

Capuchin Soup Kitchen Ministries

Nourishing Bodies,
Nurturing Spirits,
Transforming Lives



Capuchin Soup Kitchen

2025 SOCK Sponsorship Opportunities



Dear friends,

It is with immense gratitude that I invite you to walk with us in service to those who are hungry, hurting, or seeking hope. At the Capuchin Soup Kitchen, we believe everyone deserves dignity, respect, and a chance to thrive. With your partnership, we can nourish bodies, nurture spirits, and transform lives — one meal, one conversation, one act of kindness at a time.

Our events are more than fundraisers; they are celebrations of compassion and commitment.

Your support isn't just appreciated. It is essential. Together, we can stand with those who are too often overlooked.

With deep appreciation,

Br. Gary Wegner, OFM Cap
Executive Director, Capuchin Soup Kitchen



Event Calendar & Giving Opportunities

The SOCK Dinner, our signature fundraising event, anchors a year of meaningful ways to partner with the Capuchin Soup Kitchen. From backpacks that build confidence on the first day of school to holiday tables made full with love, each opportunity invites you into the everyday moments that restore hope and spark transformation.

Back to School Drive.....	August 23
SOCK Dinner.....	October 24
Trunk or Treat.....	October 25
Thanksgiving & Christmas	
Food Box Drive.....	November 18 & December 16
Christmas Toy Giveaway.....	December 19 & 20
Hygiene Drive.....	Ongoing



Partnership & Marketing Benefits

Why Sponsor CSK?



Mission Integrity

Trusted nonprofit with nearly 100 years of service



Community Impact

Tangible, transformative change



Economic Benefit

Align with social good + tax-deductibility



Employee Engagement

Team-building through direct volunteering



Positive PR

Be seen supporting visible, life-changing work

"You could see the results. That's why the partnership works. We're very excited about continuing the relationship and also to see how it evolves."

– Wesley Pikula,
Buddy's Pizza



Audience Reach:



Estimated 108,000+ impressions per campaign through a multichannel strategy combining direct mail, email, and social media outreach.



59,000+
direct mailing list



190,000+
email list



18,000+
followers



1,700+
followers



700+
connections

2024 Impact

Over the past year, the Capuchin Soup Kitchen saw firsthand **the rising need in our community**. With your support, we met that need with nourishment, dignity, and opportunity. From hot meals to pantry boxes, recovery beds and job training programs to after-school care, **each service is provided free of charge** thanks to our generous donors.

By the Numbers:



236,787 meals served

at Conner & Meldrum — up 20% from 2023. Serving ~1,000 meals daily + deliveries to partner organizations.



3,399,794 pounds of food distributed

at the Capuchin Services Center — up 23% from 2023. That's 123 households and 328 individuals served daily, providing nearly 13,544 pounds of food every day.



6,000+ pounds of fresh produce grown

annually at Earthworks Urban Farm to nourish CSK guests.



Graduates defy the odds — 65% maintain sobriety long-term

Over the past five years, 65% of Jefferson House graduates maintained sobriety — nearly double the national average for recovery programs.



Nearly 1,000 men reclaiming their lives

through the ROPE Program and Jefferson House — a cumulative impact of programs supporting long-term sobriety, stability, and purpose.



Year-round academic and social support for children — 20,000+ hours strong

through the Rosa Parks Program, with tutoring, art therapy, enrichment, and summer camps.

Across our Capuchin meal sites and services center, we invest more than **\$190,000** each month in food costs to nourish our community. Meeting the need is constant and growing.



Who We Serve:

Those Living on the Margins: While we do not collect income data directly, national research suggests that many guests served by the Capuchin Soup Kitchen likely live on less than **\$12,000 per year**, placing them well below the federal poverty line. Many are housing-insecure or employed in low-wage jobs that do not cover basic living expenses. In Detroit, more than **30% of residents live in poverty**, and **1 in 5 households** experiences food insecurity. The need is urgent — and growing.

Conner & Meldrum Meal Site Guests: Whether facing hunger while holding a job, raising kids, aging in place, or living without shelter, our guests reflect the real Detroit. All are met with a warm meal and a place to belong.

Capuchin Services Center Guests: Individuals and families experiencing food insecurity who turn to us for nutritious groceries, clothing, and household essentials in a welcoming, choice-based environment designed to uphold dignity and respect.

Jefferson House Residents: Men committed to long-term recovery after inpatient addiction treatment. Over six to nine months, they live in community, attend 12-step meetings, work at CSK sites, and rebuild their lives with structure, support, and dignity.

Earthworks Urban Farm: Our farmers grow organic produce to nourish our guests, with 90% of each harvest used in our meal sites. Through partnerships, education, and seedling production, the farm also plays a vital role in expanding fresh food access across Detroit.



ROPE Program Participants: Men in recovery in need of stable support who commit to a 12-month residential program focused on healing, structure, and growth. Through paid employment and hands-on job training, they gain marketable skills, a verified work history, a supportive community, and the financial stability needed to transition into independent living. Many have experienced incarceration, but all are rebuilding with dignity, accountability, and hope.



Rosa Parks Program Participants: Children ages 6–15 from Detroit who engage in after-school tutoring, art therapy, leadership development, and summer peace camps. Many face the pressures of poverty and community violence. The program offers a safe, nurturing space where they are empowered to grow academically, express themselves creatively, and develop as leaders and peacemakers.

“No matter what I’ve been through, I can be successful and assist others because they assisted me.”

— ROPE Program Participant



SOCK Dinner

October
24

53rd Annual SOCK Dinner & Afterglow on
Friday, October 24, 2025 at Huntington Place in Detroit.

The SOCK Dinner is more than a fundraising event; it
is a celebration of our community's generosity and a
testament to the profound outcomes we can achieve
together.

Enjoy a night of gourmet dining, live entertainment, and
powerful stories of transformation while making a strategic
investment in your values and community leadership.



**"You helped
me seven years ago
when I was homeless.
Now I have a job, a home
and family. I just want to
give back something for
what the Capuchin Soup
Kitchen did for me."**

– Former Guest
Turned Donor

Sponsorship Levels and Benefits



	Premiering (1.1.2025) \$50K	Transformational \$25K	Visionary \$15K	Platinum \$10K	Gold \$5K	Silver \$2K	Bronze \$500
Speaking opportunity during event program							
Priority consideration for select media and speaking opportunities, as available							
iHeartMEDIA INC Exposure	*	**					
Option to collaborate on a co-branded social media video throughout the year							
Team-Building Lunch and Learn or Mission Tour							
Inclusion in CSK newsletter and/or e-blasts related to the event							
Recognition on event web page							
Grouped social media mention							
Inclusion on printed "day of" event materials							
SOCK 2025 tickets	20	10	10	8	8	4	0
Ad in the 2025 SOCK event program book	2-Page Spread & Back Cover	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	1/4 Page

* Inclusion in ~300 on-air promotional announcements across iHeartMedia Detroit stations (100.3 WNIC, Channel 955, Mix 92.3, 106.7 Detroit's Wheels, and FM 98 WJLB), airing July–October, promoting the Capuchin Soup Kitchen and SOCK Dinner. Sponsor will be prominently featured in all spots and may be invited to appear as a guest on Light Up the D, iHeartMedia's public affairs program.

** Available to the first four confirmed Transformational Sponsors only. The first two will share the first ~150 announcements as "brought to you by" sponsors; the next two will share the second ~150. This benefit is not available beyond the first four.

Trusted for Nearly 100 Years.
Still Serving. Still Changing Lives.

We've earned Charity Navigator's top rating and Candid's Platinum Seal (formerly GuideStar) — clear indicators of our effectiveness and impact.



Platinum
Transparency
2024

Candid.

Charity
Navigator



FOUR-STAR



The Capuchin Soup Kitchen is far more than a soup kitchen. It is a compassionate community built on care, dignity, and transformation — rooted in a deep belief that every person is worthy of love, respect, and opportunity.

www.sockdinner.org