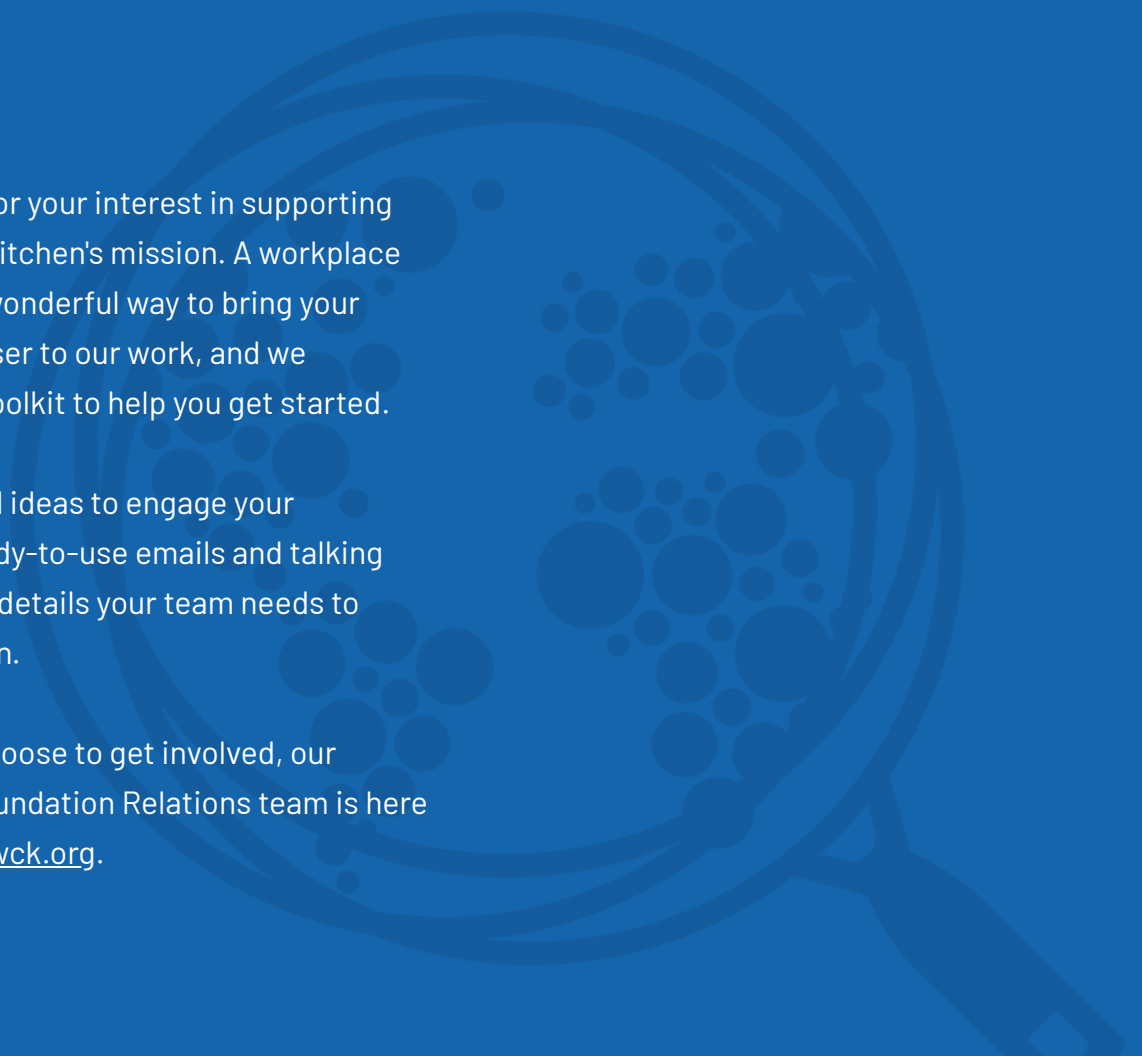


A woman in a black t-shirt and headwrap is cooking in a large pot over a charcoal fire. She is wearing a black t-shirt with the World Central Kitchen logo and yellow sleeves. The background shows other people and trees, suggesting an outdoor cooking area.

2026 CORPORATE TOOLKIT

Together, we feed the world





We're grateful for your interest in supporting World Central Kitchen's mission. A workplace campaign is a wonderful way to bring your community closer to our work, and we prepared this toolkit to help you get started.

Inside you'll find ideas to engage your employees, ready-to-use emails and talking points, and the details your team needs to make a donation.

However you choose to get involved, our Corporate & Foundation Relations team is here to help: corp@wck.org.



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ABOUT WORLD CENTRAL KITCHEN

MISSION

World Central Kitchen is first to the frontlines, providing fresh meals in response to humanitarian, climate, and community crises.

FULL BOILERPLATE

Founded in 2010 by Chef José Andrés, World Central Kitchen (WCK) is a nonprofit organization that is first to the frontlines providing fresh meals in response to crises. Applying our model of quick action, leveraging local resources, and adapting in real time, WCK has served more than 880 million nourishing meals around the world.

When disaster strikes, WCK's Relief Team mobilizes with the urgency of now to start cooking and serving meals to people in need. By partnering with organizations on the ground and activating a network of local restaurants, food trucks, and emergency kitchens, WCK serves comforting meals to survivors of disasters quickly and effectively. To support regional economies, WCK prioritizes purchasing local ingredients to cook with or distribute directly to families in need.

We know that good food provides not only nourishment, but also comfort and hope, especially in times of crisis. Learn more at [**wck.org**](https://wck.org).

QUICK STATS

- 880+ million meals served since 2010.
- In 2025: 130+ million meals, 900 partners, 23+ countries, and 9+ million gallons of water.

For logos, co-branding, or review of materials, please reach out to: [**corp@wck.org**](mailto:corp@wck.org).

WHY IT MATTERS

A nourishing meal in a time of crisis is more than a plate of food. It's comfort, dignity, and hope. Your support does more than serve a meal today, it helps communities recover and get ready for what's next.

After two powerful earthquakes struck Venezuela in June 2026, WCK didn't stop at meals. We donated bakery equipment to a local partner, helping them produce thousands of loaves of bread a day, many of which complemented our food relief efforts. Together we help meet acute food needs and build a lasting impact.

With WCK's locally led approach, your support also keeps local businesses open, workers employed, and dollars circulating in disaster-stricken communities. That support helps communities recover on their own terms.

When your employees give together, they become part of that work.

WAYS TO ENGAGE YOUR EMPLOYEES

Company Match

A company match is a powerful way to grow your workplace campaign. It multiplies every employee's gift, gives your team a real reason to give now, and shows your company's commitment right alongside your employees'.

That commitment can reach further, too. In lieu of holiday or end-of-year gifts for employees, consider making a donation to WCK in their honor.

Bring the mission to life

The more connected employees feel to the work, the more they want to be part of it. A few ideas to bring WCK closer to your team:

- **Lunch & Learn.** Invite WCK to join your team for a virtual conversation about how we respond when a crisis occurs.
- **We Feed People screening.** Host a screening of the documentary that follows WCK's work over the years, then open it up for conversation.
- **ERG collaborations.** Work with your Employee Resource Groups to connect WCK's mission to the communities and causes your people care about most.
- **Host your own volunteer event.** Some partners have created their own mission-inspired events, like taking a recipe from our cookbook for team meal-packing or cooking days.

We are here to help and inspire you. Reach out at: corp@wck.org.

Boost participation

Small incentives can turn interest into action: raffles or prize drawings for people who give or take part in an activity, team trivia, friendly department-versus-department competitions, or a donation on an employee's behalf for every person who joins a Lunch & Learn. The WCK Cookbook makes a great prize or raffle item too. People learn more about our mission, and because the author proceeds benefit WCK, the prize itself gives back.

AMPLIFY YOUR CAMPAIGN

A campaign does its best work when people hear about it more than once, and when they hear it from voices they know. Keep it easy to act on so giving is seamless. A few ways to spread the word:

Promote the match

If your company offers a match, say so early and often. Knowing a gift will be doubled is one of the strongest reasons employees give, so feature it in your announcements, reminders, and anywhere employees are deciding whether to take part. Make sure the match process is clear, so employees can take full advantage of it.

Use your own channels

Email, intranet, newsletters, Slack, Teams, etc., and screens or signage around the office. Repetition helps, and a message from leadership or a familiar face carries further. Put your donation link everywhere.

WCK Engagement

If you share your campaign publicly, WCK can engage with your posts from our own social handles. Make sure to tag us so we can follow along and cheer your team on.

Communications that use the WCK name or logo should be shared in advance of use with our Corporate & Foundation Relations team for review and approval: corp@wck.org.



READY-TO-USE ASSETS

Everything here is a starting point. Copy it, adapt it, and make it sound like your company. We've grouped the below sample emails as a launch, a reminder, a final push, and a thank-you, but use whatever fits your timeline and voice. And when you share your impact, a WCK story or photo alongside your numbers goes a long way. A total shows the scale of what your team did together, and a story reminds everyone that meals reached real people.

Find our "Benefitting WCK" logos here: [**Benefitting WCK Logos.**](#)

For photos, browse our Flickr album at [flickr.com/people/wckitchen/](https://www.flickr.com/people/wckitchen/); please refrain from using images of our Founder Chef José Andrés as his image is managed separately from WCK.



SAMPLE GIVING AMOUNTS

These examples help show the kind of impact a gift can make. They're a way to make giving feel tangible and encouraging, not a breakdown of how each gift is spent.

- Every \$5 helps provide a fresh plate of food to a neighbor in need.
- \$25 can deliver a week of meals for someone facing a crisis.
- \$100 can fuel a week of rapid response with local ingredients and daily meals.
- \$250 can provide a full month of nourishment for a family of four.
- \$500 can feed 25 people with hot meals prepared by local chefs.

SAMPLE EMAILS

LAUNCH → REMINDER → FINAL PUSH → THANK YOU

LAUNCH

Subject: We're teaming up with World Central Kitchen

Hi team,

We're excited to kick off our giving campaign benefiting World Central Kitchen, a nonprofit that's first to the frontlines with fresh meals when crisis strikes. From hurricanes to conflict zones, WCK shows up with food, comfort, and hope for communities that need it most.

With our support, WCK can respond fast, no matter where or when a crisis hits.

For the next [campaign length], every gift you make helps provide nourishing meals to families in crisis. [If your company offers a match: And [Company] will match every dollar, so your gift goes twice as far.]

Give here: [donation link]

Thank you for being part of this.



REMINDER

Subject: There's still time to give

Hi team,

Our World Central Kitchen campaign is well underway, and together we've already [shared a milestone, e.g. "reached 40% of our goal"]. Thank you to everyone who's given so far.

If you haven't yet, there's still time. Every \$5 helps provide a fresh, nourishing meal to a neighbor in crisis. [If matching: And remember, [Company] will match your gift.]

Give here: [donation link]



FINAL PUSH

Subject: Last chance to make your gift count

Hi team,

Our giving campaign for World Central Kitchen closes [date]. This is your last chance to be part of it.

Every gift, of any size, helps WCK serve fresh meals to families when they need them most. [If matching: And with [Company]'s match, your impact doubles.]

Give here: [donation link]

Thank you for joining us in supporting WCK's mission.



THANK YOU (CAMPAIGN CLOSE)

Subject: Thank you, [team/Company]

Hi team,

Our giving campaign for World Central Kitchen has come to a close, and together we [raised \$X / provided X meals / reached our goal]. Thank you.

Every gift is a fresh meal for a family in crisis, and a sign that someone is showing up for them. That's what you made possible. [If matching: And with [Company]'s match, your impact went even further.]

Thank you for being part of this.

SLACK, TEAMS, OR INTRANET POSTS

Drop these into whatever internal channels your team uses.

1. LAUNCH POST

 We've teamed up with World Central Kitchen for our giving campaign! WCK is first to the frontlines with fresh meals when disaster strikes. For the next [length], your gift helps feed families in crisis. [Match line if applicable.] Give here: [link]

2. REMINDER POST

Still time to join our World Central Kitchen campaign  Every \$5 helps provide a nourishing meal to a family in crisis. [Match line if applicable.][link]

3. FINAL PUSH POST

 Last chance! Our WCK giving campaign closes [date]. Every gift helps serve fresh meals to communities in crisis. [link]

4. CLOSE OUT POST

That's a wrap on our World Central Kitchen campaign! Together we [raised \$X / provided X meals]. Thank you to everyone who gave. Want to keep following WCK's work? Follow @WCKitchen or learn more at wck.org.

SOCIAL COPY

Thought starters for your company's own public-facing channels.

- We're proud to support @WCKitchen, first to the frontlines with fresh meals when crisis strikes. Together with our team, we're helping serve communities when they need it most.

- Our team is giving back with @WCKitchen this [season/month]. From hurricanes to conflict zones, WCK shows up with food, comfort, and hope. [Company] is proud to be part of it.

- There's something powerful about a whole team showing up for the same cause. This [season/month], we came together to support @WCKitchen and the communities they serve.

- We're proud to stand together with @WCKitchen. Our team is supporting WCK because we believe no one should face disaster hungry, and we're grateful to be part of this mission.

TALKING POINTS

For leaders or anyone helping rally the team:

- World Central Kitchen is first to the frontlines, providing fresh meals in response to crises. Founded in 2010 by Chef José Andrés, WCK has served more than 880 million meals around the world.
- When disaster strikes, WCK moves with the urgency of now, often serving meals within hours.
- WCK works together with local restaurants, food trucks, and community kitchens, so support reaches families fast and helps local economies recover.
- On average, \$5 helps provide a fresh, nourishing meal to a family in crisis.
- Our campaign is a simple way to make a real difference together. [If matching: And every gift you make is matched by [Company].]



FAQ FOR EMPLOYEES

What is World Central Kitchen?

WCK is a nonprofit, founded in 2010 by Chef José Andrés, that's first to the frontlines providing fresh meals in response to humanitarian, climate, and community crises. It has served more than 880 million meals worldwide.

How do I give?

[Give through our company platform / at our campaign page: [link].] It takes just a few minutes.

If you'd prefer not to give online, you can also donate by check or other methods. Reach out to learn more.

Is my donation matched?

[If your company offers a match, explain briefly here.] You can also check whether your gift is eligible using WCK's matching tool, and if it is, you'll be walked through how to submit the request.

Where does my money go?

Your gift helps WCK respond to crises around the world with fresh, nourishing meals, and support that often continues long after the disaster.

Is my gift tax-deductible?

Yes. World Central Kitchen, Inc. is a 501(c)(3) organization (EIN 27-3521132), and gifts are tax-deductible within the guidelines of US law.

Can I give from outside the US?

Yes. WCK can accept gifts in several currencies through its US and Spain entities. Reach out to your team lead or corp@wck.org to learn more.

How can I volunteer with WCK?

Join WCK's Volunteer Corps at wck.org/volunteer. Because WCK's work follows disasters, volunteer opportunities open with little notice and can't be planned in advance, so signing up is the best way to be ready to help when the need is near you.

Do you have any corporate volunteering opportunities for me and my colleagues to coordinate?

We don't have formal corporate volunteer opportunities since almost all of our volunteer needs arise during disaster responses, directly in the field, and those are difficult to predict in advance. That said, we're always open to exploring ideas your company might have.

How can I stay connected to WCK's work?

Follow @WCKitchen on social and sign up for the WCK newsletter at wck.org/newsletter-signup.

THE DETAILS ON MAKING A DONATION

Everything you need to process a company gift or match. When you initiate a donation please email corp@wck.org so that we can record your gift to your organization.

Organization information

- Legal name: World Central Kitchen, Inc.
- EIN: 27-3521132
- 501(c)(3) nonprofit organization
- **W9**
- **990**

Ways to send a company gift or match

- Check: Make payable to World Central Kitchen, Inc. and mail to World Central Kitchen, PO Box 96538, Washington, DC 20090-6538
- ACH or wire: Our banking details are available here: **Ways to Donate**
- Invoice: If your company needs an invoice to process a gift or match, email corp@wck.org.



World
Central
Kitchen

YOUR WCK SUPPORT TEAM

Our Corporate & Foundation Relations team is here to help you shape your campaign, answer questions, and make sure your team has what they need along the way.

A quick reminder: anything that includes the WCK name or logo, needs review and approval. Please reach out with two days' notice.

However you choose to get involved, thank you for standing together with WCK to serve nourishing meals to communities in need. We can't wait to see what we build together.

Reach us any time at: corp@wck.org.

QUICK LINKS & RESOURCES

WCK website: wck.org

About WCK video: <https://youtu.be/tUOotFAdA2k>

WCK photo library: [flickr.com/people/wckitchen](https://www.flickr.com/people/wckitchen)

More on WCK's Relief efforts: wck.org/relief

Sign up & join WCK's Volunteer Corps: wck.org/volunteer

More on We Feed People, a documentary about WCK: wck.org/wefeedpeople

Order the WCK cookbook: wck.org/cookbook or at your favorite local bookseller

Follow WCK on social media



[LinkedIn](#)



[Tik Tok](#)



[X](#)



[Facebook](#)



[Instagram](#)



[YouTube](#)



APPENDIX: STARTING FROM SCRATCH

This section walks through the basics of running an employee campaign, from timing to platforms to matching. Every workplace is different, so think of this as a menu of ideas and starting points.

Employee giving is often made easy through payroll deduction, donating volunteer hours, or a one-time gift during a set campaign window. Naming WCK as a featured cause, or setting a shared goal, gives employees a simple, meaningful way to take part.

Most campaigns run two to four weeks, long enough to build momentum without losing steam.

A typical campaign at a glance

- 3 to 4 weeks out: Pick your dates and format, set a goal, and confirm whether your company will match.
- 1 week out: Tell your team it's coming. Line up your donation link, emails, and any leadership voices.
- Launch week: Send your launch email and post, and make the match impossible to miss.
- Mid-campaign: Share a progress update and a WCK story to keep momentum.
- Close: Send your final push, then thank everyone and share the impact.

CAMPAIGN FORMATS

Some of the most memorable campaigns pair giving with something active or social, boosting momentum:

- Month-long campaign. Anchor your giving to a month, weaving in weekly themes, stories, and updates.
- Giving Tuesday. Rally your team around the global day of generosity with a focused, time-bound push.
- Holiday and end-of-year giving. Tie your campaign to the season of generosity, when many employees are already thinking about giving back.
- Wellness or step challenge. Turn steps, miles, or workouts into a fundraiser, with employees collecting pledges or the company giving based on participation.

GIVING PLATFORMS AND HOW TO RUN YOUR CAMPAIGN

Here are the most common paths to encourage employee giving to WCK.

IF YOU ALREADY HAVE A GIVING PLATFORM

Many companies run employee giving through a platform like Benevity, Blackbaud (YourCause), Bonterra (CyberGrants), or Deed. If yours does, you can feature World Central Kitchen as a cause, set up a campaign page, and manage employee donations and your company match right where your team already gives. Search for World Central Kitchen, Inc. (EIN 27-3521132) to make sure gifts reach us.

IF YOU DON'T HAVE A PLATFORM

Our team can easily create a custom campaign microsite for your company, a simple, co-branded page where employees can give, track progress toward a shared goal, and see your match in action. Reach out to us so we can set up your page: corp@wck.org.

A few things to know about the microsite:

- We can report back on donations received and help you cross-reference them to process your company match.
- It supports giving through both our US and Spain entities, and can accept multiple currencies.
- The page language adjusts automatically to each visitor's browser settings.
- Offline gifts, like a check or a company match paid separately, can be added to your campaign total so everything is counted in one place.
- There are some tax and legal limits on international giving, which we're happy to walk through with you.
- Please note that some payment methods may not be available for donations in currencies other than USD.

COMPANY MATCH

Many companies choose to add a match, doubling or even tripling what employees give. If your company offers one, a match is one of the best ways to inspire participation.

WCK partners with Double the Donation to make it easy for employees to check their match eligibility. They can look up your company in **WCK's matching tool**, and if a match is available, the tool walks them through submitting the request to your company. One thing to know: the employee has to submit the request themselves, so a quick reminder to your team goes a long way in making sure matches don't go unclaimed.

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