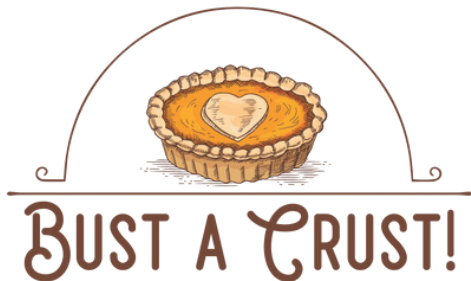




presented by

FROZEN BAKERY



benefitting



KICK OFF A SEASON OF GIVING WITH US!

The annual Bust-a-Crust Thanksgiving pie fundraiser supports our mission to provide seniors' with essential services.

The holiday season comes with many gifts, like time spent with loved ones and the chance to enjoy a hearty Thanksgiving meal together. Presented by Sara Lee, Bust-a-Crust is a one-of-a-kind fundraiser that combines a shared Thanksgiving tradition (delicious seasonal pie for dessert) with the opportunity to make meaningful impact on the seniors in our community.

Our mission at Meals on Wheels of Southwest OH & Northern KY is to provide essential services that promote the independence of seniors so they may remain in the comfort of their own homes. We reach 10,000 seniors every year by providing nutritious meals, transportation services, pet support, social and protective services and health and wellness programs to older adults in 13 counties.

ALL proceeds from Bust-a-Crust sponsorships, orders and gifts directly benefit the services we provide. Your support drives our mission in keeping seniors healthy, fed and safe—during the holiday season and all year long!



Scan to visit the
Bust-a-Crust
fundraiser webpage at
muchmorethanameal.org



THREE WAYS YOU CAN GIVE BACK WITH BUST-A-CRUST

Any way you slice it, you are helping to serve seniors in our community.

SPONSOR

Receive a bulk order of pies for your group, along with exclusive sponsor benefits and recognition as a partner of the Meals on Wheels mission to combat hunger and isolation for our region's 10,000 seniors.

SPONSOR BY: NOV. 1

ORDER

Place a bulk order of pies and enjoy free delivery the week of Thanksgiving—it's a great gift to give to your team members, clients or customers to show your gratitude and appreciation.

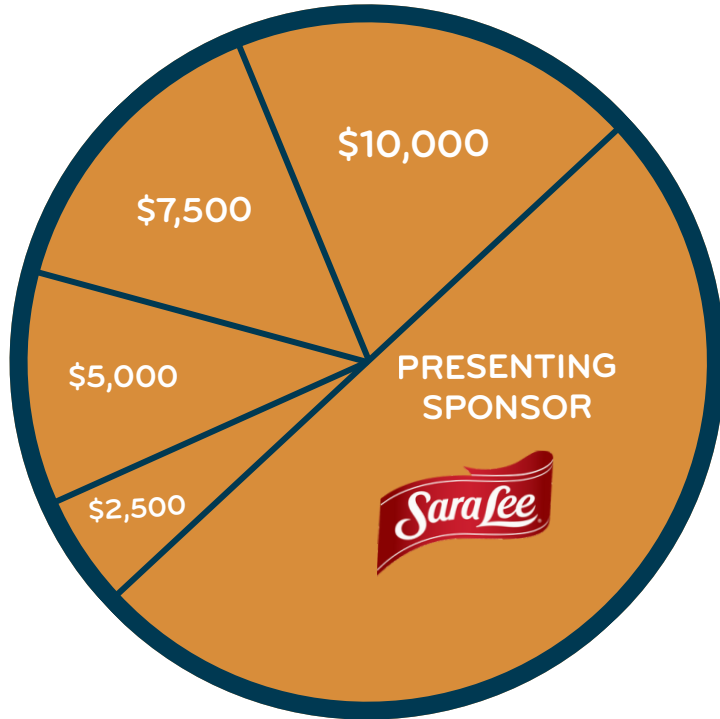
ORDER BY: NOV. 1

MAKE A GIFT

If pie is not part of your holiday palate, you can gift pies to seniors for Thanksgiving, or your gift can go towards supporting the services we provide all year long!

SPONSORSHIP OPPORTUNITIES

Every sponsorship level comes with pies and much more!



SPONSORSHIP LEVELS

\$2,500

- Company/organization logo on 6,000 individual pie boxes, event signage and our website
- Logo placement, mentions and tags on our social channels
- A variety of individual 10-inch pies by Sara Lee, provided to your organization for your teams or clients (up to 24 individual pies)

\$5,000

All of the above, PLUS

- Customized volunteer experience for your company/organization
- Sponsor spotlight in our quarterly newsletter sent to 5,000+ recipients
- Up to 48 individual pies

\$7,500

All of the above, PLUS

- Opportunity for your corporate team to experience the impact Meals on Wheels makes on seniors every day
- Customized engagement experience at our brand new Over-the-Rhine Senior Center near Findlay Market for activities with our seniors
- Up to 72 individual pies

\$10,000

All of the above, PLUS

- Opportunities to join media appearances for Bust-a-Crust, as available
- Invitation to lunch with seniors in our health and wellness programs
- Table for 10 at our signature event, the Meals Madness Gala on March 18, 2026
- Up to 96 individual pies

SPONSORSHIP BENEFITS

- *Bulk order of pies by Sara Lee for your family, group or organization*
- *FREE delivery before Thanksgiving*
- *Recognition in our digital and print content as soon as you lock in your sponsorship, beginning as early as July*
- *Recognition as a partner of the Meals on Wheels mission to serve seniors*

LOCK IN YOUR SPONSORSHIP BY: NOV. 1

CONTACT Chelsea Eifert, Events & Partnerships Manager, at ceifert@muchmorethanameal.org

BAKED WITH GOODNESS

Bust-a-Crust features three of Sara Lee's favorite frozen pie flavors.



PUMPKIN



PECAN



APPLE

HOW BUST-A-CRUST WORKS

Tell us how you would like to be a part of it—we will do all the rest!

We will collect your order details based on your sponsorship level, or you can place a bulk order with us online (minimum of 12 pies per order). All pie orders must be placed by Nov. 1, 2025.

Before we package up the pies, Girl Scouts of Western Ohio troops help us slice pies to give to seniors. Each of our clients who receives home-delivered meals will receive a slice with their weekly meal delivery, and we will send pies to our senior center partners as well to serve during group meals for Thanksgiving.

The Meals on Wheels team and dozens of generous volunteers from the community will gather at Hyde Park Community United Methodist Church the Saturday before Thanksgiving to assemble thousands of pie boxes. We will unpack pies, build the pie boxes and prep them for transport and delivery. We will keep the pies in cool storage over the weekend and deliver them directly to you on Nov. 24, 25 or 26, right before Thanksgiving.

The Bust-a-Crust fundraiser is a true collaboration of community and philanthropy. Together, we ensure everyone from our seniors to our sponsors to our volunteers has a fulfilling Thanksgiving holiday!



SPONSORSHIP BENEFITS

Additional details about partnering with us for your sponsorship.

PRINT AND DIGITAL CONTENT

- Bust-a-Crust pie boxes
 - Logo placed on up to 6,000 boxes
- Event signage
- Logo/sponsor recognition during our volunteer packaging event
- Our website: muchmorethanameal.org
- Our social channels: Facebook, LinkedIn and Instagram
- Our “Friends at the Door” newsletter
 - Distributed quarterly
 - 5,000+ recipients
 - Available in print and online, shared on our social channels



Stickers with sponsor logos accompany every box of pie we deliver.

VOLUNTEER OPPORTUNITIES

- Experience the impact of the services we provide firsthand in a customized experience
- Bring your group to our production facility for corporate give-back days
- Volunteer activities typically include:
 - Assembling snack boxes
 - Packing pet food for pet-owning clients
 - Preparing meals in our kitchen
 - Preparing meals for distribution
 - Decorating birthday bags and delivering surprise goodies directly to seniors
 - Playing bingo with seniors
- Customize a volunteer day or special event for seniors at Over-the-Rhine Senior Center
- Join a group of seniors for lunch at a local restaurant during one of our health and wellness group outings



First Financial Bank team members volunteering at our production facility in 2024.

MEALS MADNESS GALA

- March 18, 2026, at Cintas Center at Xavier University
- March Madness-themed event with plated dinner, drinks on the concourse, silent auction, awards and special program



Guests enjoying private access to the concourse of Cintas Center at our 2025 Meals Madness Gala.