

WCVB and The Greater Boston Food Bank
to host 7th annual

Day of Giving



All-day telethon fundraising event on September 18, 2025

September marks Hunger Action Month, and WCVB Channel 5 is once again joining forces with The Greater Boston Food Bank to raise much-needed funds to address food insecurity in our region.

The event highlights stories of hope across Eastern Massachusetts, and our mission to end hunger here. Scan the QR code to check out [last year's stories](#).



Did you know...

- 1 in 3 Massachusetts households faced food insecurity in 2024
- Last year, 1,500 people gave a gift during WCVB Day of Giving
- Day of Giving has provided 10 million healthy meals to families in Eastern Massachusetts

JOIN US!

Volunteer by answering phones or show your support with a donation.

Reach out to events@GBFB.org
for more information.



Day of Giving



Sponsor Benefits

Presenting Sponsor - \$50,000

- Acknowledgment as a presenting sponsor during exclusive on-air check presentation during a premium time slot
- Acknowledgment as a presenting sponsor on GBFB's website and social media throughout the day
- Post-event video clip of check presentation sent to sponsor for your use
- All the benefits associated with a Sustaining Sponsor

Sustaining Sponsor - \$25,000

- Exclusive on-air check presentation
- Post-event video clip of check presentation sent to sponsor for your use
- All the benefits associated with a Supporting Sponsor

Supporting Sponsor - \$15,000

- On-air check presentation, based on availability
- Name recognition on WCVB news ticker throughout the Day of Giving
- All the benefits associated with a Motivating Sponsor

Motivating Sponsor - \$5,000

- Gift acknowledgment on GBFB's website and social media
- In-studio phonebank volunteers in your own branded apparel

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