

WE scare hunger

Collect canned goods
for local food banks.

Theme

SOCIAL VULNERABILITY

SDG Connection

 ZERO HUNGER

Skills



ACTION PLANNING: CREATING A WORKING PLAN



ORGANIZATION: PLANNING AND RUNNING MEETINGS



LEADERSHIP SKILLS: PUBLIC SPEAKING



SOCIAL AND EMOTIONAL LEARNING: ETHICAL RESPONSIBILITY

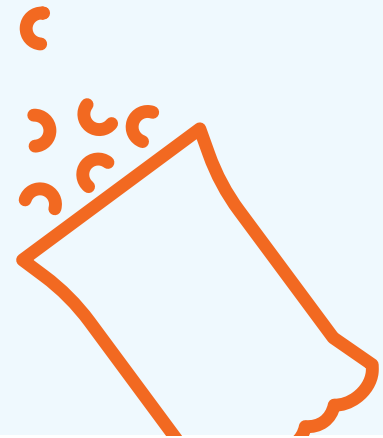
Hunger + Food Drive = Impact

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:

*1.15 million—or one in six—
Canadian children under age 18
are affected by food insecurity.*



Campaign in Action

Hungry for some good news? We've got just the story to satisfy your craving. James Oneshenko—a superstar student at St. Mary's French Immersion School—took to the streets to help collect more than 200 canned goods for the elementary school's annual WE Scare Hunger food drive. With James' hearty contribution among those of his peers, Ms. Palmer's class collected the most cans over the course of the 10-day drive. A whopping 1,700 nonperishable items were collected by the school community and donated to Harvest Algoma, where food resource coordinators were thrilled to accept every bit of the delicious donation.

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 ask how you can support best. 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!

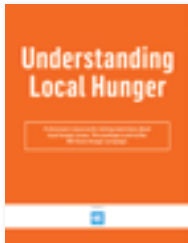
GRADES 7–8

- ▶ Research online and contact local food banks to learn what they are most in need of, such as personal hygiene products and baby products.
- ▶ 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 then 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](https://www.wescarehunger.org) for lesson plans and ideas.

Grade Levels	Subject Connections	Learning Goals	Skills Developed
1 to 6	<ul style="list-style-type: none"> • Social Studies • Health and Physical Education 	<ul style="list-style-type: none"> • Determine the difference between a need and a want. • Explore what hunger looks like and feels like. • Learn about organizations that provide support for those affected by hunger. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills • Social awareness
7 to 8	<ul style="list-style-type: none"> • Health and Physical Education • Geography • Math 	<ul style="list-style-type: none"> • Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger. 	
9 to 12	<ul style="list-style-type: none"> • Social Sciences and the Humanities • Canadian and World Studies 	<ul style="list-style-type: none"> • Determine the characteristics of a sustainable community. • Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger. 	

Tech for Good Badge

Become future ready by learning and using digital skills.

Research online for local food banks 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](https://www.wescarehunger.org).

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.

CHECKLIST

- Check out the Hunger Issue Card
- Download your action plan online at [WE.org/wescarehunger](https://www.we.org/wescarehunger)
- Put up posters or share a digital version
- Watch and share the campaign video
- Visit [WE.org/wescarehunger](https://www.we.org/wescarehunger) for videos, additional resources
- Share on social media with [#WEscareHunger](https://www.threads.net/tag/WEscareHunger)
- Complete your Campaign Impact Survey
- Plan your WE DayX or digital assembly



What did you learn?

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

What items do they need most? _____

When do they need donations the most? _____

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

How will you collect and drop off your donations? _____

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

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 and last day (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.

Task	Group Member(s) Responsible
Distributing WE Scare Hunger cards in your school or community	
Making morning announcements	
Putting up posters	
Posting on social media	
Planning trick-or-treating routes	
Contacting local food banks	
Weighing and recording food donations	
Asking a local Ford dealership to help with food pickup/drop-off	

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.



Share your pictures, progress and success on social media with [#WEScareHunger](https://www.instagram.com/we scare hunger).

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? _____

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:

To distribute in your school:



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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:

Thank you!
WE.org/wescarehunger

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FROM: _____ TO: _____

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

Thank you!
WE.org/wescarehunger

Labels

Use this label to decorate your food collection box.



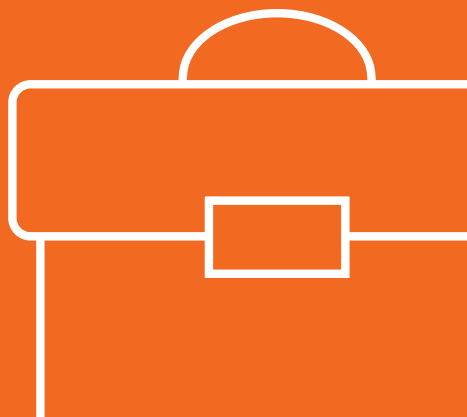
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Thank you! WE.org/wescarehunger

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:

Social Media Graphics

1 in 8 people who access Canadian food banks are currently employed



WE scare hunger

34.1% of Canadian food bank users are children



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57.4% of Canadians accessing food banks receive provincial social assistance



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5,570,329 meals and snacks were served by Canada's food banks in 2019



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Find More Online

Visit [WE.org/wescarehunger](https://www.wescarehunger.org) 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](https://twitter.com/WEScareHunger).