



Education

Educate others on the art and science of food yoga as an integral part of consciousness development.



Animal Advocacy

Support animal rescue projects as a powerful way to demonstrate the equality of all life through direct experience.

Over 8 billion
plant-based
meals served
to date

50¢ cost on
average
per meal.

250 projects in
65 countries.

Over 1 million
meals served
daily

Project Highlights

ALIMENTOS PARA LA VIDA ARGENTINA

Over 3,000 meals are distributed daily, focusing on areas of high poverty. Priority is given to distributing to orphaned children and underserved families. This project works hand in hand with other organizations that provide medical support to these children.

FOOD FOR ALL ENGLAND

This project is one of the oldest FFL programs, distributing over 2,000 meals a day in England.

They hold The Queen's Award for Voluntary Service 2021. This award recognizes their contribution to supporting thousands of vulnerable people during the Covid lockdown.

Celebrity partners include:

- Chrissie Hyde
- Jennie Bellestar
- Russell Brand
- Liam Payne
- Pete Doherty of the Libertines
- Paul Cook of the Sex Pistols
- Knox and the Team at Rock n Roll Rescue in Camden

FOOD FOR LIFE VRINDAVANA

1500 girls are served a school meal daily. From toddler's breakfast of vegan milk and cookies, to a nutritious mid-day meal for everyone. All students come from underprivileged families, for most of them this is the only meal of the day. FFLV has an organic farm where fresh vegetables are grown for the girl's meals. This is the largest food program in India.



Sponsorship Opportunities

By becoming a corporate sponsor of Food Yoga International, your company can help us to continue and expand our vital work, reaching even more people in need.

Bronze Level Sponsor

\$2,500

Benefits:

- Logo recognition on Corporate Sponsorship page of the highly-trafficked Food Yoga International website
- Logo recognition in our bi-weekly newsletter (reach of 6,000 subscribers)
- Blog & social media post highlighting sponsor

Silver Level Sponsor

\$5,000

Benefits:

- Logo recognition on Corporate Sponsorship page of the highly-trafficked Food Yoga International website
- Logo recognition in our bi-weekly newsletter (reach of 6,000 subscribers))
- Blog & social media post highlighting sponsor
- Credit on video of sponsored project if applicable
- Recognition by name at public presentations by Director

Gold Level Sponsor

\$15,000

Benefits:

- Logo recognition on the home page of the Food Yoga International website
- Logo recognition and company highlight in our bi-weekly newsletter (reach of 6,000 subscribers)
- Blog & social media post highlighting sponsor
- Credit on video of sponsored project if applicable
- Recognition by name at public presentations by Director
- Joint press release

Platinum Level Sponsor

\$25,000

Benefits:

- Logo recognition on the home page of the Food Yoga International website
- Logo recognition and company highlight in our bi-weekly newsletter (reach of 6,000 subscribers)
- Logo recognition on volunteer aprons of sponsored program if applicable
- Blog & social media post highlighting sponsor
- Credit on video of sponsored project if applicable
- Recognition by name at public presentations by Director
- Joint press release

Ultimate Level Sponsor

\$250,000

Benefits:

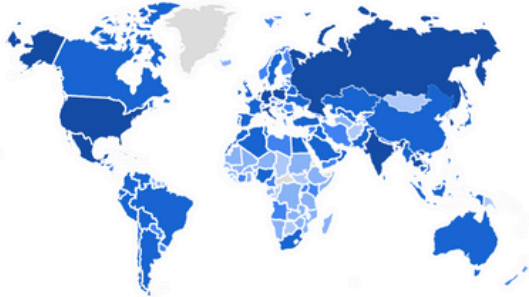
- All of the benefits of previous levels +
- A custom-designed and corporate-branded, eco-friendly emergency food relief truck managed and operated by Food Yoga International

All Users VIEW YOUR TOP CAMPAIGNS?

Sessions by Session primary channel group ...

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	69K
Direct	7.2K
Referral	5.1K
Organic Social	3.1K
Unassigned	372
Paid Search	9
Display	3

Users by Country



COUNTRY	USERS
United States	9.6K
Vietnam	5.8K
Italy	3.9K
Poland	3.8K
South Korea	3.4K
Taiwan	3.4K
Thailand	3.3K

*All of our corporate sponsors are recognized through branding and communications across all Food Yoga International marketing and promotional channels. Our website receives an average of **30,500 page views per month**, with 17% of traffic from the United States, followed by South Korea at 9%. The largest age group are 18-34 year old females at 54% of visitors, compared to males (46%).

President

Paul Rodney Turner

Vice President

Juliana Castaneda

Board of Directors

- Paul Rodney Turner
- Juliana Castaneda
- Luz Castaneda Rodriguez
- Jordie Ruggles
- Rupal Mehta



For questions about corporate sponsorships, please contact us at contact@ffl.org