

# Collect canned goods for local food banks.

## WE scare hunger



ACTION PLANNING



ORGANIZATION



LEADERSHIP SKILLS

2

SUSTAINABLE DEVELOPMENT GOAL 2: ZERO HUNGER

AN INITIATIVE OF



MADE POSSIBLE BY



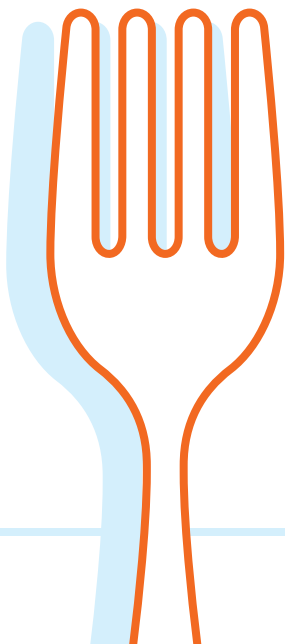
*A special thank you to the Cigna Foundation for making this campaign possible.*

Through our partnership and Cigna's Healthier Kids For Our Future initiative, we will tackle childhood hunger across the U.S. Working together, we will educate and enable youth to take action on the issue of hunger and its long-term impact on overall health.

# 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? They are faced with making difficult choices, deciding between buying groceries or other necessities such as rent, and must rely on the support of food banks and other people.

But 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: More than 46 million people in the U.S. turn to food banks for support.***

# Ways to Take Action



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

## At School

- Host a food drive at your school and hold a competition to see which class can collect the most donations. (Spread the word through social media to get even more people involved.)
- 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.



## At Home

- Volunteer with your family to serve a meal at a food bank or community center.
- Research online and contact local food banks to learn what they are most in need of, such as personal hygiene and baby products.



## As a Community

- Host a pantry party in your neighborhood and community to collect food donations for a local food bank.
- Create and place food donation boxes in your community. (Think of areas where lots of people pass by such as coffee shops and community centers.)



## Tech for Good Badge

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](#).

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

## In the Classroom

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download Healthy Food for Healthy Bodies at [WE.org/wescarehunger](http://WE.org/wescarehunger) for lesson plans and ideas to learn more about healthy eating.

### Healthy Food for Healthy Bodies

Grade Level	Subject Connection	Learning Goals	Skills Developed
Kindergarten to Grade 12	<ul style="list-style-type: none"> <li>Health and Physical Education</li> <li>Language</li> </ul>	<ul style="list-style-type: none"> <li>Understand the connection between food choices and the needs of growing and changing bodies.</li> <li>Recognize factors that influence food choices.</li> <li>Use their knowledge to make healthy food choices and share what they have learned with others.</li> </ul>	<ul style="list-style-type: none"> <li>Action planning</li> <li>Research and writing</li> <li>Argument formation</li> <li>Organization</li> <li>Reflection</li> <li>Information literacy</li> <li>Critical thinking</li> <li>Leadership skills</li> </ul>



## Campaign in Action

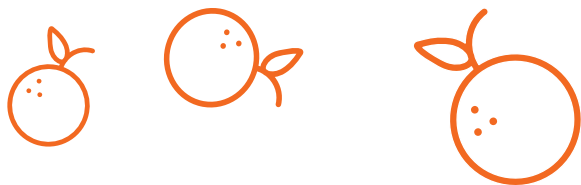
After attending WE Day, students at New Era School were so inspired to make a change for their local community that they organized and ran a WE Scare Hunger food drive in just five days. The team of 10 students rallied the whole school to raise over 300 kg of food for their local food bank in just one day! The students' teacher lead, who volunteered to take the food down to the local food bank, was extremely proud of their achievement. "Students were so inspired. They felt like change was so easy to make that they could make a difference."

# 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
- ☐ Create an Action Plan
- ☐ Visit [WE.org/wescarehunger](https://www.we.org/wescarehunger) for resources
- ☐ Put up campaign posters
- ☐ Watch and share the campaign video
- ☐ Print out and distribute the resources
- ☐ Share on social media with [#WEscareHunger](https://twitter.com/WEscareHunger)
- ☐ Plan your WE DayX
- ☐ Complete your Campaign Impact Survey
- ☐ Complete your Tech for Good badge survey



### What did you learn?

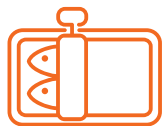
How does your local food bank provide support to the people that use them? \_\_\_\_\_

What items do they need most? \_\_\_\_\_

When do they need donations the most? \_\_\_\_\_

How will you collect and drop off your donations? \_\_\_\_\_

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



**Canned meats  
and fish**



**Fresh, canned or  
powdered milk**



**Jars of  
peanut butter**



**Dry pasta  
and sauce**



**Canned fruits,  
beans and soups**

## 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 members' personal goal? (E.g., one full bag per person.) \_\_\_\_\_

Start date and last day (e.g., from Halloween to Thanksgiving): \_\_\_\_\_

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	

## STEP 3

### Take Action

It's time to get out there and get doing! Whether you're hosting a food drive at school or trick-or-treating for canned goods, 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](#).

### 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? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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 contacted your WE Schools Program Manager about filling out an Impact Survey? \_\_\_\_\_

### 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 WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

### Thank everyone who supported your campaign!

Use this space to brainstorm fun ways to thank those who participated. (E.g., host a school assembly.)

