

## Local ► Hunger

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Collect tinned food for local foodbanks.

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**Skills:**  Action Planning  Organisation  Leadership Skills

**Theme:** Understanding Local Hunger

**Impact:** Local

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AN INITIATIVE OF



# Hunger + Food Collection = Impact

Hunger affects people from all walks of life. When you come together to collect food for WE Scare Hunger, you can help ensure a family has food on the table. By holding a food collection, you have the opportunity to contribute to your local community and raise awareness of the root causes of hunger.

## Fact:

More than **430,000** emergency food supplies were handed out to children in 2016-2017.



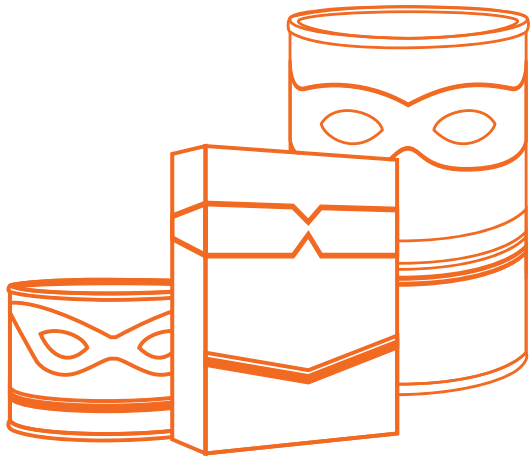
## Trick-or-Treat for Change!

Change-up your trick-or-treating this Halloween! Support families in your community by collecting non-perishable food and scare hunger away for



# Ways to Take Action

## Go trick-or-treating for tinned food on Halloween!



### Campaign in Action:

#### See the Impact!

Enterprise and giving back are at the heart of City Gateway College in the London Borough of Tower Hamlets. Students honed their entrepreneurial skills through their WE Scare Hunger campaign, splitting into teams to make the most of their individual talents. Following a busy week of collecting food, they donated an amazing 45 items to their local foodbank! Find out what's next for these charitable young change-makers at [WE.org/wescarehunger](http://WE.org/wescarehunger).



### At School:

- Collect food as individual classes and hold a competition to see who can bring in the most.
- Decorate donation boxes to collect food. Try a seasonal theme!



### At Home:

- Volunteer with your family at your local foodbank to help provide food and other essentials to members of your community.



### As a Community:

- Distribute donation boxes throughout your community. Try asking for support from supermarkets, banks or local businesses.

## Connect With Other Campaigns:

### **WE** Bake For Change

Research low-cost, healthy recipes and share them with friends and family.

### **WE** Volunteer Now

Volunteer to help sort food at your local foodbank.

## **WE** Scare Hunger

### **WE** Take Charge

Start a vegetable patch at your school and donate any surplus to a local charity.

### **WE** Won't Rest

Make food packages for a local homeless shelter.

## Checklist:

- ☐ Investigate and learn with the Hunger Issue Card.
- ☐ Assign Club Cards to all members.
- ☐ Action plan with your Local Yearbook.
- ☐ Put up campaign posters.
- ☐ Watch and share the WE Scare Hunger campaign video.
- ☐ Print out and distribute the WE Scare Hunger Cards.
- ☐ Share on social media with [#WEScareHunger](#).
- ☐ Complete your Campaign Impact Survey.
- ☐ Plan your WE DayX.

## WE Day App Challenge!

Imagine going to school hungry. That is the reality millions of children face each day. Let's challenge this by committing to reduce hunger in our community. Challenge your classmates to bring one non-perishable food item into school to donate. Then, log onto the WE Day app to track your progress! Spread the word using [#WEScareHunger](#).



Check out other resources for this campaign on your USB!



The number of  
three-day emergency  
supplies given by  
The Trussell Trust  
has increased by  
nearly  
**90%**  
over the last six years.



Learn more about the issues at [WE.org/exploringissues](https://www.we.org/exploringissues).

Learn how to take action at [WE.org/wescarehunger](https://www.we.org/wescarehunger).

[#WEscareHunger](https://twitter.com/WEscareHunger)

## Step 1: *Investigate and Learn*

Below, jot down the names of foodbanks operating in your area along with the services they provide. Then, find their contact information and prepare questions you want to ask them.

### Example Questions:

- ▶ What items do you need?
- ▶ How many people do you serve?
- ▶ How do we drop off our donations?

There are many resources available to help you research foodbanks in your community. Try looking online, asking your family members and teachers, or exploring the community yourself to see how foodbanks support people in your local area.

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After exploring hunger in your community, take time to understand the facts about hunger!

**1.** In 2016-2017, over one million three-day emergency supplies were given to people in crisis by The Trussell Trust.

**2.** More than 36% of three-day supplies were given to children.

**3.** One in six parents have gone without food themselves in order to feed their families.

**4.** One of the main reasons for referrals to foodbanks is benefit delays.

Next, go through the Exploring Issues activity with your group.

**Write your thoughts below!**

While using the Hunger Issue Card, jot down your thoughts and feelings about the issue in the space here. Think about why hunger is an important cause to you and why you want to take action on it.

# Set Your Goal

Now that you have a deeper understanding of local hunger and organisations helping to alleviate the issue in your community, it's time to set a goal for your food collection!

Contact your local foodbank to see what items they are in need of most and write them below.

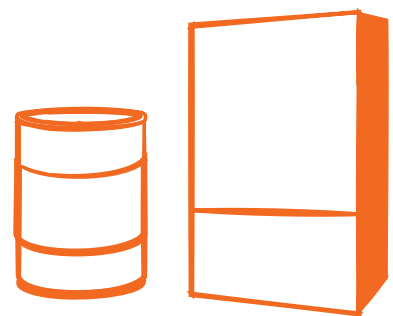
## Common Foodbank Requests

- ✓ Tinned meats and fish
- ✓ Peanut butter
- ✓ Cereal
- ✓ Dry pasta and sauce
- ✓ Tinned fruits and vegetables
- ✓ Toiletries

## Here are some things to consider when setting your goal:

- ▶ How many group members will be collecting food? (This will help to establish a realistic goal for how many food items you can expect to collect.)
- ▶ When will you hold it? (Think about when foodbanks need the most help and when people are most willing to give back to their community.)
- ▶ What kind of impact are you hoping to make? (Would you like to collect enough to feed one family for a week? If so, calculate how much food you'll need to make this happen.)

Our goal for WE Scare Hunger is to collect \_\_\_\_\_ items/kilograms of food.



Finally, decide on when and how long your campaign will be, and if you'll be tying it to Halloween or another event, such as Harvest Festival.

Start: \_\_\_\_\_ Finish: \_\_\_\_\_



## Step 2: *Action Plan*

### Now you have a goal, you need a plan to put it into action!

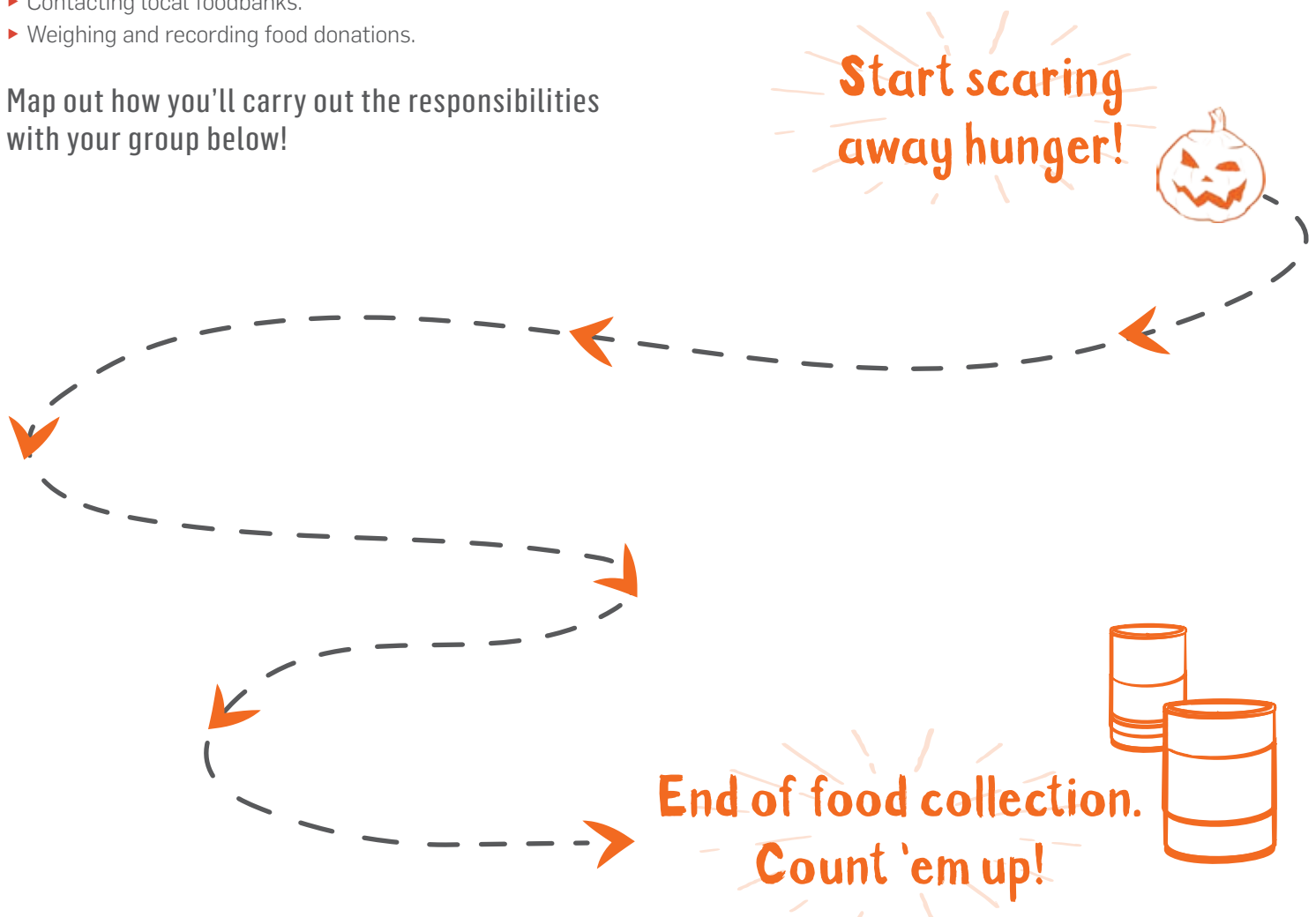
Decide who in your group will be responsible for each task to make sure your campaign goes smoothly! Using the Club Cards activity in the Teacher's Guide, assign each group member a role based on their individual strengths and passions. Feel free to assign more than one person to each role by breaking your team into smaller groups.

E.g., • **Communications team**      • **Planning team**

### Tasks might include:

- ▶ Distributing WE Scare Hunger Cards in your school.
- ▶ Making announcements in assembly.
- ▶ Putting up posters.
- ▶ Posting on social media.
- ▶ Planning trick-or-treating routes.
- ▶ Dropping off WE Scare Hunger Cards in the community.
- ▶ Contacting local foodbanks.
- ▶ Weighing and recording food donations.

Map out how you'll carry out the responsibilities with your group below!





## Step 3: *Take Action*

Explore ways you will keep the momentum going throughout your campaign (e.g., competitions, regular announcements, information about hunger, etc.). Write a list below!

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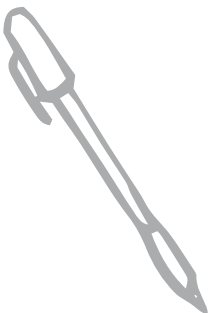
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## Reflect

How did your group do with its goals? Did you run into any challenges? Is there anything you would do differently next time? Besides the food your group collected, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?

**Reflect on your campaign by drawing or writing some of the highlights and/or challenges.**



## Step 4: Report and Celebrate

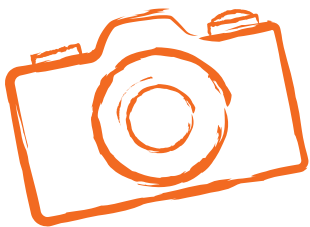
### Report

- ▶ How many students from your school donated food?  
\_\_\_\_\_
- ▶ What was your final total (in kilograms of food or number of items)?  
\_\_\_\_\_
- ▶ Which foodbank did your group donate your collected goods to?  
\_\_\_\_\_
- ▶ How many days did your campaign last?  
\_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Survey? ☐ Yes / ☐ No



### Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



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



Share your success with WE Scare Hunger by posting photos to social media using [#WEscareHunger](#).



Don't forget to ask a parent or guardian to sign the Media Release Form found on your USB so WE can share your photos too.