

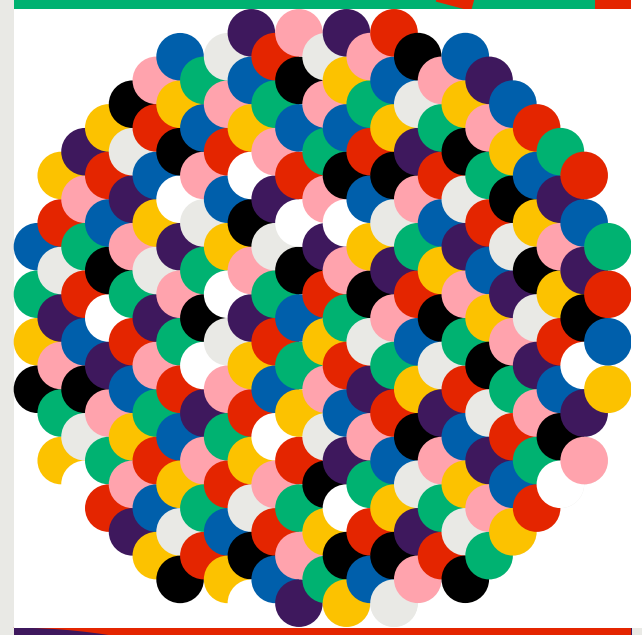


13th Annual

Food for Thought



CELEBRATING 40 YEARS





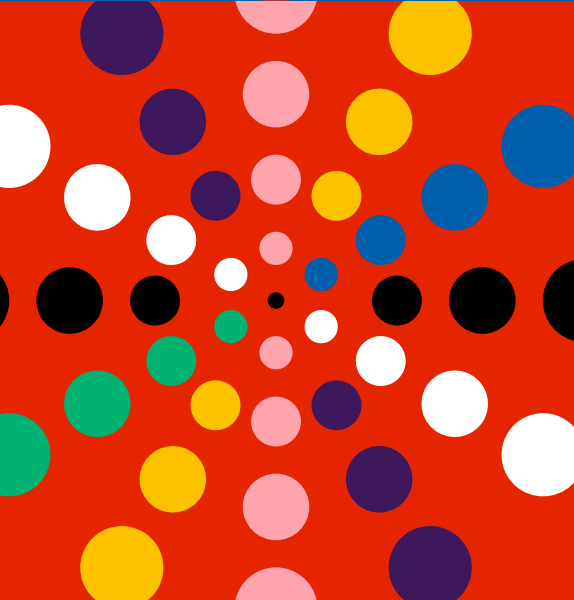
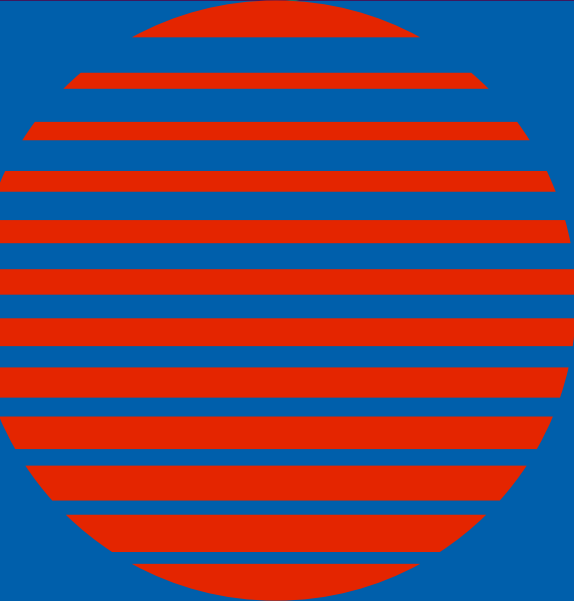
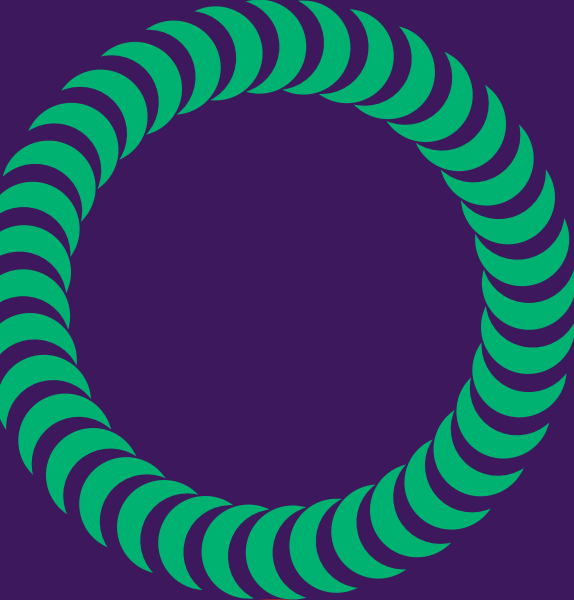
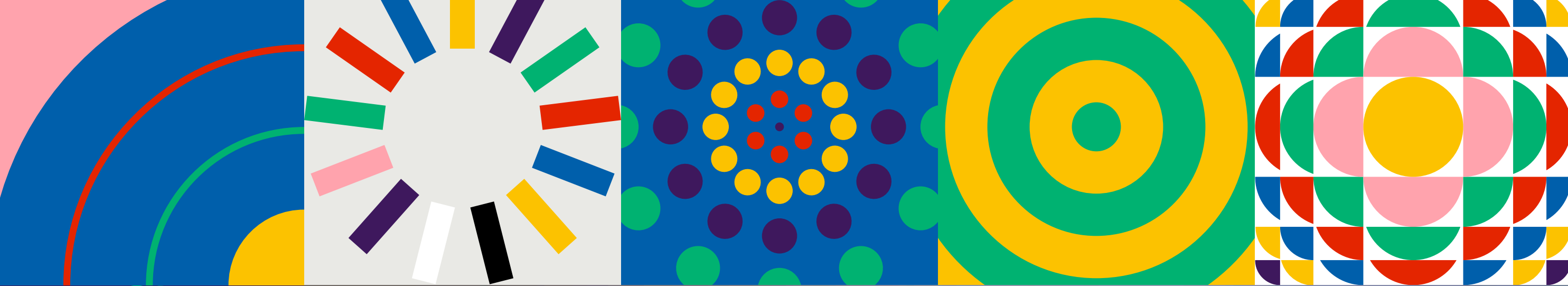
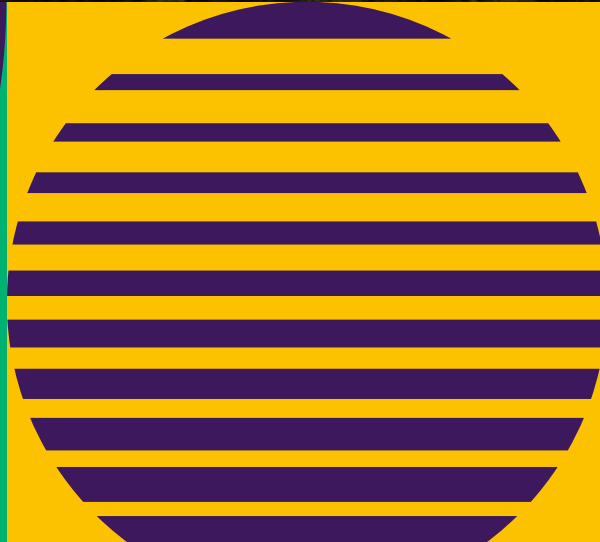
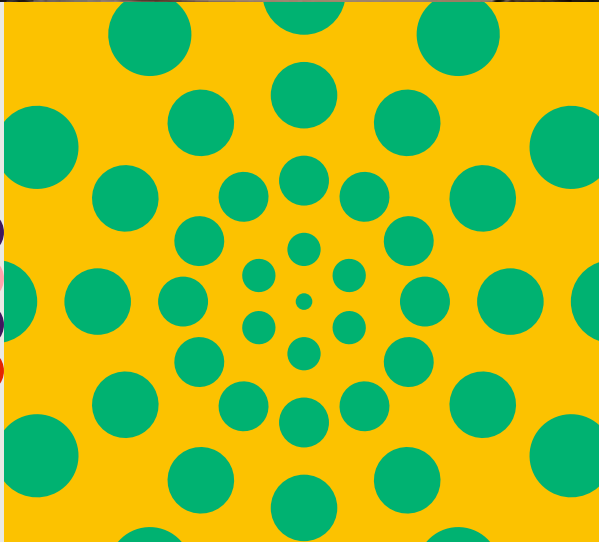
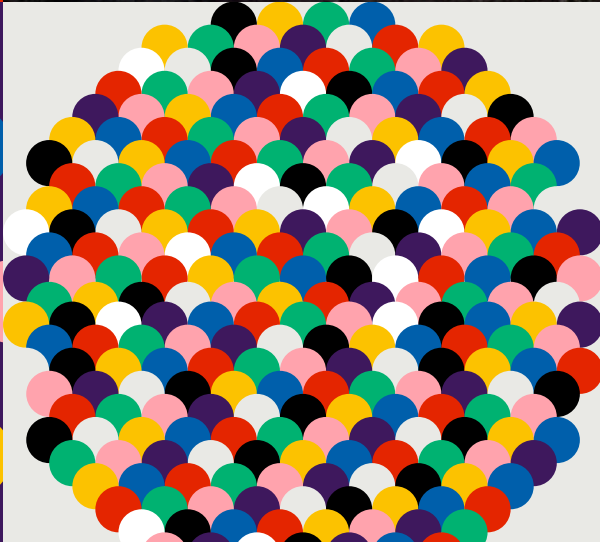


Photo by Monte Kraus



13th Annual Food for Thought

Bridlewood of Madison

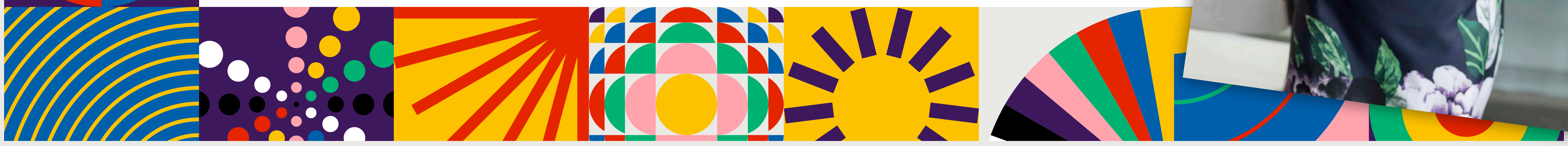
Tuesday, October 7, 2025

6-9

www.madcaap.org/food-for-thought



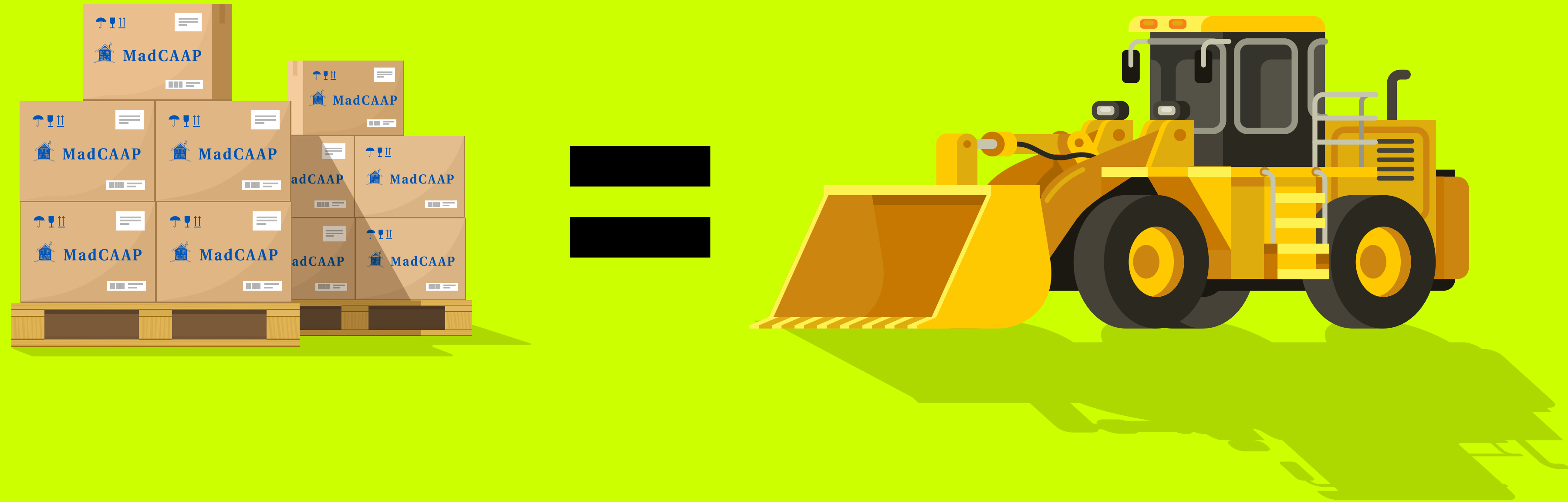
Food For Thought is MadCAAP's one-and-only yearly fundraiser and can't-miss event. It takes place in the early evening of the first Tuesday of October in Bridlewood of Madison, located at 3024 MS-22, Madison, MS 39110.





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.

In September, MadCAAP's food pantry distributed 9.9 tons of food.



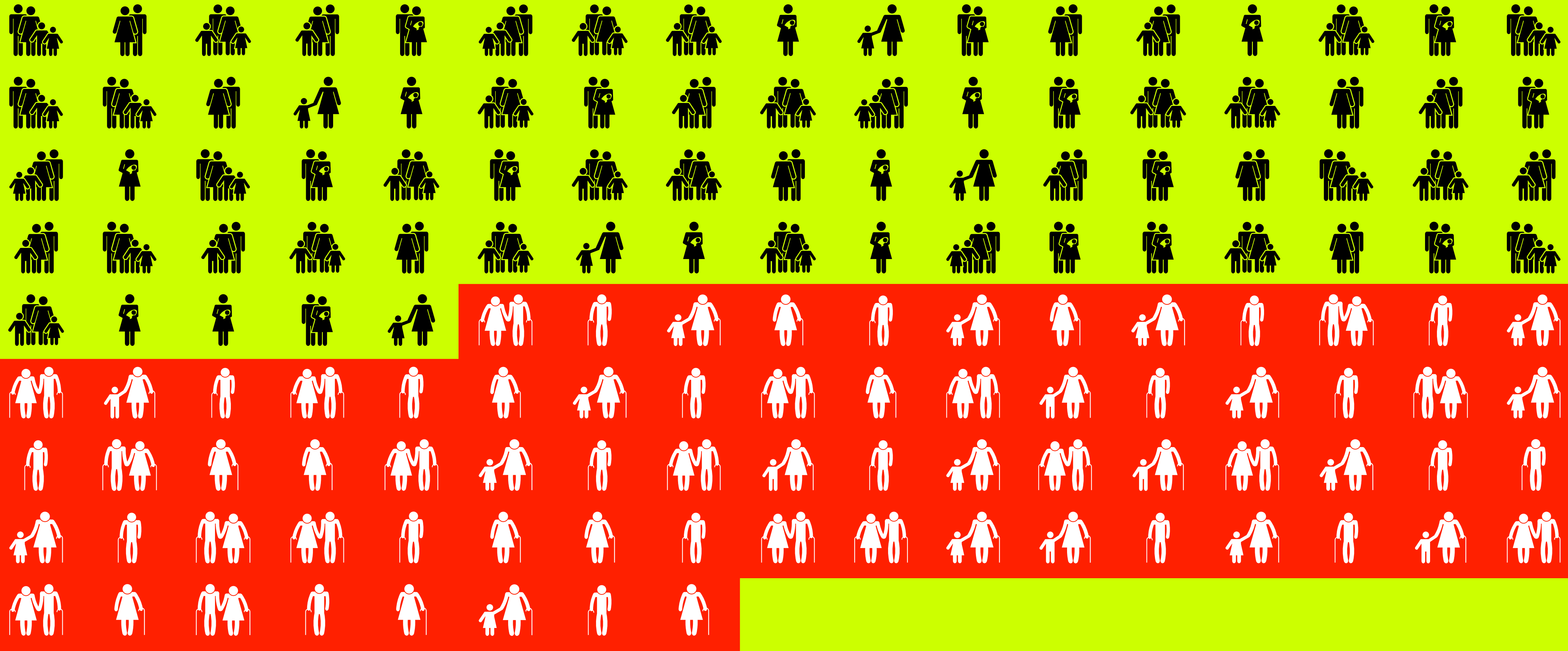
That is the equivalent weight of a Caterpillar D3K2 bulldozer.

REACH

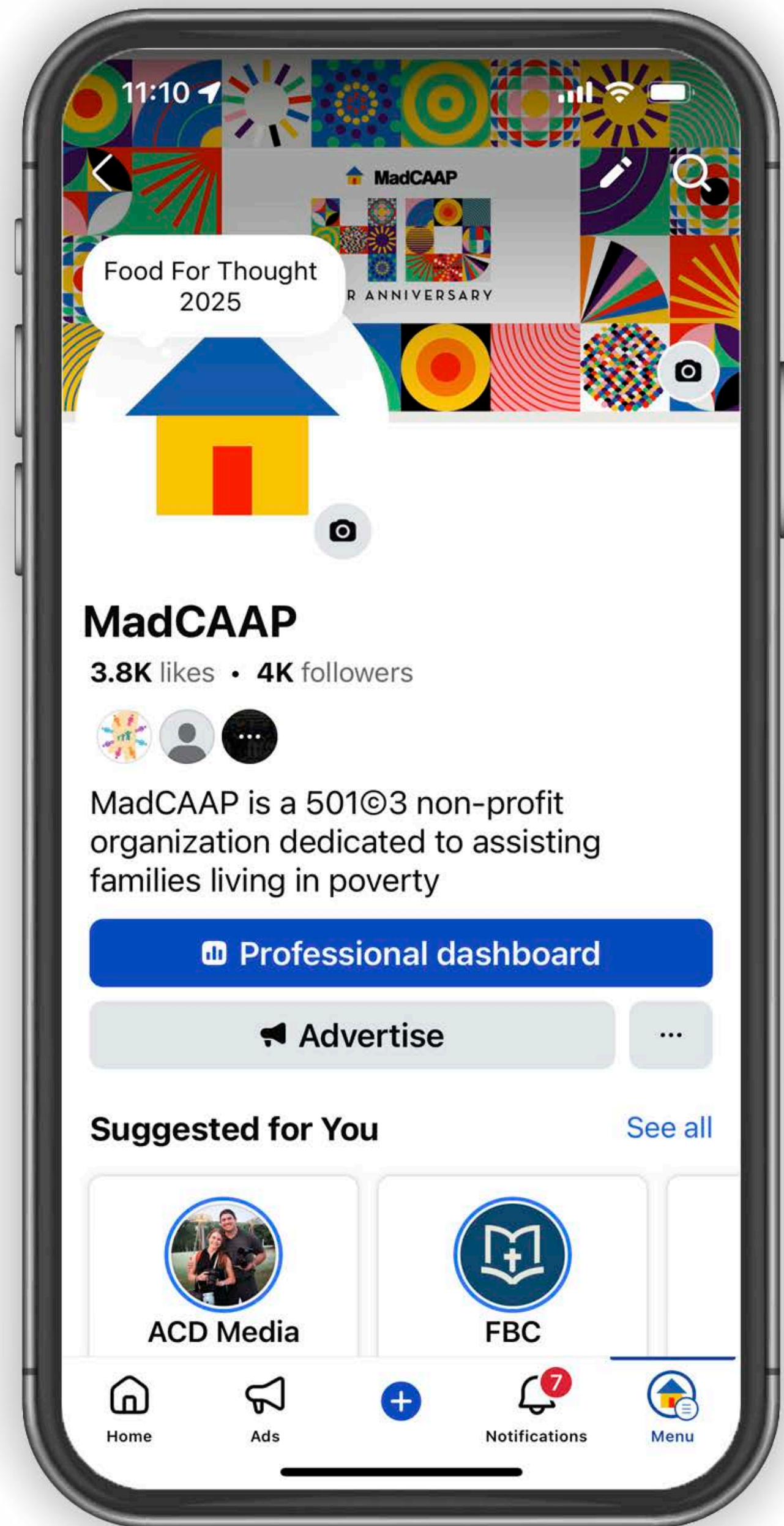
Fall '24	Online Channel	Reach
	Facebook Page	78,300
	Facebook Ads	27,080
	Instagram Profile	12,500
	Website	5,676
	Total	123,556

Fall '24	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

Weekly, MadCAAP distributes food to 144 families.



In 2024, 44% of our recipients were over the age of sixty.



Facebook

August 1, 2024 – October 31, 2024

MadCAAP

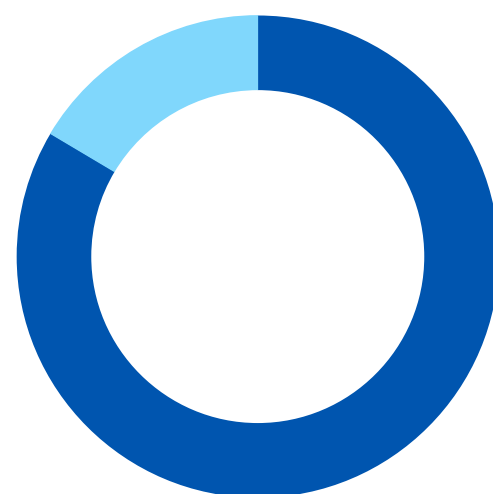
f /MadCAAP

4,100 Followers

Gender Breakdown*

Gender	%
Female	83.8
Male	16.2

*52.1% (2,136) of MadCAAP's Facebook audience is within the ages of 35–54.



35-44

Gender	%
Female	20.3
Male	3.6

45-54

Gender	%
Female	24.2
Male	4.0

55-64

Gender	%
Female	17.2
Male	3.6

65+

Gender	%
Female	12.6
Male	3.1

Top Cities

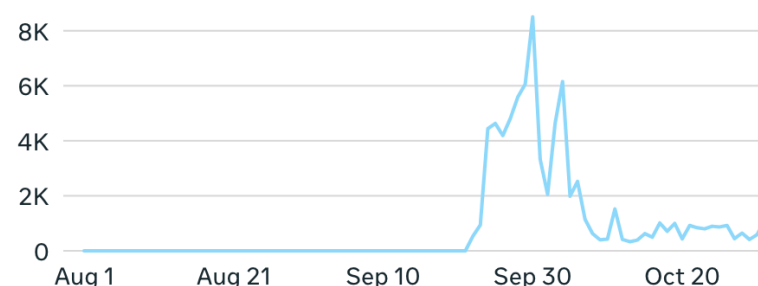
City	%
Madison	30.0
Jackson	7.8
Canton	6.4
Gluckstadt	5.7
Ridgeland	5.3
Brandon	3.1
Flowood	2.1
Flora	1.4
Pearl	1.3
Clinton	1.0

Engagement

Views

Export

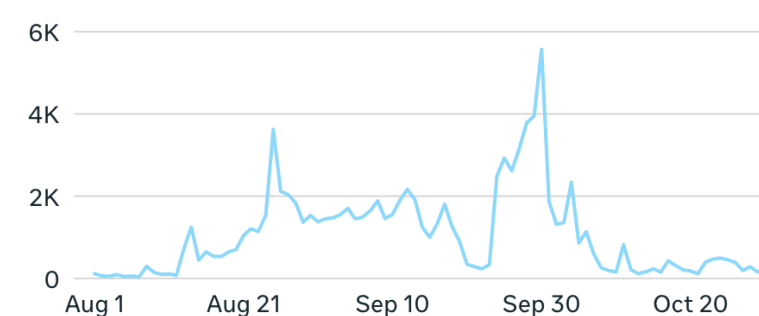
78.3K

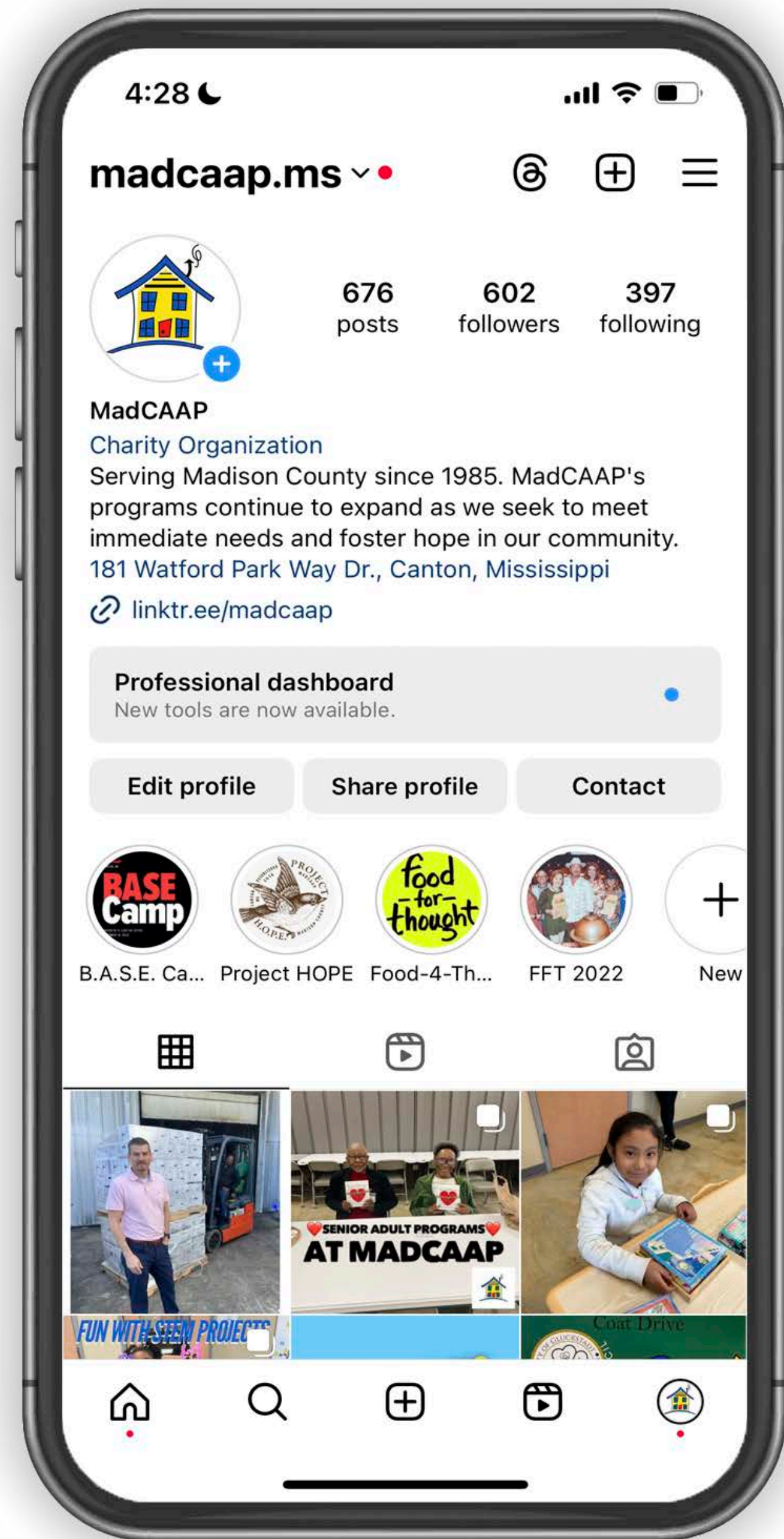


Reach

Export

39.3K ↑ 315.6%





Instagram

August 1, 2024 – October 31, 2024

MadCAAP

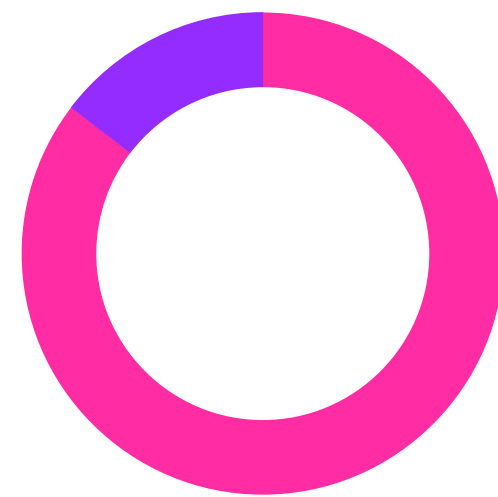
@/madcaap.ms

658 Followers

Gender Breakdown*



*56.1% (369) of MadCAAP's Instagram audience is within the ages of 35–54.



35-44

Gender	%
Female	24.7
Male	4.7

45-54

Gender	%
Female	23.3
Male	3.4

55-64

Gender	%
Female	15.6
Male	2.8

65+

Gender	%
Female	11.5
Male	1.7

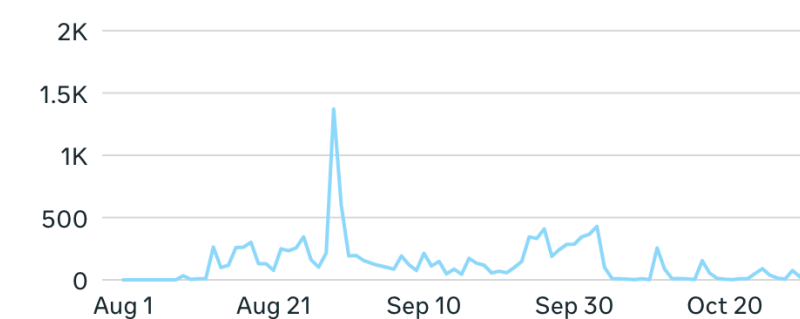
Top Cities

City	%
Madison	39.4
Jackson	11.4
Ridgeland	7.6
Canton	4.3
Gluckstadt	3.6
Flowood	2.7
Flora	2.7
Brandon	1.8
Clinton	1.5
Pearl	1.1

Engagement

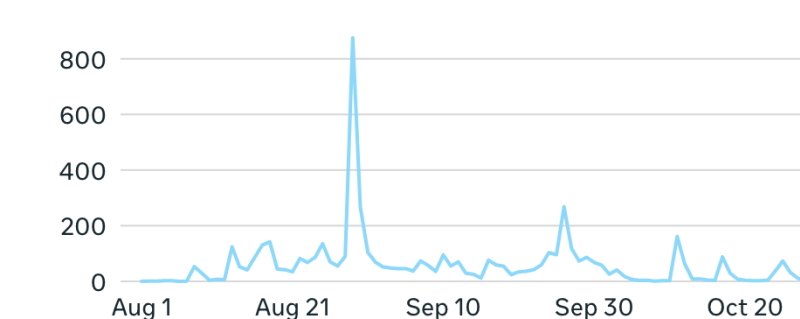
Views

12.5K



Reach

2.1K ↑ 6%





Website

www.madcaap.org

August 1, 2024 – October 31, 2024

Site sessions
2,280 ↑ 39%

Unique visitors
1,573 ↑ 42%

Sessions over time



Sessions by source and category

Google (Organic search)	↑ 54%	1,026
Direct	↑ 22%	877
Bing (Organic search)	↑ 62%	99
Facebook (Organic social)	↑ 68%	96
DuckDuckGo (Organic search)	↑ 86%	54

New vs returning visitors

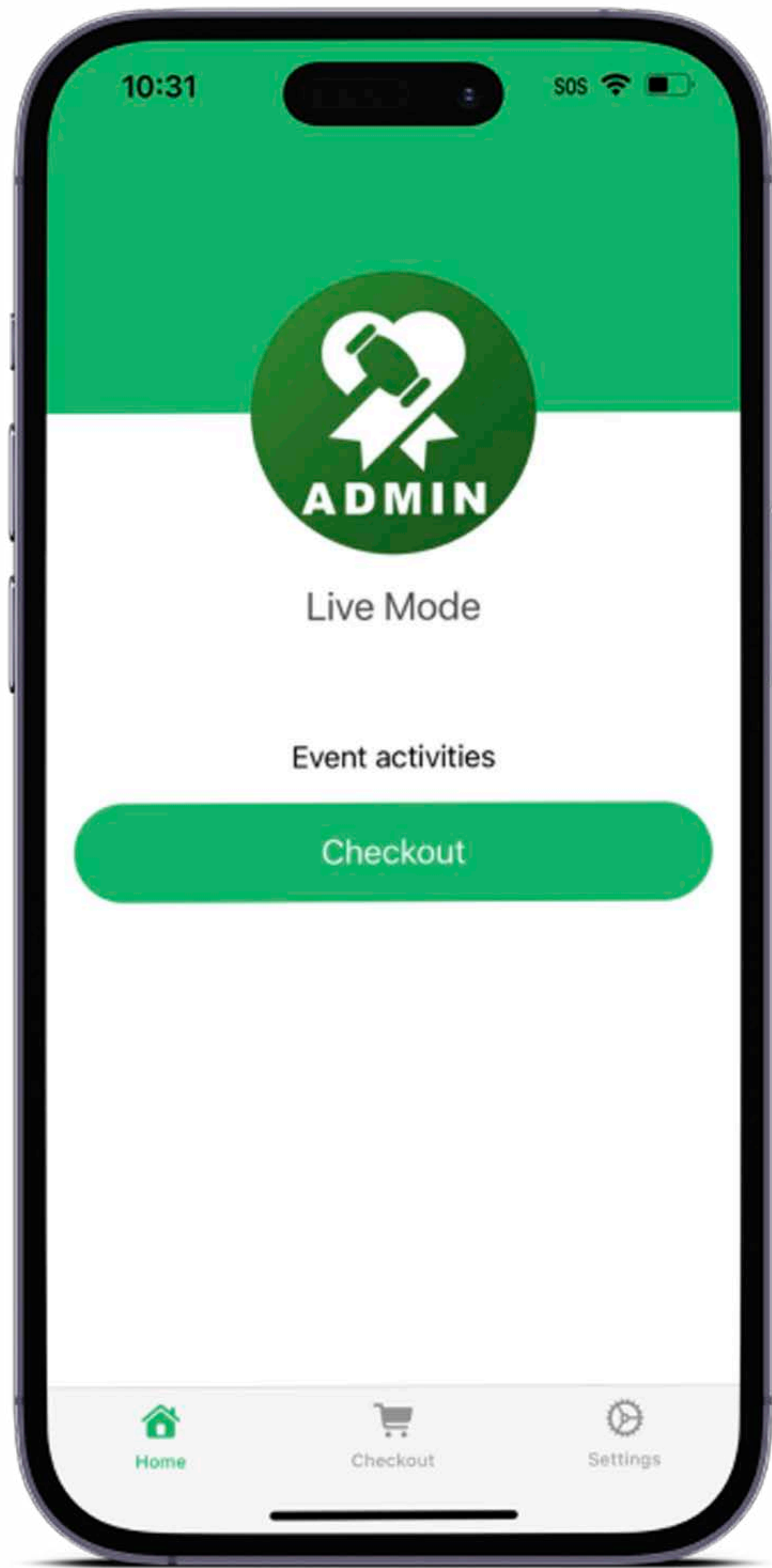


- New
87% • 1,376
- Returning
13% • 197

Sessions by device



- Mobile
62% • 1,409
- Desktop
37% • 843
- Tablet
1% • 28



Ticket + Auction

https://event.auctria.com

August 1, 2024 – October 31, 2024

UNIQUE VISITORS 2.9k ↗ 3.2k%	TOTAL VISITS 3.3k ↗ 3.4k%	TOTAL PAGEVIEWS 7.3k ↗ 2.2k%	VIEWS PER VISIT 2.17 ↘ 32%	BOUNCE RATE 55% ↘ 11%	VISIT DURATION 3m 42s ↘ 7%
---	--	---	---	--	---



Top Sources

Channels [Sources](#) Campaigns

Source	Visitors
Direct / None	1.5k
Facebook	905
madcaap.org	311
app.auctria.com	33
Linktree	26
Gmail	25
Google	25
exploreridgeland.com	23
Instagram	16

[DETAILS](#)

Top Pages

[Top Pages](#) Entry Pages Exit Pages

Page	Visitors
Tickets	1k
Catalog	856
/01b63f6e-bb24-472e-b91b-06e814f8f7d9/a780d600ec2e11e9ae081d...	474
Home	379
Ticket Hub	183
Checkout	133
Account	111
Item Details	107
/01b63f6e-bb24-472e-b91b-06e814f8f7d9/	85

[DETAILS](#)



40TH ANNIVERSARY
1985-2025

Sponsorship Opportunities

We're ready to celebrate 40 years of service!
Please join us in 2025 as a sponsor for our
13th Annual Food for Thought.

Sponsorship Levels

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



Thank You
to this year's Sponsors for
making a Difference in our community.

GRAND SPONSORS



DIAMOND SPONSORS



Thank You
to this year's Sponsors for
Making a Difference in our community.

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



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

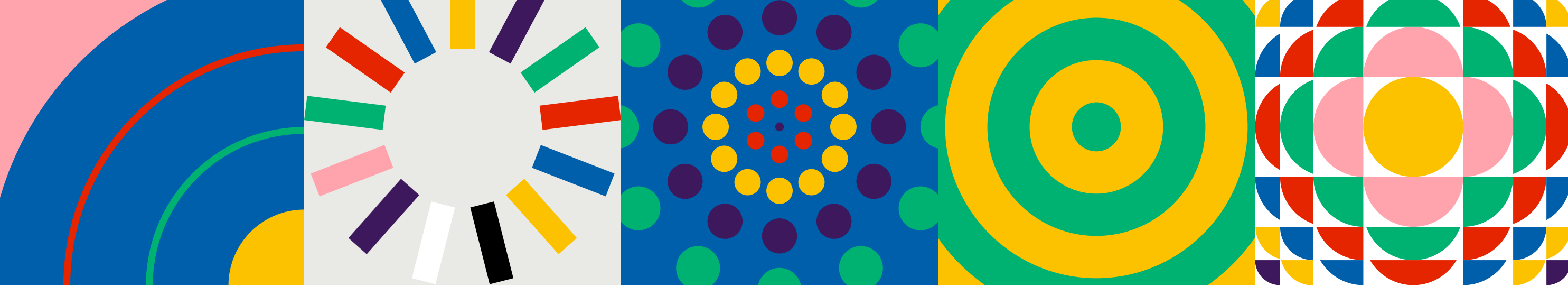
1.25k

- + 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



13th Annual

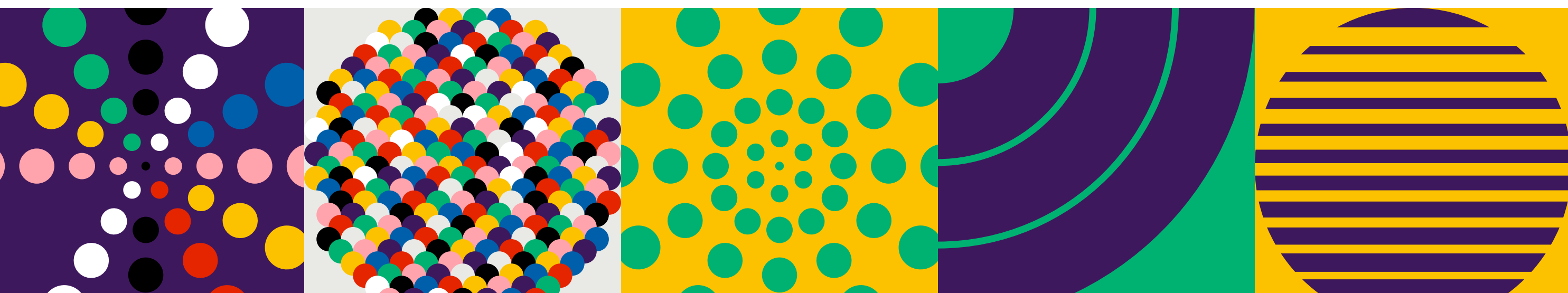
Food for Thought

Bridlewood Of Madison

October 7, 2025 | 6–9



CELEBRATING 40 YEARS



Contact Us

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

www.madcaap.org/food-for-thought
info@madcaap.org

 / 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
karenrobison@madcaap.org

Assistant Executive Director

Lesley Dill
lesleydill@madcaap.org

Education Director

Katie Paczak
katiepaczak@madcaap.org

Accounting

Amy Streetman
amystreetman@madcaap.org

Development & Outreach Coordinator

Erin Buchwald
erinbuchwald@madcaap.org

Administrative Assistant

Shelley Loving
shelleyloving@madcaap.org

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
Janet Parker