



SERVING
NOURISHING
MEALS TO ALL

masbia

Tent of Abraham Society

Since 2005, we at Masbia Soup Kitchen Network have seen our community come together to help others who find themselves in desperate need of food. Through serving hot, healthy, kosher meals to over 500 people every day and providing hundreds of weekend pantry bags, Masbia relies on your support to continue feeding our neighbors and keep our community strong.

This past year the needs for those in our community have increased, and so has the cost of providing for these needs. In light of this steady increase, we are asking you to join Masbia's inaugural monthly giving society, the **Tent of Abraham Society**. Your monthly, sustaining contribution will establish you as a founding member of this society. These reliable, monthly gifts will allow Masbia to better budget and plan our meals without worrying when money will be coming in.

As Masbia prepares to celebrate our 10th anniversary in 2015, it is important that we consider not only what we are currently doing but also what we need to do in the future. Over the next year we will be celebrating our past achievements, providing for the current needs of our clients, and looking into the future to ensure that Masbia can continue to fight hunger for hundreds of New Yorkers. The formation of the Tent of Abraham Society is one step towards ensuring Masbia's future ability to help our neighbors in need.

Please consider becoming part of this pivotal year by joining Masbia's Tent of Abraham Society. On the reverse is a pledge card for your consideration. Please contact Beau G. Heyen, Chief Development Officer, at 718-972-4446 x202 or beau@masbia.org for further information regarding our Tent of Abraham Society and other opportunities.



Benefits of Monthly Giving

Makes sense for donors – Your lives are already designed around monthly payments and because you are able to give small amounts instead of one large check, it's far less noticeable.

Build better relationships with donors – The long-term benefit of having a monthly giving program is that it improves the donor/organization relationship. Communication is improved because Masbia is not always asking you, the donor, for money. Instead, the focus is on reporting back on how your gifts have made a real difference to the mission of the organization, feeding New Yorkers in need. Also, giving on a regular basis and the good feeling that comes along with it often translates into a real commitment to the organization, with many donors becoming real advocates for the cause.

Establish predictable income – Of course, the benefit of this additional revenue is in more than just its value; it's in its predictability. Having guaranteed income each month allows Masbia to better plan and implement programs, marketing, and events. Even with just a few monthly donors, the revenue can be counted on to be there every month.

Lower admin costs – Each donor that signs up also gives Masbia the added benefit of lower admin costs. Because monthly donors give automatically, Masbia does not need to continually solicit them, and because they give longer, we don't need to find as many new donors. This all translates into reduced administrative costs, postage, and marketing.

What is the Tent of Abraham

At first, as you look at Masbia's logo, you may not notice that what appears to be an M is actually a representation of the Tent of Abraham. The Tent of Abraham was open to the four winds, a safe place of hospitality towards strangers and engagement with them.



Masbia's co-founders, Mordechai Mandelbaum and Alexander Rapaport, had a vision of a clean, well-lit and attractive place where men, women, and children in need could eat nourishing kosher meals daily for free. As inspiration, the symbolic reminder of this vision, the tent of Abraham was integrated into Masbia's logo.

Now serving over 500,000 meals a year, Masbia continues to live as a modern day Tent of Abraham to New Yorkers in need. The Tent of Abraham Society was designed to invite you, the donor, deeper into our mission.



For more information about Masbia's Tent of Abraham Society, or other ways to support Masbia, please contact:

Beau G. Heyen
Chief Development Officer
718-972-4446 x202
beau@masbia.org

- Yes!** Count me/us in! I/We want to join the Tent of Abraham Society and support Masbia with a monetary gift.
- No, I'm not ready to become a monthly giver, but please accept a one-time gift.

Name(s): _____ Phone: _____ Cell Home Work

Address: _____ City/St/ZIP: _____

Email: _____ Will your employer match your gift? Yes No

I'd Like to pay:
 Monthly, as a member of the Tent of Abraham Society*
 Now, as a one time gift.

\$ _____

*I understand payment will be processed in equal installments, on the first business day of each month or quarter, unless I specify otherwise to Masbia.

Payment Method:

- Cash Check payable to Masbia
- Visa Mastercard Discover American Express

Card # Exp. Date

Signed: _____

- I wish for my gift to remain anonymous on all public acknowledgements.
- I would like someone to contact me about this or a future gift.

If your credit card billing address is different than your preferred mailing address, please let us know.

Tent of Abraham Society

Levels of Giving

|  | | Benefits | | | | | | | | |
|---|--------------------------------------|--|---------------|---|-------------------|--|---|---|---------------|--|
| | | Name printed in annual report & online | Masbia Apron* | Purim cards to send to your friends and family* | Free cookbook(s)* | Ticket(s) to annual recognition breakfast* | Cooking lesson with Masbia Chef Ruben Diaz & celebrity chef | Name will be engraved on an honorary plaque | Naming rights | Official Ribbon Cutting |
| Partner Circle | | | | | | | | | | |
| Bronze | One time annual gift of \$100 | X | | | | | | | | |
| Silver | \$10/month or \$120/annually | X | | | | | | | | |
| Gold | \$25/month or \$300/annually | X | | | | | | | | |
| Platinum | \$50/month or \$600/annually | X | | | | | | | | |
| Ambassador Circle | | | | | | | | | | |
| Bronze | One time annual gift of \$1,000 | X | X | X | | | | | | |
| Silver | \$100/month or \$1,200/annually | X | X | X | One | | | | | |
| Gold | \$250/month or \$3,000/annually | X | X | X | Two | | | | | |
| Platinum | \$500/month or \$6,000/annually | X | X | X | Three | | | | | |
| Visionary Circle | | | | | | | | | | |
| Bronze | One time annual gift of \$10,000 | X | X | X | Two | | | X | Group | |
| Silver | \$1,000/month or \$12,000/annually | X | X | X | Two | | | X | Group | Wall plaque, one location |
| Gold | \$2,500/month or \$30,000/annually | X | X | X | Two | | | X | Group | Chair, one location |
| Platinum | \$5,000/month or \$60,000/annually | X | X | X | Two | | | X | Group | Table, one location |
| Legacy Circle | | | | | | | | | | |
| Bronze | One time annual gift of \$100,000 | X | X | X | Three | | | X | Individual | Wall plaque, one location |
| Silver | \$10,000/month or \$120,000/annually | X | X | X | Three | | | X | Individual | Wall (large), one location Pantry Bag Program |
| Gold | \$25,000/month or \$300,000/annually | X | X | X | Three | | | X | Individual | Wall (large), one location Dinning Room |
| Platinum | \$50,000/month or \$600,000/annually | X | X | X | Three | | | X | Individual | Wall (large), all locations Central Kitchen |

* Fair market value for this gift will be deducted from your tax deductible amount.



Tent of Abraham Society

Levels of Giving

How can I join?

To become a founding member of Masbia's Tent of Abraham Society, please complete a pledge sheet and mail to Masbia Soup Kitchen Network; P.O. Box 191181; Brooklyn, NY 11219.

What are the levels of giving?

Donors are assigned to a leadership circle based on their cumulative, annual gift. Each leadership circle provides standard benefits; however, four levels of giving (Bronze, Silver, Gold and Platinum) have been established for each leadership circle, see *Why are there different levels of giving?* above for more information. For a complete listing of levels and benefits, please see the reverse of this sheet.

Partner Circle

Annual gifts over \$100

All Partner Circle Members Receive name printed in annual report and online at www.masbia.org.

Bronze Level: One time annual gift of \$100

Silver Level: \$10/month or \$120/annually

Gold Level: \$25/month or \$300/annually

Platinum Level: \$50/month or \$600/annually

Ambassador Circle

Annual gifts over \$1,000

All Ambassador Circle Members Receive Purim cards to send to your friends and family*, Masbia Apron*, and name printed in annual report and online at www.masbia.org.

Bronze Level: One time annual gift of \$1,000

Silver Level: \$100/month or \$1,200/annually

Silver Level Members also receive one free cookbook as part of our annual cookbook campaign*

Gold Level : \$250/month or \$3,000/annually

Gold Level Members also receive two free cookbooks as part of our annual cookbook campaign*

Platinum Level: \$500/month or \$6,000/annually

Platinum Level Members also receive three free cookbooks as part of our annual cookbook campaign*

Visionary Circle

Annual gifts over \$10,000

All Ambassador Circle Members Receive two free cookbooks as part of our annual cookbook campaign*, ticket(s) to Masbia's annual recognition breakfast*, group cooking lesson with Masbia Chef Ruben Diaz and/or invited celebrity chef, Purim cards to send to your friends and family*, Masbia Apron*, and name printed in annual report and online at www.masbia.org.

Bronze Level: One time annual gift of \$10,000

Silver Level: \$1,000/month or \$12,000/annually

Silver Level Members also your name will be added to an honorary plaque at one location of your choice

Gold Level : \$2,500/month or \$30,000/annually

Gold Level Members also receive an honorary plaque on a chair stating "The comfort at this chair is made possible by..."

Platinum Level: \$5,000/month or \$60,000/annually

Platinum Level Members also receive an honorary plaque on one table stating "Dinner at this table is sponsored by..."

Legacy Circle

Annual gifts over \$100,000

All Legacy Circle Members Receive special access to high profile public officials and celebrities, three free cookbooks as part of our annual cookbook campaign*, ticket(s) to Masbia's annual recognition breakfast*, private cooking lesson with Masbia Chef Ruben Diaz and/or invited celebrity chef, Purim cards to send to your friends and family*, Masbia Apron and name printed in annual report and online at www.masbia.org.

Bronze Level: One time annual gift of \$100,000

Bronze Level Members also receive

Silver Level: \$10,000/month or \$120,000/annually **(Only Two available)**

Silver Level Members also receive naming rights to one of our pantry bag programs.

Gold Level: \$25,000/month or \$300,000/annually **(Only Two available)**

Gold Level Members also receive naming rights to one of our dining rooms, an honorary plaque at your sponsored location, and an official ribbon cutting in your honor at your designated dining room.

Platinum Level: \$50,000/month or \$600,000/annually **(Only One Available)**

Platinum Level Members also receive naming rights to our central kitchen, an honorary plaque at all Masbia locations, and an official ribbon cutting in your honor at the central kitchen.

* Fair market value for this gift will be deducted from your tax deductible amount.

Please contact Beau G. Heyen, Chief Development Officer, at beau@masbia.org or 718-972-4446 x202 for more information.



Tent of Abraham Society

Frequently Asked Questions

What is the Tent of Abraham Society?

Named in honor of Masbia Soup Kitchen Network's logo, the Tent of Abraham Society has been created to honor and recognize those individuals who provide monthly, sustaining financial support to the general operating fund of Masbia Soup Kitchen Network. Monthly donations given to the general operating fund provide Masbia the ability to designate funds where needed to meet the basic needs of our community, including providing hot, kosher meals to over 500 individuals every day, supplying hundreds of families with weekly pantry bags, paying staff, or maintaining our facilities. Through giving financial gifts to the Tent of Abraham Society, you, as a donor and supporter, allow Masbia leadership to designate funds where they are most needed.

Why is Masbia looking for monthly givers?

Monthly giving provides a steady and cost-effective source of income to Masbia. And because your monthly donation is processed automatically, you help us reduce our costs—which allows us to fund more programs and help more New Yorkers in need.

How does it work?

As a monthly donor, you are allowing Masbia to make a credit card donation every month. After you make your initial donation, future donations will be charged every month to your credit card. For example, if you choose to make a monthly donation of \$50 today, your next donation of \$50 will be automatically charged to your account the first of the next month, and each subsequent month thereafter.

Why are there different levels of giving?

Donor levels are the natural progression from member to donor to major investor. As one moves up and through each level, their experience with Masbia becomes a more personal one, relying less on mail and telemarketing and more on personal contact. All levels of giving are recognized, with greater recognition opportunities granted to major donors, including printed name in annual reports and websites. High level donors will also be recognized at community events and through nomination in community awards. The levels of giving outlined above and in further detail on the next page are merely a beginning point and will adapt and change as the Tent of Abraham Society grows.

What if I want to change or refuse benefits for my donation?

No problem. We offer benefits as a way to show our appreciation for your support. In no way is it our desire to provide anyone with things they do not need or want. Donors may receive or deny any gifts outlined with a particular level.

How do I cancel or modify my monthly donation?

You may cancel or modify your monthly donation at any time, by contacting Masbia (see below). To ensure timely payments, please notify Masbia of any credit card updates or address changes.

How will I receive a record of my donations?

The amount and date of your monthly gift will appear on your credit card statement. You will receive an annual statement by mail with all your payment details in the first month of every year.

Will you share my information with others?

All donor information is protected and will not be shared with any third parties. Only names and giving levels will be referenced in print materials and on the website. If an occasion presents itself in which pictures are taken of donors, each donor will be asked to sign a release waiver for use in publications or on the website.

I would like my gift to be Anonymous and my name not listed on any materials/websites.

Please let us know your wishes when completing the attached pledge sheet and we will simply list your gift as Anonymous.

Please contact Beau G. Heyen, Chief Development Officer, at beau@masbia.org or 718-972-4446 x202 for more information.