

re-imagine  
**ST. PETE**

a hunger relief  
campaign rooted  
in *dignity*



**Positive Impact**  
MINISTRIES

ENDING HUNGER AND GIVING HOPE SINCE 2003

# imagine

To support your family, you work two jobs. A nearby pantry offers fresh food, but it's only open in the morning, during your first shift. So you must decide - work to pay the bills or call off so you can get free groceries to feed your family and risk losing your job.

Maybe you experience a sudden health crisis. Consumed by medical bills, you visit a pantry for the first time. The support gets you through the month, but it doesn't address your ongoing health issues.

Your child attends a school that offers free meals, but he doesn't have anything to eat at night or over the weekend, so he goes to bed crying because he has hunger pangs.

**Positive Impact** is committed to ensuring that children and their families have equitable access to nutritious food and no child or adult goes to bed hungry in our city.



# re-imagine

A **neighborhood market and farmacy** that mirrors a traditional grocery store where individuals and families can select the foods they want and have a dignified shopping experience at no cost.

A **culinary arts center** that provides courses on basic nutrition and healthy food prepping skills and on-the-job training for future chefs and careers in the hospitality industry.

A **family café** for families to enjoy a hot, healthy meal on-site or collect a meal to go free of charge.

A **banquet hall** and enhanced meeting spaces where non-profits can collaborate and empower individuals to reach their full potential.

a campaign to re-imagine  
**what hunger relief looks like in ST. PETE**



This is a campaign to remove the stigma.



To unite our city in the movement to end hunger.



This is a campaign to inspire hope and change.

# a story of growth

Our understanding of addressing hunger has become more in-depth. We are evolving our work to reflect the complicated nature of hunger. We are addressing its root causes, offering solutions, and **co-creating communities where individuals and families thrive.**

We have demonstrated that investing in our neighbors' needs makes hunger relief solutions more resilient. For example, people want to choose the foods that fit their unique needs; therefore, we are moving from a drive-through grocery distribution model where we give our neighbors a premade box of food to a **“people’s choice model,”** where they can select their favorite foods with dignity.

## 1 in 5 Kids are Hungry

According to the Pinellas Community Foundation, as many as **36,000 children** in our county are food insecure; **7000 children are chronically hungry.**



According to the US Dept. of Health and Human Services, low-income households tend to rely on foods that are cheap and convenient to access but are often **low in nutrients.**

*“A child cannot hear what you are saying if their stomach is growling.”*

- Karalynne Brubaker,  
Founder of Positive Impact Ministries

## Childhood Hunger and Inadequate Nutrition Implications



### Malnutrition

This can result in stunted growth, impaired cognitive development, and weakened immune systems.



### Poor Academic Performance

Inability to concentrate and learn in school, potentially leading to lower academic achievement.



### Behavioral Issues

Irritability, mood swings, and difficulty controlling impulses.



### Health Problems

Childhood obesity, diabetes, heart disease, and joint problems.



### Long-Term Consequences

Risk of chronic diseases in adulthood.



**Positive Impact Ministries** has evolved over two decades of service. We have expanded our operations to reach more families. In **2020**, in response to the rising need for food during the COVID-19 pandemic, we distributed enough food for more than **475,000 meals**.

In **2023**, we provided **nearly 2 million meals**, significantly impacting those facing hunger in our city.

For hundreds of thousands of our neighbors, their dinner tables were fuller, burdens lighter, and children were **no longer going to bed hungry**.

# Positive Impact MINISTRIES

ENDING HUNGER AND GIVING HOPE SINCE 2003



JAY AND KARALYNNE BRUBAKER, FOUNDERS OF POSITIVE IMPACT MINISTRIES



## seeding the future

Donors have been side-by-side with **Positive Impact Ministries** at every milestone of the past 20 years. Philanthropy has pushed traditional food pantries to new boundaries. Ideas that were once improbable are now changing lives because of extraordinary donors.

Now, visionary donors like you can **re-imagine what hunger relief looks like in ST. PETE**. Years of data point to five major investments that will transform our work to better meet the needs of our neighbors.

- **Neighborhood Markets and Farmacies**
- **Data and Insights Platform**
- **Culinary Arts Center and Family Café**
- **Banquet Hall and Meeting Spaces**
- **Enhanced Annual Fund**



# for a flourishing **ST. PETE**



**Change is rooted in you.** Be a part of that change.

Partner with Positive Impact and see what a difference it makes!



Students, who thrive at school and home, free of the worries hunger carries.



Families, who can chart a path toward food security, supported by **Positive Impact's** resources and networks.



Our neighborhoods, brought together by acts of gardening, volunteering, learning, and sharing.

**Imagine our city's prosperity, strengthened by its people's health and vitality.**

# neighborhood market: rooted in dignity

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**Imagine** if food pantries mirrored the grocery store experience: roomy aisles, attractive lighting, and abundant fresh, healthy food choices.

**Imagine** neighbors who feel welcome and can shop for their favorite foods with dignity and convenience. Who can secure groceries and also connect with healthcare, housing support, job training, or childcare.

This is the **future** that is made **possible through your support.**

*“Our work has to matter to our hungry neighbors, or it’s not worth doing.”*

- Karalynne Brubaker, Founder and CVO of **Positive Impact Ministries.**



**Volunteers** provide free groceries to over 700 neighbors who walk up or drive through the car line every Saturday at Tangerine Plaza in St. Petersburg.



# data & insights: rooted in understanding

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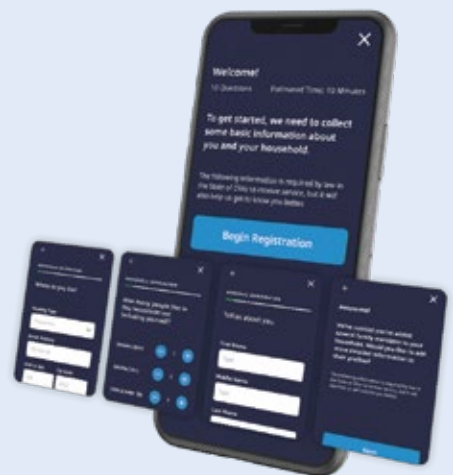


Serving our neighbors at Tangerine Plaza in St. Petersburg since 2020.

**Imagine** if we could unite the endless data that exists in St. Petersburg around hunger.

If we could combine mountains of information to provide our neighbors the right food in the right place at the right time.

The data and insights platform will do just that helping us to better understand our neighbors' needs and craft **smarter solutions.**





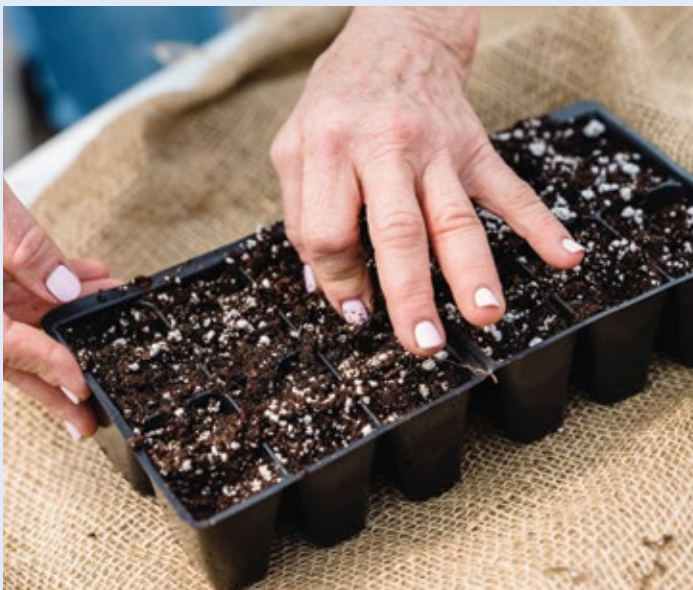
# urban gardens: rooted in community

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**Imagine** transforming vacant sites into the centerpieces of our communities.

**Imagine** vibrant places of growth, where neighbors tend fresh produce. Learning hubs, where families can join classes and events. Treasured spaces that spark pride and hope.

All of this and more will blossom as we collaborate with community gardens throughout our city.



# pharmacy: rooted in food-based health care

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**Imagine** a St. Petersburg Pharmacy program that connects patients with the healthy foods and education they need.

It is not a medical pharmacy but a **healthy food pharmacy** that partners with nutrition and fitness experts who educate and empower health and wellness in a community disproportionately affected by sickness and disease.

# culinary arts center & family café: rooted in innovation

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**Imagine** Positive Impact's new facility, updated for the next era in hunger relief. A new production kitchen, where nutritious food is prepared. A place for families to enjoy a hot, healthy meal on-site or collect a meal to go free of charge. A banquet hall and on-the-job training for future chefs and careers in the hospitality industry.

With campaign investments, our vision of owning a **state-of-the-art facility** will become a reality and an incubator for personal growth and innovation.



# annual growth: rooted in sustainability

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Food security is vital to securing employment, learning in school, and maintaining a safe and healthy household. These things are critically important in creating a stable and successful community.

**Imagine security** for our neighbors. The knowledge that Positive Impact will always be able to meet their need for food, no matter the circumstances.

**Imagine innovation**, pioneering research, and cutting-edge strategies that transform how we combat hunger, and help ensure that no child or adult goes to bed hungry in our city.



# re-imagine **ST. PETE**



You work two jobs to support your family and have limited time to shop for groceries. Fortunately, your nearby **Positive Impact Neighborhood Market** is open daily. You shop with ease and with dignity.

Perhaps your health changes suddenly. When you stop at the market, a volunteer helps you apply for nutrition benefits from the **Positive Impact Neighborhood Farmacy**. A nutritionist partners with you to develop a safe and realistic eating plan that you can stick with for the long haul.

Your child attends an after school program at Positive Impact that offers free meals prepared at the **Positive Impact Family Café**. He is not alone. His neighborhood friends enjoy a hot, nutritious meal alongside him.

You are a single mom or dad hurrying between commitments and you do not have time to cook. In these hectic moments, you know you can pick up a healthy meal for your family from **Positive Impact**.



# join us in re-imagining what hunger relief looks like in ST. PETE

We are seeking partners like you to join us in this vital endeavor.

By becoming a sponsor, you will make a tangible impact on the lives of individuals and families who face hunger and align your brand with a cause that resonates with compassion and social responsibility.

Your sponsorship will support various aspects of our operations, including:



Funding of empowerment and workforce development programs.



Funding of facility, equipment, supplies, and data and insights platform.



Operational costs for food acquisition, storage, and distribution.



Funding of educational programs on food insecurity, its root causes, and solutions.

## In return for your generous support, we offer a range of benefits, including:



Brand visibility through our website, social media channels, and marketing materials.



Recognition at our events and distribution sites.



Opportunities for employee engagement through volunteer activities.



Customized partnership opportunities tailored to your corporate social responsibility goals.



# comments from our campaign leadership



**Jay and Karalynne Brubaker,**  
Founders and Chief Visionary  
Officer

*“Ending hunger is an audacious goal—one that will require all of us. Together, we will create hunger-free, healthier communities.”* Jay Brubaker

*“Our community is a remarkable one—one that has demonstrated compassion and tenacity, time and time again. I know we can and will rise up against the demands of hunger.”* Karalynne Brubaker



**Karen Rae Selm,**  
Executive Director

*“When hunger pervades, we all pay the social and economic costs. But when there is nutritious food for everyone, we all thrive. We are so proud to be part of this important effort. Let’s re-imagine how we fight hunger.”* Karen Rae Selm

## Awards and Recognition

Key to  
the City of  
St. Petersburg

Martin Luther King Jr.  
Humanitarian Award  
Winner

Recognized as  
Tampa Bay  
Everyday Hero

20 Years of  
Documented  
Success

Ending Hunger in our City



**IMPACT** *champion*  
**\$100,000+**

*Changemaker*  
**\$50,000+**

### ANNUAL END HUNGER GALA

Reserved seating for **sixteen (16) guests**

Reserved seating for **ten (10) guests**

### ANNUAL REPORT

Recognition in our Annual Report

Recognition in our Annual Report

### SOCIAL MEDIA

Featured in six (6) posts across platforms + an exclusive feature on LinkedIn

Featured in four (4) posts across platforms + an exclusive feature on LinkedIn

### WEBSITE

Listed on *Our Partners* webpage

Listed on *Our Partners* webpage

### SPACE RECOGNITION

Logo added to Annual Partner feature wall in our new facility

Logo added to Annual Partner feature wall in our new facility

### DIGITAL MEDIA

Featured for four (4) months in our facility + One (1) mention in our E-Newsletter

Featured for two (2) months in our facility

### INSTALLATION

Featured on (1) fleet vehicle wrap

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### EARLY ACCESS

Early access to volunteer opportunities during our peak seasons

Early access to volunteer opportunities during our peak seasons

### PARTNER TOOLKIT

Co-branded assets to promote partnership

Co-branded assets to promote partnership

### IMPACT REPORT

Year-In-Review written impact report - or - 30-second Year-In-Review video impact report

A Year-In-Review written impact report



*Hope Giver*  
**\$25,000+**

*Advocate*  
**\$10,000+**

### ANNUAL END HUNGER GALA

Reserved seating for **eight (8) guests**

Reserved seating for **six (6) guests**

### ANNUAL REPORT

Recognition in our Annual Report

Recognition in our Annual Report

### SOCIAL MEDIA

Featured in six (6) posts  
on one platform

Featured in four (4) posts  
on one platform

### WEBSITE

Listed on *Our Partners* webpage

Listed on *Our Partners* webpage

### SPACE RECOGNITION

Logo added to Annual Partner feature  
wall in our new facility

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### DIGITAL MEDIA

Featured for one (1) month in our facility

Featured for two (2) months in our facility

### INSTALLATION

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### EARLY ACCESS

Early access to volunteer opportunities  
during our peak seasons

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### PARTNER TOOLKIT

Co-branded assets to promote partnership

Co-branded assets to promote partnership

### IMPACT REPORT

A Year-In-Review written impact report

A Year-In-Review written impact report

Community Builder  
**\$5,000+**

Supporter  
**\$1,000+**

### ANNUAL END HUNGER GALA

Reserved seating for **four (4) guests**

Reserved seating for **two (2) guests**

### SOCIAL MEDIA

Featured in two (2) posts on one platform

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### WEBSITE

Listed on *Our Partners* webpage

Listed on *Our Partners* webpage

Positive Impact Ministries Inc. is a 501(c)(3) nonprofit organization under the U.S. Internal Revenue Code, so your donation will be 100% tax deductible as a charitable contribution.



## Real People. Real Impact.

Your sponsorship will provide immediate relief and contribute to the long-term goal of building a more food-secure community.

With your support, we can work towards a future where everyone has access to nutritious food and no child or adult goes to bed hungry in our city.



A photograph of a woman in a wheelchair being assisted by a volunteer. The woman in the wheelchair is wearing a grey t-shirt and a blue cap. The volunteer is wearing a blue t-shirt with a white cross logo and the text 'Positive Impact' and a blue cap. They are outdoors in a parking lot area. The image has a blue tint.

TOGETHER we can—and we will—  
re-imagine hunger relief in ST. PETE.

**THIS IS A CAMPAIGN  
ROOTED IN EACH OF US.**

**Positive Impact**  
MINISTRIES





## Impact

OVER **700** Families served every week

nearly **2 MILLION MEALS** in 2023

## Volunteers

OVER **400** Unique Volunteers in 2023

50+ Volunteers Every Saturday

## Finances

**DEBT-FREE** Organization

Over \$5 Million in Assets

## Funding Growth Categories

- ✓ Grants
- ✓ Corporate Sponsors
- ✓ Individual Donors





# impacting our neighbors



**John R. Jr.**

*"Receiving free groceries from Positive Impact every week at Tangerine Plaza means a great deal to me. It helps me and my neighbors who don't have transportation, and it helps with my grocery bill."*



**Kathleen A.**

*"Positive Impact always goes above and beyond. This past Christmas, they not only provided my family with a Christmas ham, they also ensured my three-year-old son had gifts under the tree Christmas morning."*



**Felicity J.**

*"I'm a single mom, a student at SPC, and a volunteer at Positive Impact, which is an amazing organization. Whenever I say my grace, I thank Positive Impact Ministries because it's where my food comes from."*



**Vincent D.**

*"I'm 19 years old. I grew up in the foster care system and in group homes. I feel like God brought me to Positive Impact. I love to serve at the grocery distribution event and give back to my community. It feels good and gives me a sense of belonging."*



**Jean S.**

*"I pick food up for myself, and my daughter, who has a family of eight. We've been through a lot of trials over the past two years. Karalynne has prayed for us; she has become like a sister to me. I love her so much. She and this place is a blessing to us."*



**Paul M.**

*"I was incarcerated for 10 1/2 months last year. I knew that I needed to turn my life around, or I'd be in prison or dead. Positive Impact is helping me change my life and get back on my feet again. They pray for me and give me food to eat. I'm not sure what I would do without their help."*

# Positive Impact MINISTRIES

ENDING HUNGER AND GIVING HOPE SINCE 2003

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(727) 865-8292

YourFriends@PositiveImpact.org

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**IMAGINE** THE IMPACT YOUR SUPPORT  
WILL HAVE ON A FAMILY FACING HUNGER.

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PositivImpact.org

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**ST. PETE**

hunger relief rooted in *dignity*