
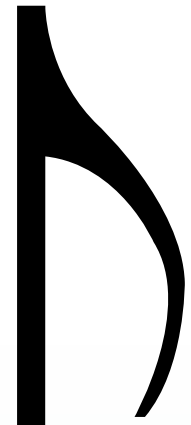




MadCAAP

12th Annual

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Tuesday, October 1, 2024

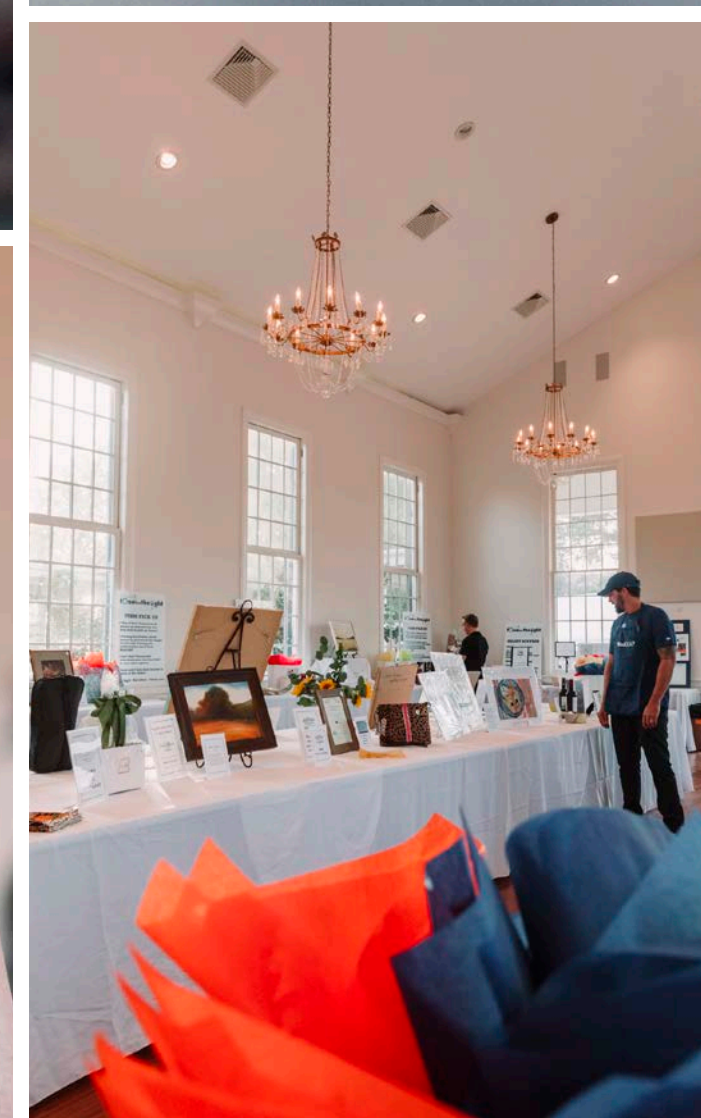
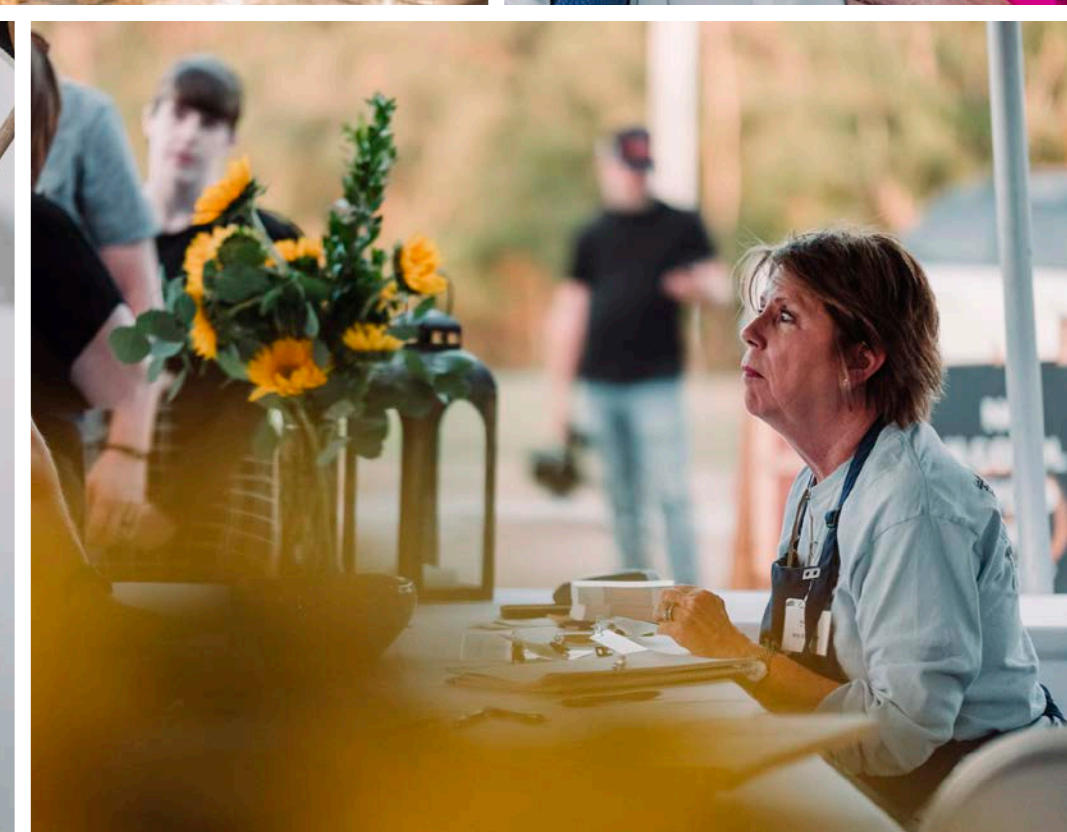
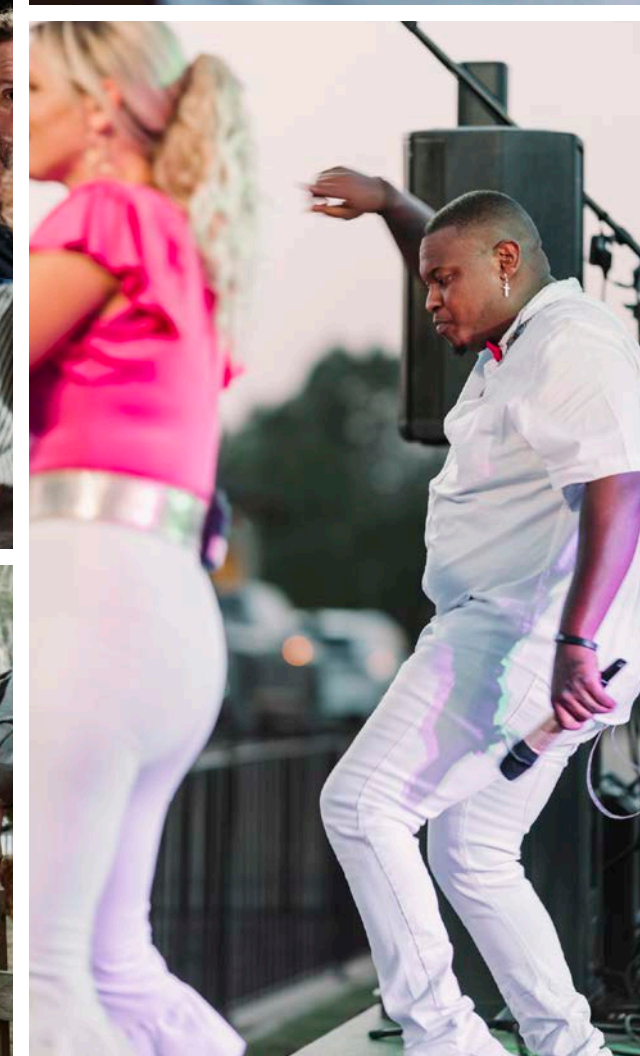




Photo by Monte Kraus



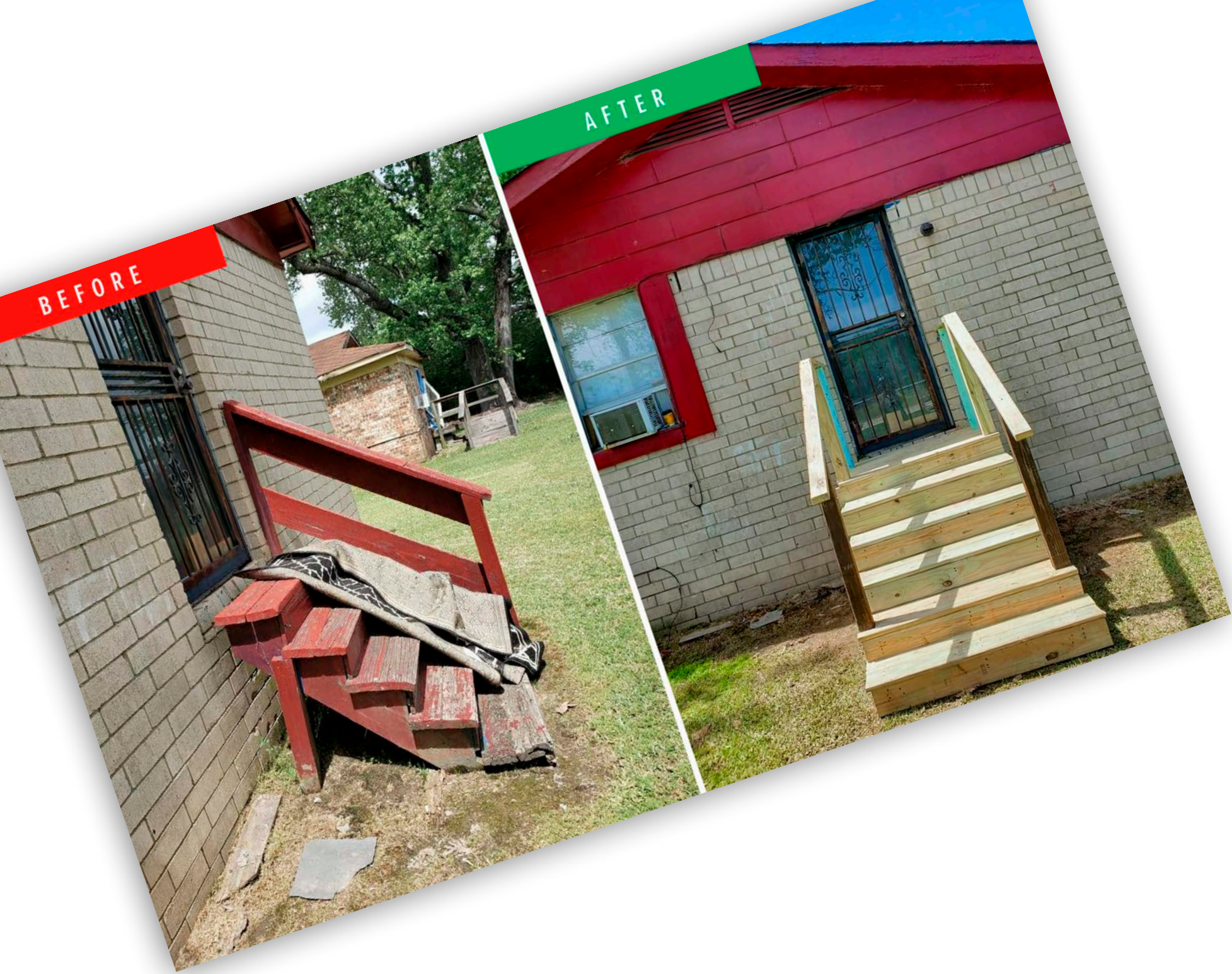
12th Annual Food for Thought

Bridlewood of Madison

Tuesday, October 1, 2024

6-9

www.madcaap.org/food-for-thought



Food For Thought is *MadCAAP's* one-and-only yearly fundraiser and can't-miss event.

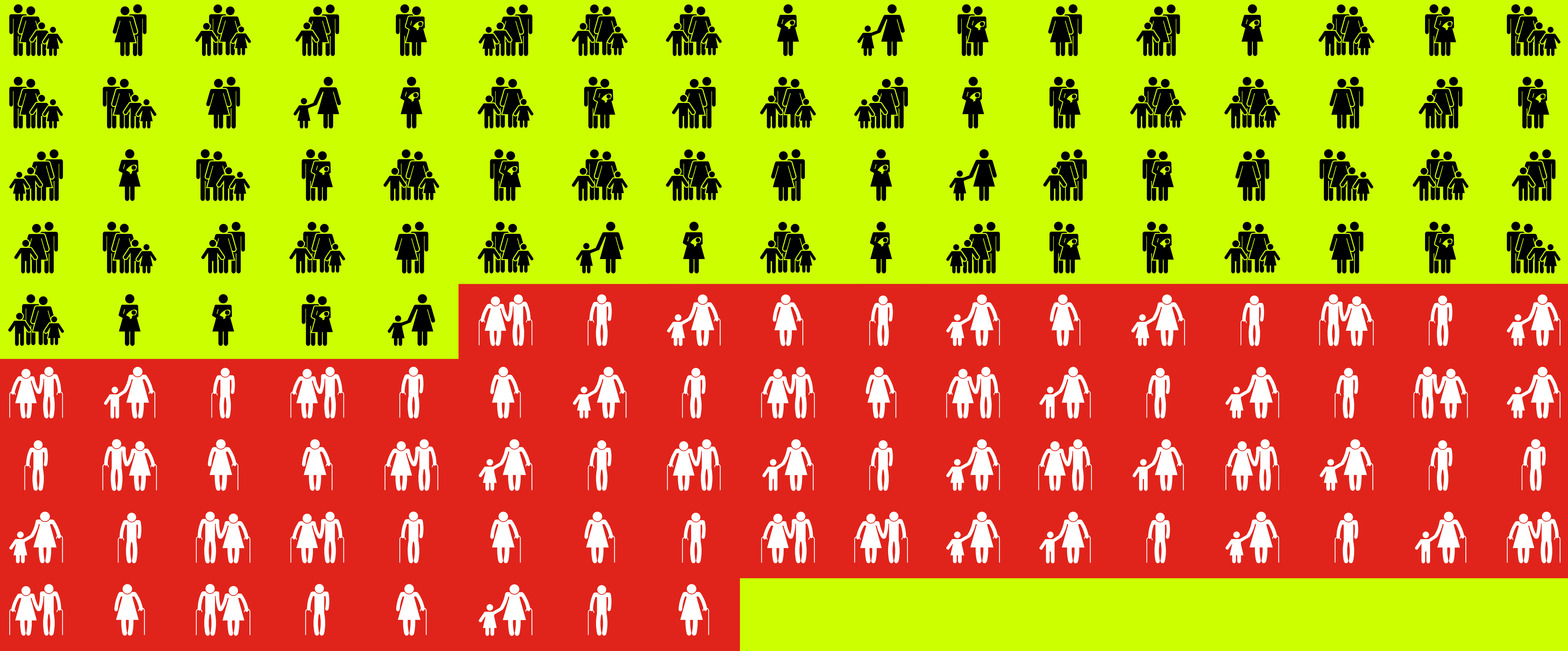
It takes place in the early evening of the first Tuesday of October in *Bridlewood of Madison*, located at 3024 MS-22, Madison, MS 39110.





The funds raised at **Food For Thought** are used by *MadCAAP* to keep our in-house programs going. Most importantly, this event raises awareness about poverty in Madison County. It is often a misconception that Madison County has no poverty. Still, truth be told, if you go out into the rural parts of the county, there are large pockets of deplorable poverty.

Weekly, MadCAAP distributes food to 144 families.

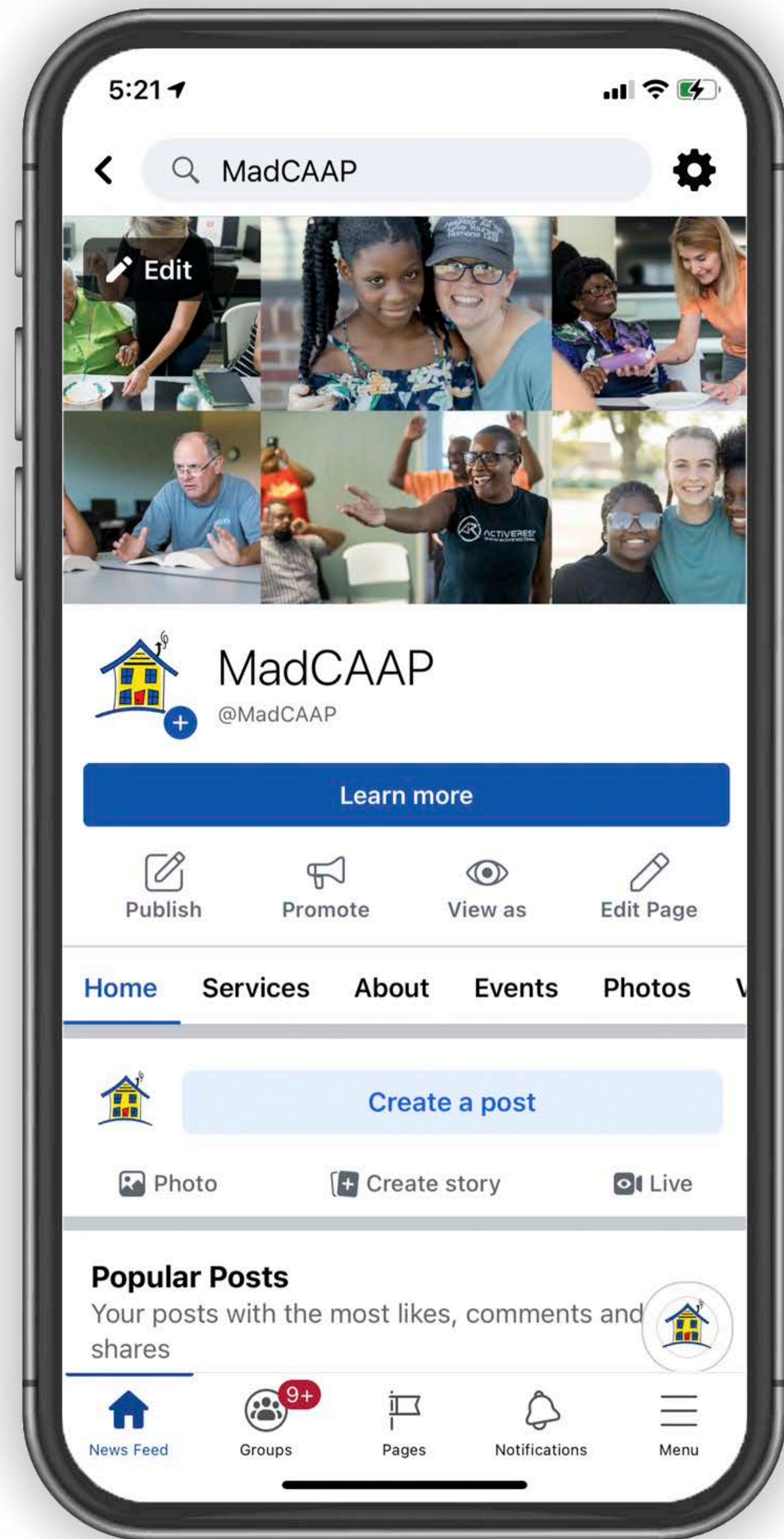


In 2023, 44% of our recipients were over the age of sixty.

REACH

Fall '22	Online Channel	Reach
	Facebook Page	37,263
	Facebook Ads	33,643
	Instagram Profile	3,726
	Website	3,309
	Total	77,941

Fall '22	Printed Publication	Circulation Per Publication
	Northside Sun Newspaper	98,900
	Northside Sun Magazine	46,500
	Madison County Journal	9,000
	Stages Magazine	60,000
	Eat Drink MS	40,000
	Total	254,400



Facebook

August 1, 2023 – October 31, 2023

MadCAAP

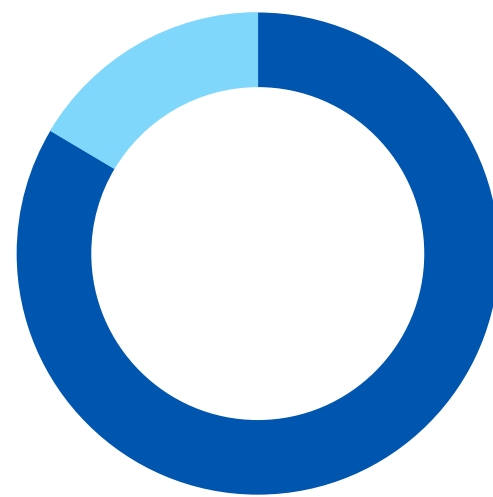
[f /MadCAAP](#)

3,958 Followers

Gender Breakdown*



*44.6% (1765) of MadCAAP's Facebook audience is within the ages of 35–54.



35-44

Gender	%
Female	21.1
Male	3.3

45-54

Gender	%
Female	23.5
Male	4.0

55-64

Gender	%
Female	17.2
Male	3.6

65+

Gender	%
Female	12.6
Male	3.1

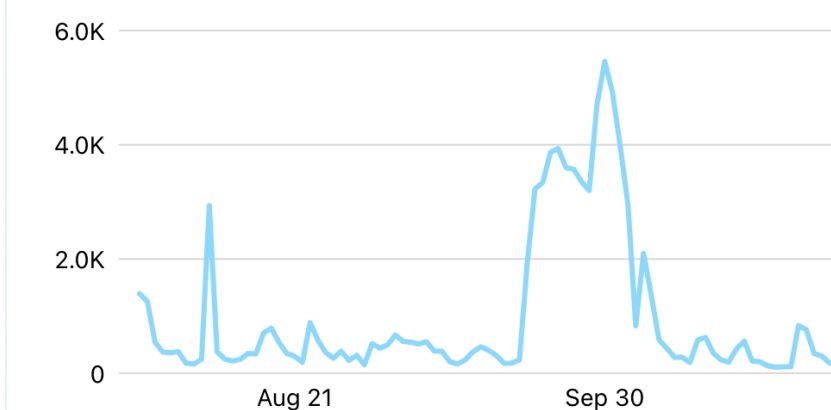
Top Cities

City	%
Madison	30.0
Jackson	7.6
Gluckstadt	6.8
Canton	6.3
Ridgeland	5.1
Brandon	2.9
Flowood	2.2
Flora	1.4
Pearl	1.0
Clinton	0.9

Engagement

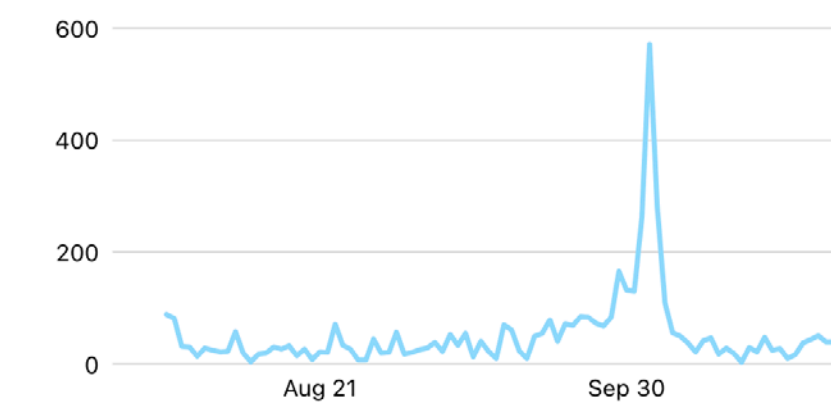
Facebook reach ①

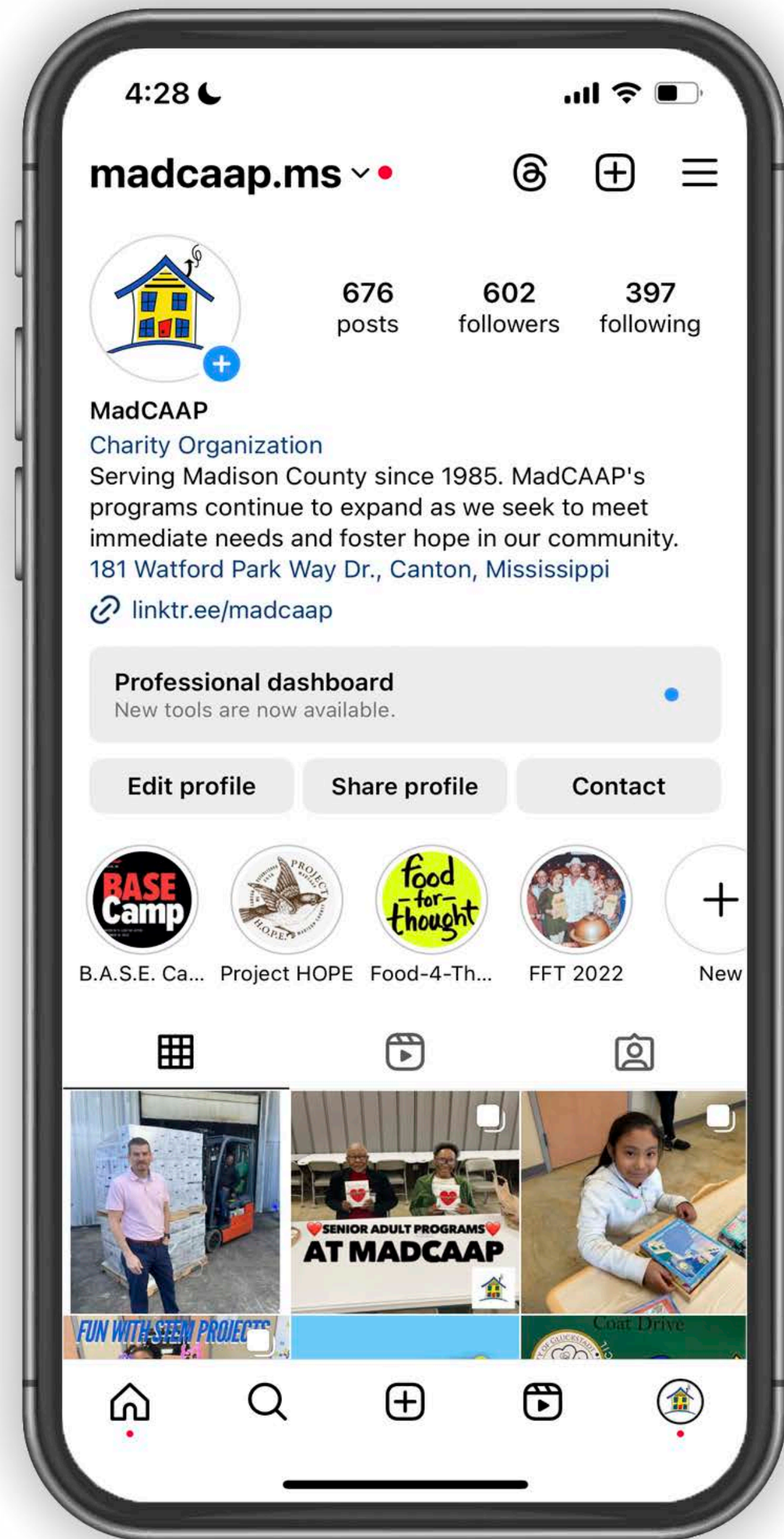
35,373 ↑ 224.1%



Facebook visits ①

4,735 ↑ 97.1%





Instagram

August 1, 2022 – October 31, 2022

MadCAAP

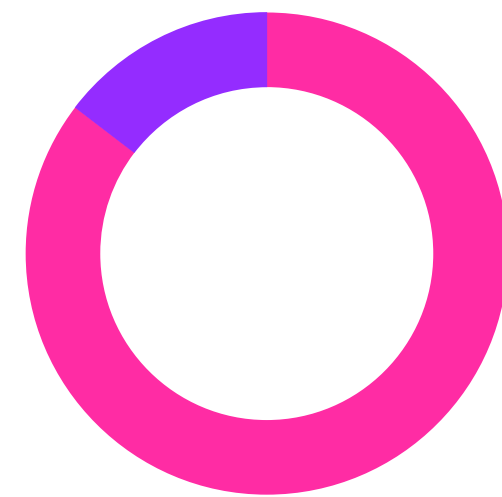
@/madcaap.ms

602 Followers

Gender Breakdown*

Gender	%
Female	85.5
Male	14.5

*47.5% (286) of MadCAAP's Instagram audience is within the ages of 35–54.



35-44

Gender	%
Female	25.2
Male	4.2

45-54

Gender	%
Female	22.3
Male	3.3

55-64

Gender	%
Female	15.0
Male	2.9

65+

Gender	%
Female	12.1
Male	1.4

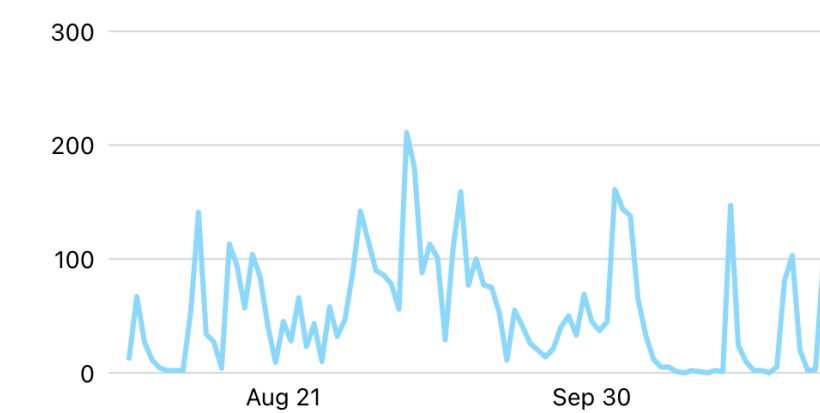
Top Cities

City	%
Madison	32.4
Jackson	11.6
Ridgeland	9.0
Gluckstadt	5.8
Canton	4.0

Engagement

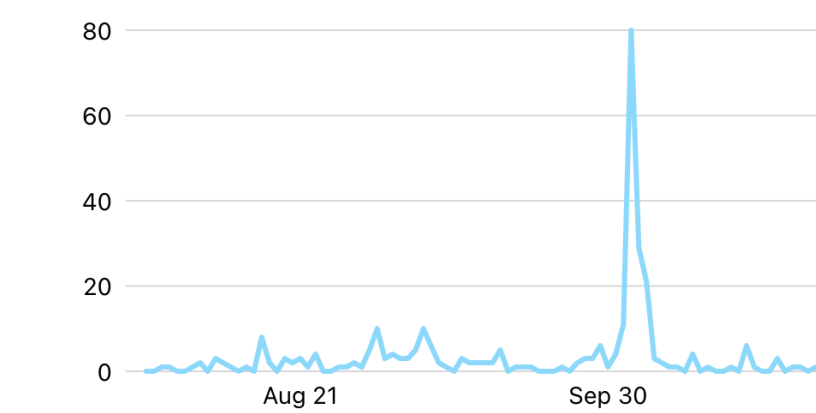
Instagram reach ⓘ

1,286 ↑ 139.5%



Instagram profile visits ⓘ

299 ↑ 309.6%





Website

www.madcaap.org

August 1, 2023 – October 31, 2023

Site sessions
2,883 ↑ 89%

Unique visitors
2,104 ↑ 74%

Sessions over time



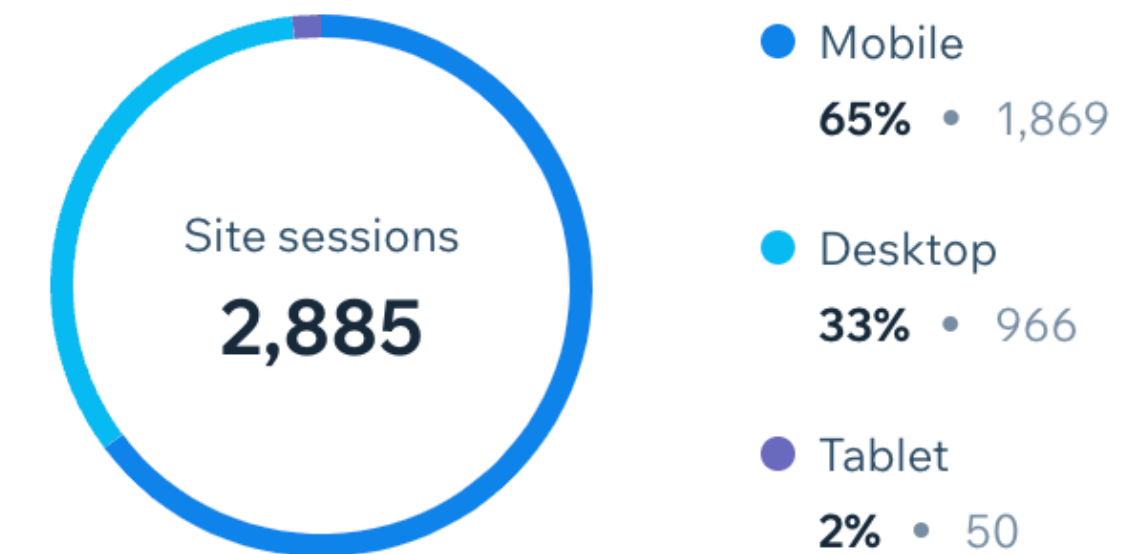
Sessions by traffic source

Traffic Source	Change	Sessions
Direct	↑ 105%	1,124
Google	↑ 69%	1,087
Facebook	↑ 550%	364
Bing	↑ 32%	86
paypal.com	↑ 533%	38

New vs returning visitors



Sessions by device



Sponsorship Opportunities

We're ready to celebrate 39 years of service!
Please join us in 2024 as a sponsor for our
12th Annual Food for Thought.

Sponsorship Levels

- + Grand
- + Diamond
- + Platinum
- + Gold
- + Silver



Grand Sponsor

10k

- + 20 Event Tickets
- + Your Logo on Digital Promotions at the Event
- + Logo on ALL Email Blast (Header)
- + Logo on Social Media
- + Logo on Event Website
- + Logo in Print Ads
- + Logo on Tickets
- + Logo on Event Banner
- + Total Marketing Reach 330,000

Diamond Sponsor

5k

- + 10 Event Tickets
- + Logo on Email Blast Footer
- + Your Logo on Digital Promotions at the Event
- + Logo on Social Media
- + Logo on Event Website
- + Logo in Print Ads

Platinum Sponsor

2.5k

- + 8 Event Tickets
- + Logo on Email Blast Footer
- + Your Logo on Digital Promotions at the Event
- + Name on Social Media
- + Logo on Event Website

Gold Sponsor

1.25k

- + 6 Event Tickets
- + Logo on Email Blast Footer
- + Your Logo on Digital Promotions at the Event
- + Name on Social Media

Silver Sponsor

0.5k

- + 4 Event Tickets
- + Your Name on Digital Promotions at the Event
- + Name on Email Blast Footer



12th Annual
food for thought

Tuesday, October 1, 2024

Bridlewood of Madison




Tuesday, October 1, 2024 from 6–9

www.madcaap.org/food-for-thought

Contact Us

181 Watford Parkway Drive
Canton, MS 39046
(601) 407-1404

www.madcaap.org/food-for-thought
foodforthoughtms@gmail.com

 / MadCAAP
 / madcaap.ms
 /@madcaapms

Mailing Address

PO Box 217
Canton, MS 39046
(601) 407-1404

Monday thru Wednesday

9:00a – 3:00p

Thursday

9:00a – 12:00p

Executive Director

Karen Robison
madcaap.ms@gmail.com

Marketing Director

Lesley Dill
madcaapinfo@gmail.com

Education Director

Katie Paczak
madcaapkids@gmail.com

Administrative Assistant

Gayla Hederman
madcaap.office@gmail.com

Officers

David Wright
President

Sharon Moulder
Treasurer

Glen Silverman
Secretary

Board of Directors

Dianne Anderson
Gary Anderson
Dan Grimmett
Glenn Helman
Paul McPhail
Addy Keith