



Media Kit

- 1 Fact Sheet
- 2-3 Bios of Key People
- 4 Logo guidelines
- 5 Color, typography, and apparel guidelines

Media Contact:
Kortni Danks
Marketing & Communications Manager
859-474-0467
kortni@masterprovisions.org





Who we are

Founded in 1994, Master Provisions is a faith-based nonprofit serving God by connecting resources to needs. Started by collecting donated clothes, Roger Babik grew the endeavor into food, clothing, and programs to educate and care for children in need.

Through our distribution center, we provide resources to partner agencies who directly serve the community. Our collaborative approach allows our partners to save time and money obtaining these resources. This allows them to focus on their missions of serving others.

What we do

Food Center: We receive bulk donated items to be redistributed to those in need. 501(c)3's like schools, churches, pantries, etc. can come to Master Provisions to collect food for their program.

Clothing: We receive donated clothing to be sorted and sent to our international partners. The clothing is sorted by season and dependent on the country that will receive the shipment. It is then either given out for humanitarian relief or used to support clothing stores run by locals.

Care: We support international partner agencies by funding educational programs for children and family resource needs. Our His Heroes program partners with local schools to provide training and internships for special needs students in our community.

Company Stats

- Located at 7725 Foundation Drive, Florence, KY 41042
- In 2023, 3.7 million pounds of food were rescued and distributed to over 260 partner agencies.
- In 2023, Master Provisions was able to feed over 81,000 individuals/month across 44 counties in Kentucky, Ohio, Indiana, and West Virginia.
- Since 2014, over 38 million pounds of food has been distributed.
- 599 containers of resources have been sent since 1994 which have supplied our partners with over 20 million pounds of clothing and shoes
- Over 48,000 pounds of clothing and shoes were packed for distribution and 44 tons of resources were shipped internationally in 2023 alone.





Shane Armstrong | President

Shane Armstrong was unanimously approved by the Board to begin serving as Master Provisions' second President, effective January 1, 2023. Prior to joining MP, Shane Armstrong worked with Christian Financial Resources (CFR). In his role as Regional Vice President, he served churches and investors in Kentucky and West Virginia.

Prior to joining CFR in January 2020, Shane served in full-time ministry at Lakeside Christian Church for 21 years in a variety of roles, including Executive Pastor.

An Ohio native, he is a graduate of Cincinnati Christian University and an avid Ohio State Buckeyes fan. Outside of the MP ministry, Shane continues to serve in ministry at Lakeside Christian Church where he attends with his wife, Kendra, and their two daughters, Layne and Macy.





Roger Babik | Founder

Roger's life was drastically changed in 1994 when a friend asked him to take a leap of faith. After the fall of communism, Ukraine desperately needed clothing, jobs, and evangelism. Roger founded Master Provisions (MP) shortly after, with a mission to provide to those in need. For two years, he balanced starting a ministry and his corporate job. In 1996, Roger walked away from a 17-year telecommunications career to follow God's call full-time.

An ordained pastor, Roger has gifts of public speaking, serving, faith and administration, as well as creative writing. He authored a book entitled "Call Against the Will" in 2006. Roger has led 49 international mission trips since founding MP and travels regularly to represent the mission. In addition to international outreach, MP started meeting local hunger needs in 2013 and launched a transportation social enterprise in 2015. Master Provisions now serves over 81,000 people every month, has more than 260 local partnerships and supports nine international ministries.

In addition to his work at Master Provisions, Roger also serves on the following; Chair member of the Community Service Team for Florence Rotary, board member of the Boone County Business Association and American Schools International, Leadership Team member of Covington Business Council Connects, committee member for NKY Chamber Annual Golf Event Planning Team, and member of First Church of Christ.





Logo

The Master Provisions logo is composed of 3 icons arched over a logotype set in Futura with a tagline typeset in Gotham Bold. The letter T forms a solid cross and extends above the other letters. The full-color logo should be used on a white background whenever possible.

The single-line use of the tagline is the primary logo and should be used in most instances.

The double-line use of the tagline is for small-scale use.



192 px | 2 in wide or larger



192 px | 2 in wide or smaller



Full color icons on black



Single color icons on black



Color

The food icon is always in green. The clothing icon is always in blue. The orphan care icon is always in purple. The text and cross are always in 100% black. The cross is solid.

hex | 5f9034
 rgb | 95.145.63
 cmyk | 68.23.100.7

hex | 547db3
 rgb | 83.124.176
 cmyk | 72.47.10.1

hex | 835788
 rgb | 133.87.136
 cmyk | 54.75.21.3

Typography

Typeset in Helvetica Neue character set:
 Thin Light Regular Medium **Bold**
 Bitter may be used as a secondary font.
 Regular *Italic* **Bold** **Bold Italic**

Apparel

Logo should appear in all black and may be used on a colored shirt. Shirt colors can be green, blue, purple, gray, white, or safety yellow.

