



Chenal & Markham

Donation Strategy Changes

Effective January 1, 2020 we transitioned our donation strategy from a reactive strategy where we are contacted by an organization either on our website or in-person to a proactive strategy. A proactive strategy will consist of Chick-fil-A at Chenal & Markham *reaching out* and *intentionally investing* in a few specific organizations that are having an impact on our community around the areas of:

- Homelessness
- Hunger
- Health
- Education

As a result, we will be taking down the page on our website for donation requests. We will continue to do spirit nights for schools in our communities and will have a place on our website to request a spirit night if that is desired by a partner school.

The community partners that we have identified for 2023 include (but are not limited to):

- [Arkansas Foodbank](#)
- [Make-A-Wish Mid-South](#)
- Local Elementary Schools | [Baker Elementary](#) [Chenal Elementary](#) [Terry Elementary](#)

By focusing our efforts on fewer organizations, we desire to have a larger impact on each. Donation types to the above organizations could include:

- Product
- Time
- Financial

This strategy is intended to care for our community in a more intentional and impactful way. We are proud to partner with each of these organizations and are thankful for the impact they are making.

