Collect canned goods for local food banks.

Theme
SOCIAL VULNERABILITY

SDG Connection
2 ZERO HUNGER

Skills
ACTION PLANNING: CREATING A WORKING PLAN
ORGANIZATION: PLANNING AND RUNNING MEETINGS
LEADERSHIP SKILLS: PUBLIC SPEAKING
SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY
Hunger + Food Drive = Impact

When people have access to food and achieve food security, they can thrive and lead healthier lives. But what happens when parents cannot afford to feed their families? Because groceries are sometimes the only flexible item in a tight budget, families are often forced to cut down on their food intake in order to afford other necessities. Families that have to make these kinds of trade-offs—whether through simply eating less or eating less healthy foods—are food insecure. Food insecurity is primarily about the struggle to afford food.

Together, we can change the narrative and empower people struggling with hunger with the resources to feed their families. Take part in WE Scare Hunger to raise awareness on the issue of food insecurity, collect food for local food banks and help create a world where no one goes hungry.

FACT:
One in six American children may not know where their next meal is coming from.

Campaign in Action
Hungry for some good news? We’ve got just the story to satisfy your craving. WE club members at Adlai E. Stevenson High School have taken their WE Scare Hunger campaign to another level by designating classroom leaders responsible for creating eye-catching donation boxes to disperse throughout the school. While setting up these canned food collection hot spots, students are also spreading the word about food insecurity via classroom presentations. They have a central location set up, where students can feel free to drop off their donations during lunch periods and before and after school. We “canned” wait to see the results!
## Ways to Take Action

**Go trick-or-treating for canned goods on Halloween!**

*Blended Education Idea:* If trick-or-treating is not possible or your class is not doing a food drive because of COVID-19, call your local food bank and ask how you can support them. Maybe they need food donations to be dropped off at a certain time or would prefer just online financial donations. Use social media to raise awareness about how people can donate safely or start a fundraising page so they can purchase what is needed the most.

### GRADES 4–6

- Research online to learn more about hunger and how it affects your local community. Create visual posters to post around your school to share all the interesting facts you’ve learned!
- Host a Food Drive Lottery at your school, where every food item donated will earn your class one ballot in the lottery! Work together with your teacher to come up with a great prize (maybe a pajama party, movie day, pizza lunch, etc.) and get everybody in on the foodie fun!

### GRADES 7–8

- Research online and contact local food banks to learn what they are most in need of, such as personal hygiene products and baby products. Put together some care packages to be dropped off at a local food bank or shelter!
- Look into different food-sharing initiatives in your community and learn how you or your class can become involved. A great place to start is Olio—an incredible startup that connects community members and local businesses so that extra food can be shared instead of thrown away!

### GRADES 9–12

- Volunteer with your class or school group at a food bank. Help sort, pack and store donations, and learn about the important role food banks play in your community.
- Start a biweekly after-school Sandwich Patrol, where students can come together after the bell to work together making delicious brown bag sandwich lunches and head downtown with a teacher to personally deliver them to individuals you see struggling in your community. In the colder months, maybe pack along some warm winter accessories to pair with the sandwiches!
**CLASSROOM RESOURCE**

**Understanding Local Hunger**
With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students’ understanding of issues they are passionate about. Download the pdf at [WE.org/wescarehunger](http://WE.org/wescarehunger) for lesson plans and ideas.

<table>
<thead>
<tr>
<th>Grade Levels</th>
<th>Subject Connections</th>
<th>Learning Goals</th>
<th>Skills Developed</th>
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<tbody>
<tr>
<td>1 to 6</td>
<td>• Social Studies</td>
<td>• Determine the difference between a need and a want.</td>
<td>• Action planning</td>
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<td></td>
<td>• Health and Physical Education</td>
<td>• Explore what hunger looks like and feels like.</td>
<td>• Research and writing</td>
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<td></td>
<td></td>
<td>• Learn about organizations that provide support for those affected by hunger.</td>
<td>• Argument formation</td>
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<tr>
<td>7 to 8</td>
<td>• Health and Physical Education</td>
<td>• Explore facts and myths about hunger.</td>
<td>• Organization</td>
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<td></td>
<td>• Geography</td>
<td>• Identify the causes and effects of hunger.</td>
<td>• Reflection</td>
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<tr>
<td></td>
<td>• Math</td>
<td>• Learn about organizations that provide support for those affected by hunger.</td>
<td>• Information literacy</td>
</tr>
<tr>
<td>9 to 12</td>
<td>• Social Sciences and the Humanities</td>
<td>• Determine the characteristics of a sustainable community.</td>
<td>• Critical thinking</td>
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<tr>
<td></td>
<td>• World Studies</td>
<td>• Explore facts and myths about hunger.</td>
<td>• Leadership skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Identify the causes and effects of hunger.</td>
<td>• Social awareness</td>
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**Tech for Good Badge**

**Become future ready by learning and using digital skills.**
Research local food banks online and share your findings by creating an app, shareable link or accessible online resource for your community to find drop-off sites for donations. Rally with your classmates to donate non-perishable food items and canned goods to each location and help ensure no family goes hungry. Remember to share your experience on social media using #WEscareHunger.

**Go further:** Create a network or online directory of drop-off site locations where you can add additional locations as you go.
Get Doing

**STEP 1: Investigate and Learn**

Dive into the issue of hunger by researching the causes and effects of it across the country, using the Hunger Issue Cards. Explore the issue further by focusing on how it affects your community. Reach out to local food banks to learn more about the services they provide, what they need to support the people who use them and how you can help.

<table>
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<tr>
<th>CHECKLIST</th>
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<tbody>
<tr>
<td>□ Check out the Hunger Issue Card</td>
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<tr>
<td>□ Download your action plan online at WE.org/wescarehunger</td>
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<tr>
<td>□ Put up posters or share a digital version</td>
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<tr>
<td>□ Watch and share the campaign video</td>
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<tr>
<td>□ Visit WE.org/wescarehunger for videos, additional resources</td>
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<tr>
<td>□ Share on social media with #WEscareHunger</td>
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<tr>
<td>□ Complete your Campaign Impact Survey</td>
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<tr>
<td>□ Plan your WE DayX or digital assembly</td>
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**What did you learn?**

How does your local food bank provide support to the people that use it?

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How have people’s needs changed this past year? How can you support those needs at your local food bank?

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What items do they need most?

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When do they need donations the most?

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How will you collect and drop off your donations?

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What are other ways you can help your local food bank? (E.g., sorting donations.)

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What are some local food-sharing and waste-reducing initiatives that exist in your community? How can you participate?
STEP 2: **Action Plan**

Now that you’ve learned more about hunger, set a goal for your food drive.

### SET YOUR GOAL

- **How many group members will be collecting food?**
- **What is each group member’s personal goal? (E.g., one full bag per person.)**
- **Start date (e.g., from Thanksgiving to Halloween):**
- **Items/pounds of food:**

### Assign Roles

Decide who will be responsible for each task to make sure your campaign goes smoothly.

<table>
<thead>
<tr>
<th>Task</th>
<th>Group Member(s) Responsible</th>
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<tbody>
<tr>
<td>Distributing WE Scare Hunger cards in your school or community</td>
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<td>Making morning announcements</td>
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<tr>
<td>Putting up posters or creating a digital version</td>
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<tr>
<td>Posting on social media</td>
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<tr>
<td>Planning trick-or-treating routes</td>
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<tr>
<td>Contacting local food banks</td>
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<tr>
<td>Weighing and recording food donations</td>
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<tr>
<td>Asking a local Ford dealership to help with food pickup/drop-off</td>
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STEP 3: Take Action

It’s time to get out there and get doing! Whether you’re hosting a food drive at school, trick-or-treating for canned goods or doing an online fundraiser, you are helping scare away hunger in your community. And that is pretty cool.

Tip: For each day of your food drive, create a theme or wish list to ensure you collect a variety of needed foods.

Reflect

How did your group do with its goals?

Did you run into any challenges? How did your group overcome those challenges?

Was your community willing to get involved?

Is there anything you would do differently next time?

What can you do to continue to help reduce food waste in your home?

How are you continuing to create an impact in your community?

Share your pictures, progress and success on social media with #WEscareHunger.
STEP 4: Report and Celebrate

Report

How many students from your school donated food?

What was your final total (in pounds of food or number of items)?

Which food bank did your group donate your collected goods to?

How many days did your campaign last?

Has your educator filled out an Impact Survey from the WE Schools Teachers Hub?

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- Share photos of your actions with your school, community and on social media.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, online assembly or WE DayX.

THANK EVERYONE WHO SUPPORTED YOUR CAMPAIGN!

Use this space to brainstorm fun ways to thank those who participated. (Eg., host a school assembly or virtual party.)
Cards

Photocopy these cards or download and print them from WE.org/wescarehunger. Fill in the dates of your drive and the items the food bank needs most.

To distribute along your trick-or-treating route:

On Halloween, I will be collecting non-perishable food for our food bank. Any and all donations are appreciated, but we’re especially interested in:

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Thank you!
WE.org/wescarehunger

To distribute in your school:

FROM: TO:

We are hosting a food drive! All donations are appreciated, but we’re especially interested in:

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Thank you!
WE.org/wescarehunger

Labels

Use this label to decorate your food collection box.

We are hosting a food drive for our local food bank. We appreciate your participation in donating what you can. The items we are most in need of are:

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Thank you! WE.org/wescarehunger
Social Media Graphics

42,000,000 Americans are living in homes that struggle to put food on the table

11 million children in America currently live in food-insecure households

72% of the households Feeding America network served in 2014 lived at or below the federal poverty level, earning a median annual income of $9,175

22 million kids rely on free or reduced-priced lunch programs at school

Find More Online
Visit WE.org/wescarehunger for more stats, information and downloadable posters and infographics to help you organize an epic food drive. Plus, don’t forget to share on social media with #WEscareHunger.