



2009-2010 School Food Drive Guide

Grades 6 through 12

Thank you for hosting a food drive to benefit Redwood Empire Food Bank and the 70,000 local people in need of food assistance every month in Sonoma County. This guide contains information and suggestions for operating your food drive. If you have questions regarding the information, please contact Billy Bartz, Food Drive and Events Coordinator, at wbartz@refb.org or (707) 523-7900 ext. 27.

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Take a tour of the Food Bank and learn more about hunger and how you can help!

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Getting the Most from Your Food Drive



Surprisingly, the most successful food drives are not always those held by the largest organizations. What's the secret?

Leadership

- ✓ Ask the principal to be the “champion” for your food drive. Ask him/her to make a personal appeal to staff and students.
- ✓ Make it a challenge. Have the Student Council challenge students to participate. Students are more motivated when peers recognize their contribution.

Communication

- ✓ Set a goal at the start of the drive. Display *Food Drive Posters* (in Food Drive Kit) with your goal at entrances, cafeteria, lounge, or other prominent locations.
- ✓ Distribute *Food Bank Shopping List* (in Food Drive Kit) to students.
- ✓ Send email or communications updates. Remind participants of the drive deadlines.
- ✓ Update the food drive at morning announcements. See *Redwood Empire Food Bank Hunger Facts* (in Food Drive Kit) to illustrate the need.

Fun

- ✓ Set up competitions between classrooms or grades to create excitement. Offer prizes or recognition to the winners.
- ✓ Hold a party to get people involved.

Ideas & Inspirations

Creative ways that other schools have energized their food drives:



Hold a Competition

Have classrooms or grades compete to see who can raise the most food. When students and teachers compete for prizes they will raise much more than previous years. Popcorn or pizza parties are a popular prize with students.

Coins for Cans

Host a donation can, and use the coins for a math quiz.

Challenge

Challenge students and teachers to compare pounds of food raised per student vs. pounds of food raised per teacher. This friendly competition inspires students to exceed their teacher's goals.

Schedule a Tour of the Redwood Empire Food Bank and/or Volunteer

Students 13 years of age and under must be accompanied by an adult.

Schedule a Hunger 101 session

Invite a representative of Redwood Empire Food Bank to speak to your school with a **Hunger 101** presentation about hunger in our area. It includes hands on activities and can be done at your school or at the Food Bank. To schedule, call Jim Roessler, Volunteer/ Education Coordinator, 523-7900 ext. 23.

Holiday Party

For your annual holiday party ask students and parents to bring a food donation as the price of admission.

Skip a meal out or a latte - "Feed a Friend"

On one day of a food drive, ask staff to donate the money that they would have spent on lunch to feed a hungry person. This also gives participants perspective on how hunger impacts their daily activities.

Run a Poster Contest

Encourage student participation by initiating some friendly competition! Invite each classroom, club or grade to create a poster for a poster contest. The theme is up to your school.

Make a "Canstruction"

Encourage students to build mosaics, replicas of buildings, bridges and pyramids using cans of most needed foods. Then donate the cans to the Food Bank.

Spread the word about hunger

Encourage students to write stories regarding hunger during the holidays. Publish stories or letters in the school newsletter. Older students can create Press Releases or Public Service Announcements.

Partner with the Community

Ask a local service club to match students' donations can for can.

Partner with Peers

Invite a cheer squad from a local high school to cheer your students on to success during a kick off rally for your drive.

Hold a Thank You Celebration

Celebrate the success of your annual food drive by holding an ice cream social to announce the results and congratulate the winners of your internal competition. This event encourages support year after year.

"Canstruction"



Medtronic's "Have a Heart Give a Can" sculpture - 2009



Middle & High School Recommended Reading List

Books can be a helpful tool when talking about and understanding hunger and poverty. The following list includes some of the Redwood Empire Food Bank's favorite books for adolescents and adults. We've also included a short listing of books on community service opportunities for young adults.

Nickel and Dimed: On (not) getting by in America

by Barbara Ehrenreich

In order to fully understand the struggle that millions of working poor Americans face each day, Ehrenreich left her life as she knew it and joined the low-wage workforce. Ehrenreich's journey of trying to survive with poverty-level wages challenges the concepts of prosperity and hardship in America.

Children of Welfare

by Joan J. Johnson, Suzanne M. Coil

This examination of welfare focuses not on the politics of federal assistance but on people caught in the safety net. It is an evenhanded assessment that combines statistics with vivid anecdotes from recipients who see monthly checks or food stamps as a new start in life, as well as those who see it as a way of life.

For Hunger Proof Cities

edited by Mustafa Koc, Rod MacRae, Luc J.A. Mougeot & Jennifer Welsh

This book examines the current food system in urban environments, encouraging the creation of a sustainable, community-supported agricultural system; offering suggestions to increase food availability and accessibility; and providing solutions to alleviate hunger.

The Working Poor: Invisible in America

by David Shipler

Shipler draws upon personal accounts of the working poor to explain the complex forces which prevent Americans from rising above the poverty line despite working full time.

Black Boy (American Hunger): A Record of Childhood and Youth

by Richard Wright

Black Boy is an enduring story of Richard Wright's journey from innocence to experience in the Jim Crow South.

Books about Community Service

The Kid's Guide to Social Action: How to Solve the Social Problems You Choose-And Turn Creative Thinking into Positive Action

by Barbara A. Lewis, Pamela Espeland, Caryn Pernu

This award-winning guide includes everything kids need to make a difference in the world, from inspiring true stories to fill-out forms and up-to-date resources.

It's Our World, Too!: Stories of Young People Who Are Making a Difference

by Phillip Hoose

This book includes 14 fascinating accounts of children working for human rights, the needy, the environment, or world peace. It is also a handbook for young activists, with practical suggestions for planning, organizing, publicizing, and raising funds for social action projects.

The Kid's Guide to Service Projects: Over 500 Service Ideas for Young People Who Want to Make a Difference

by Barbara A. Lewis, Pamela Espeland

This guide has something for everyone who wants to make a difference, from simple projects to large-scale commitments. Kids can choose from a variety of topics, including animals, crime fighting, the environment, friendship, hunger, literacy, politics and government, and transformation.

Websites with Hunger Related Information

- ✓ www.refb.org - Redwood Empire Food Bank
- ✓ www.secondharvest.org - America's Second Harvest Network
- ✓ www.kidscanmakeadifference.org - additional information on hunger issues, ways to help and recommended classroom activities.
- ✓ www.frac.org - Food Research and Action Center provides information on hunger in the U.S. and federal food programs.

Games/Interactive Activities

- ✓ www.ext.nodak.edu/food/kidsnutrition - dozens of interactive games, riddles, etc.
- ✓ www.acfb.org/projects/hunger_101 - features the Feast or Famine Board Game designed by the Atlanta Community Food Bank
- ✓ www.kidshealth.org - Nemours Foundation-parents, kids, teens, topics & activities. Food, fitness, social issues, safety, growing up, games, etc.
- ✓ www.eatsmart.org - Washington State Dairy Council-includes food pyramid, ethnic choices. Nutrition education materials, resources, catalog, games, freebies, links.

Nutrition Information

- ✓ www.fns.usda.gov/fns - US Department of Agriculture Food and Nutrition Service site with information on food stamps, and other related programs.
- ✓ www.cnpp.usda.gov - Food Pyramid can be downloaded from the USDA Center for Nutrition Policy and Promotion.
- ✓ www.nutritionexplorations.org - provides nutrition education information and resources for teachers, school foodservice professionals, parents, families and kids.

Gardening

- ✓ www.communitygarden.org - American Community Garden Association.
- ✓ www.edibleschoolyard.org - the Edible School Yard, Berkeley, CA.
- ✓ www.gwaa.org - Garden Writers Association of America.

Further Hunger Education Resources

www.worldhungeryear.org/fslc/buildingbridge.pdf
www.worldhungeryear.org/beyondemergency.pdf

Hunger Quiz

Can you answer the following questions about hunger in our community?

1. Nearly 40% of those served by REFB are:
a. homeless b. children c. elderly
2. In order to afford a two-bedroom apartment in Sonoma County, on average, how many minimum wage jobs would you have to have?
a. 3 b. 2 c. 1
3. Half of California's children are growing up in low-income households:
a. true b. false
4. How many Sonoma County families who receive food assistance have a job as the primary source of income?
a. 10% b. 25% c. nearly 40%
5. How many people in Sonoma County are living in poverty?
a. 15,000 b. 25,000 c. 35,000

Hunger Quiz

Answers:

1. Nearly 40% of those served by REFB are:
b. children. Children are the largest single group at risk of hunger, which affects their ability to grow and learn.
2. In order to afford a two-bedroom apartment in Sonoma County, on average, how many minimum wage jobs would you have to have? **a. 3**
3. Half of California's children are growing up in low-income households: **a. true**
4. How many Sonoma County families who receive food assistance have a job as the primary source of income? **c. nearly 40%**
Employment does not guarantee freedom from hunger.
5. How many people in Sonoma County are actually living in poverty? **c. 35,000**
people have incomes below the federal poverty line