



Community
FoodBank
OF NEW JERSEY

FOOD • HELP • HOPE

2017



HANDBOOK

How to organize your food drive & raise funds!

cfbnj.org/studentschange hunger.org

The New Jersey Federation of Food Banks ("the Federation") is a consortium of five separately incorporated and independent nonprofit organizations whose primary purpose is the collection and distribution of charitable food to those that are at risk of hunger in our state. The Federation comprises of the Community Food Bank of New Jersey, the FoodBank of Monmouth & Ocean Counties, Food Bank of South Jersey, Mercer Street Friends and NORWESCAP. Together, the Federation provides over 60 million pounds of emergency food, distributed through every county in the state.

2016 Total Pounds Collected: 216,230

10,467 lbs



21,157 lbs



MERCER STREET
FRIENDS
Food Bank



47,454 lbs



115,081 lbs



22,071 lbs



STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
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TRENTON
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CHRIS CHRISTIE
GOVERNOR

September 2012

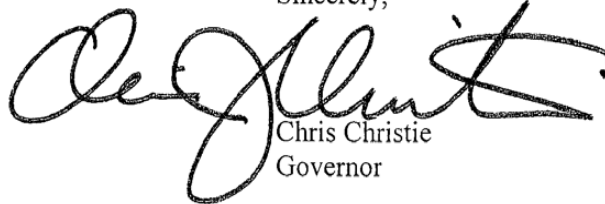
Dear Friends:

On behalf of the State of New Jersey, I am pleased to extend greetings to The New Jersey Federation of Food Banks and everyone participating in the statewide *Students Change Hunger* program.

I understand that this initiative will engage students of all ages in food drives and other charitable efforts that address the food insecurity issue that is all too prevalent in our society. Learning of the compassion and generosity of our state's young people makes me proud to be a New Jerseyan. By devoting their time and energy toward providing those in need with necessary sustenance they are all making great strides toward alleviating the threat of hunger in our communities. While I understand there is a competition for who can achieve the greatest results, I hope that everyone is proud of their involvement in such a noteworthy humanitarian effort. When lives are changed for the better, we are all winners.

Best wishes to all for success in this endeavor and thank you for contributing to the welfare of New Jersey's less fortunate residents.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Christie".

Chris Christie
Governor

How Can Students Change Hunger?

Hunger in New Jersey

A tough economy and high unemployment have pushed demand for emergency food to record levels in New Jersey, making community support more important than ever. Your efforts will make a big difference to the nearly 1 million people who struggle with hunger in our state.

Both Food and Funds Are Important

Community food and fund drives provide nutritious food and vital operating funds for your local food bank while raising awareness of hunger issues in our state and communities.

Timeline

- The campaign begins **Monday, September 18th** and ends **Monday, December 11th**.
- On December 10th, each food bank will announce their respective winners of the Challenge as well as select 5 nominees whose names will be forwarded to a statewide judging committee who will determine the winner of the **Governor's Cup**.
- The **Governor's Cup** will be presented to the winning school at an award ceremony (date to be determined) in January 2013.

Getting Started

- **Set a goal** for how much food and how many dollars you want to collect, track the progress, and announce final results.
- **Create challenges** between departments, classes, clubs, teams, etc. For instance, a winning class could get a free pizza party. Create a display board to show hunger statistics, track progress, etc.
- **Offer incentives** such as gift certificates, casual dress days or a special parking spot for the top contributor.
- **Schedule** a kick-off event to create interest in the food drive.

Use Our Toolkit To Build Awareness (Additional Ideas!)

- **Send an e-mail blast** and use our social media tools to promote ways of participating.
- **Schedule** a morning announcement of your food drive, mention it in your school newspaper or newsletter.
- **Educate** your class and school about hunger in New Jersey. You can find various useful books and videos in our toolkit.
- **Visible Goals** – Use our “thermometer” poster to track the progress of your event’s fundraising and food donation goals. You can also print out your “Most Needed Items” poster.
- **Competitions** - Create competitions between classrooms, departments, clubs or teams to see who will collect the most donations. Whoever wins gets a gift card or other prize!
- **Canstructure** - Have different departments/grades build items out of canned goods.
- **The Guessing Game** – Get large jar and fill it with virtually any item (candy, etc.) Participants then pay \$1 to guess how many items are in the jar and whoever the closest wins a prize!
- **Loose Change** - Have a “loose change” bin or container in your school’s cafeteria or break room. As students and teachers eat lunch, they can put their loose change in the collection bin to be donated to your food bank.
- **Penny Wars** - Find large plastic jars, place in rooms and have a race to see who can fill up their jars with pennies. Adding bills to an opposing team’s jar requires them to subtract money from their total amount (if you put in a \$5 bill, the other team takes \$5 off their total).
- **Hunger Fast** - Encourage your group/club/team to skip one meal or one latte, giving what money they would have spent on the skipped meal.
- **Bag Hunger** - Plastic or paper bags are distributed to students to take home and return full of food. Include the most wanted food items located in the toolkit.
- **Meat the Needs** - Help provide a much needed item to the food bank by holding a canned meat drive.
- **Souper Bowl Food Drive** - Collect dry soup, canned soup, canned meals and crackers.
- **Designate days of the week for specific food donations** - Macaroni Monday, Tuna Tuesday, Wheaties Wednesday or Whatever Wednesday, Think of Others Thursday, Fruity Friday.
- **Special Events** - You can connect your food drive with a special event, using four or more cans of food as a full or reduced admission.
- **Football Season ‘Tackle Hunger’** - Offer free or discounted admission for non-perishable food items.
- **Hold a “Canned Immunity” Day** - For example, forgive library fines, being out of uniform, or free admissions for canned food donations.
- **Canned Goods Admission** - Accept canned goods in lieu of a monetary admission price for concerts, programs, presenters, etc.
- **Stuff the Bus or Pack the Pickup** - Pack up a vehicle and take a ride to the food bank.

Awards

The Governor's Cup

The [Governor Endorsed](#) Students Change Hunger competition will have various awards for the schools participating; however, only one school will have the privilege of winning the **Governor's Cup**. In order to be given consideration of the **Governor's Cup**, a school must fill out this [application](#).

Endorsed by Governor Christie, the **Governor's Cup** is an annual award bestowed on the school that achieves superiority in the following categories:

- **Creativity** - This category evaluates what creative means students used to promote their food and/or fund drives. Examples could be online promotion via a school website, social media, print, radio, TV, or signage.
- **Community Engagement** – This category evaluates the extent to which students engage their communities and spread awareness about Students Change Hunger and the issue of hunger across New Jersey.
- **Hunger Advocacy** - This category evaluates the extent to which the SCH toolkit was leveraged for promotional and educational purposes.
- **Educational Impact (In School Promotion & Student Leadership)** - This category is in regards to having food or fund drives tied to any special events taking place at the school. Refer to the toolkit for examples of in-school special events.

The Deadline to Apply is Friday, December 30th

Students must demonstrate effort in all of the above categories. The more categories and activities the students engage in, the more points will be awarded to them. We have created a [Judging Rubric](#) that can be downloaded, so you can see exactly how the points will be awarded. The top five scoring schools from each of the five food banks will become the 25 finalists for the Governor's Cup. Our Judging Committee will then select one winner.

PHOTO RELEASE FORM

If you are going to submit photographs, video, etc., schools are responsible for obtaining Signed Release Forms. Please fill out this form and send to studentschangehungers@cfbnj.org

Participant's Name _____:

I hereby consent to the photographing of my person and property and to the use of my name, likeness, pictures, and/or voice by _____, its network and affiliates of Feeding America, formerly known as America's Second Harvest – the Nation's Food Bank Network and any additional designees/assignees, for uses, including but not limited to broadcasting, direct exhibition, and subsidiary purposes. I further consent to the use of my name, likeness, pictures, and/or voice with still photographs, slides, transparencies, videotapes, and/or television presentations and other uses related to the Program, including oral and written narratives and Program publicity and promotion, and in all media now known or hereafter devised throughout the world (including, without limitation, the Internet).

I hereby release the above named organization, their agents, associates, and assignees from any and all claims for damages, invasion of privacy, or any other claim based on the use of said material, and I hereby agree to indemnify the _____ and Feeding America, and hold _____ and Feeding America harmless from any claim asserted by any third party relating to or arising out of my participation in the Program.

I agree that my participation confers upon me no rights of ownership, whatsoever. In addition, I agree that _____ and Feeding America shall have the right to use my likeness for not-for-profit education, solicitation, and information, and shall have the right to make it available for broadcast and cable origination worldwide to make it available to media as it sees fit by all distribution mechanisms now existing or hereafter devised (including not-for-profit distribution to homes, but not by sale or rental through commercial video stores). _____ and Feeding America shall also have the right to allow other media outlets to record off-air and off-satellite and retain for information and solicitation purposes.

ACCEPTED AND AGREED TO:

Foodbank _____:

By: _____

Authorized Signatory

Date: _____

Participant/Grantor:

By: _____

Title: _____

Date: _____

Address: _____

Phone: _____