



Community  
FoodBank  
OF NEW JERSEY



**FOOD.HELP.HOPE**

**2019 Students Change Hunger Toolkit**

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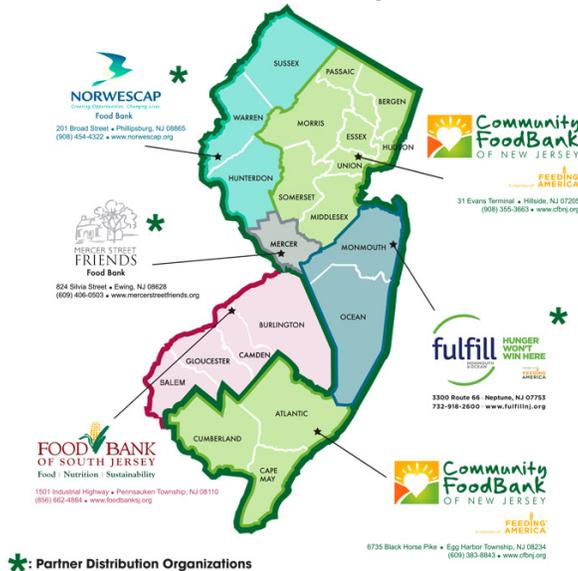


# ALL ABOUT STUDENTS CHANGE HUNGER

Students Change Hunger is a friendly competition where schools host a food drive and/or a fund drive at their school to help feed our hungry New Jersey neighbors. Schools compete to donate the most amount of food or funds to fight back against hunger in our state between Monday, September 16, 2019 and Monday, December 9, 2019.

Each dollar donated is equivalent to one pound of food. The food and/or funds benefit your local food bank. It's easy to sign up! Just visit [www.studentschangehunger.org](http://www.studentschangehunger.org) to register your school/youth organization today.

In New Jersey, there is a federation that is made up of five different food banks that serve each region of our state. Participating food banks include The Community FoodBank of New Jersey, Mercer Street Friends, NORWESCAP and The Food Bank of South Jersey.



In 2018, 154 schools and youth organizations across New Jersey donated 114,717 lbs. of food as well as more than \$34,000 in funds to support our local food banks. This translates into more than 190,000 healthy meals that were provided to children, teens and adults in need within our local communities. We couldn't do the work that we do without your helping hands.



## HUNGER EXISTS IN EVERY COMMUNITY




**38%**  
of households in New Jersey can't afford basic modern necessities



**51%**  
of jobs pay less than \$20 an hour



**35%**  
of families with children are struggling



**38%**  
of seniors 65+ can't make ends meet

*\*Statistics from the United Way of Northern New Jersey's ALICE Report 2018*

## WHAT IS THE COMMUNITY FOODBANK OF NEW JERSEY?

Our mission is to fight hunger and poverty in New Jersey by assisting those in need and seeking long-term solutions. We fill the emptiness caused by hunger with food, help and hope.

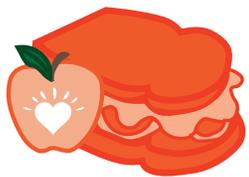
With your donations, The Community FoodBank of New Jersey is able to provide food to more than 1,000 different food pantries, soup kitchens and after-school feeding programs throughout the state. We also provide free job training in the culinary arts as well as nutrition education to youth and adults living in our most vulnerable communities.



Over 60,000,000 pounds of food was distributed last year, that is over 50,000,000 meals provided to our hungry neighbors



More than 1,000 community partners help us distribute our food



Over 230,000 Kids Cafe Meals served in the past year



Nearly 42,000 volunteer visits this past year donating enough hours to equal 52 full-time employees

## HOW YOU CAN MAKE A DIFFERENCE!

We encourage you to think of the 1 out of 7 children in New Jersey that struggles with hunger. Or the 1 out of every 10 adults that has a hard time putting food on the table. Get involved to make a change! The federation of food banks challenges you to organize a food and/or fund drive at your school between Monday, September 16, 2019 and Monday, December 9, 2019.

**It's easy to get started! Just follow these five simple steps:**

### STEP 5

Complete the poundage form and deliver food to The Community FoodBank of New Jersey before Monday, December 23, 2019.

### STEP 4

Get everyone involved!

### STEP 3

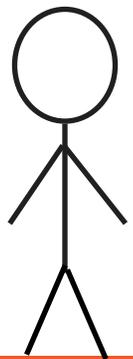
Make flyers and spread the word about your food/fund drive on social media.

### STEP 2

Select a start and end date for your food or fund drive. Donations made before November 1, 2019 receive a 10% weight bonus.

### STEP 1

Register your school or youth group today at [studentschangehunger.org](http://studentschangehunger.org)



## MOST WANTED FOOD ITEMS

### Foods for Food Drives



TUNA, SALMON, SPAM,  
CHICKEN, HAM



SHELF STABLE



PASTA, POTATOES,  
RICE, CEREAL



MAC&CHEESE, CHILI, STEWS,  
MEATY SOUPS



PLASTIC JARS ONLY



ALL CANNED FRUIT  
AND VEGETABLES,  
ALL SIZES

**NO GLASS, CELLOPHANE, BOTTLED WATER, SODA OR BABY  
FOOD PLEASE**



Community  
FoodBank  
OF NEW JERSEY

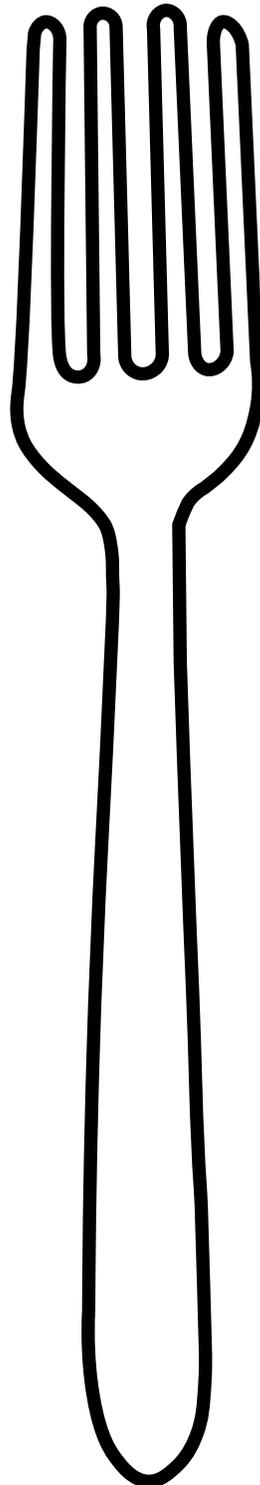


100%

75%

50%

25%



**OUR GOAL:**

**\$** \_\_\_\_\_

[cfbnj.org/studentschange hunger](http://cfbnj.org/studentschange hunger)

## 10 EASY RULES

- Schools must register for the competition at [www.studentschangehunger.org](http://www.studentschangehunger.org)
- Food may be donated on or between the dates of Monday, September 16, 2019 – Monday, December 11, 2019.
- Food donations that are less than 400 lbs. Can be delivered directly to The Community FoodBank of New Jersey. For donations that exceed 400 lbs. Pick-up can be arranged.
- Schools must provide their own boxes/bins to store goods until delivery.
- When a food donation is made to The Community FoodBank of New Jersey, a poundage receipt must be completed with the school's information.
- Donations that are made prior to November 1st get a 10% weight bonus.
- Bottled water and frozen turkeys cannot be donated.
- All other non-perishable food items are accepted.
- Schools are responsible for checking "expired" dates on food prior to delivery.
- For every dollar that your school raises, we will credit your school with one pound of food. Start an Online fundraising page at: [www.cfbnj.org/virtual-fundraising/](http://www.cfbnj.org/virtual-fundraising/)



## POUNDAGE RECEIPT FORM

THIS FORM MUST BE FILLED OUT IN ITS ENTIRETY PRIOR TO DELIVERY

<b>School Name:</b>	<b>Date of Delivery:</b>
<b>Town:</b>	<b>County:</b>
<b>School Level (check one):</b>	<b>Division (check one):</b>
<b>Delivered By (print name):</b>	
<b>Phone Number:</b>	<b>Email:</b>
<b>Signature:</b> by signing, you verify that no turkeys or bottled water are included in this delivery	

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### TO BE COMPLETED BY COMMUNITY FOODBANK OF NEW JERSEY

<b>Weight:</b>	<b>10% bonus weight:</b> for food delivered prior to Nov. 1st
<b>Total Weight:</b>	<b>FoodBank Signature:</b>



## PROMOTE YOUR DRIVE

### Students Change Hunger- Promotional Ideas:

There are several ways you can come up with and promote your school's own unique Students Change Hunger food drive! Whether it's posting to social media, circulating information on your food drive in your school newspaper or on your website, getting the word out is an integral part for your campaign's success.

- **Canned Soup Drive:** students run a school-wide soup drive, dividing the school by grade levels. Students decorate garbage cans to look like big soup cans, hand out flyer's, create commercials, etc.
- **Home Room Challenge:** Homerooms collect the most food items over a three week period to earn PTA- donated items, such as wristbands, or cinch bags, as well as lunch with the principal.
- **PB&J Drive:** Students run a school-wide peanut butter and jelly drive, making it a class vs. class competition.
- **Baked Goods Sale:** Students run after school sales of various baked goods.

### In- School Promotion:

Promoting your Students Change Hunger food drive at special events taking place at your school is a great way to start mobilizing your students and faculty.

- **Special Events:** Offer a discount on a ticket to one of your school's events (sporting, dances, etc.) If a patron brings a canned item to support your food drive.
- **Food Box Challenge:** Have teachers take a head-shot of themselves and post it on a large food donation box. Place the boxes of the respective participating teachers in strategic areas, so that the winning teacher has bragging rights, and the grand total for the school rises.
- **Pep Rally Challenge:** Have each grade compete to decorate their side of the gymnasium, customize (unify) their clothes, and collect as much food as they can, for the rally. The grade that wins the majority vote (voted on by teachers), wins the title, "Easily the Best Grade in Town".
- **Host a "Hunger Banquet":** Participants represent various socioeconomic levels throughout New Jersey and receive a meal that corresponds to that groups' economic status.
- **Promote in your school newspaper or lunch room:** Create an ad or an article to promote through your school newspaper, social media, PTA website, etc. Also, print the flyer's in this toolkit and post them around the lunchroom, library and lockers. Lastly, you can add SCH to your morning announcements as well
- **Host a "Casual Clothes Day":** Host a casual clothes day for teachers at school and collect donations from participating teachers.
- **Host a "Walk-A-Thon":** Host an anti-hunger walk-a-thon in your school gym during recess and ask students to donate \$1.00 per lap.

While activities and events done by each school may qualify for multiple categories within the Judging Criteria, please limit the usage of each activity performed to one category (i.e. a Pep Rally should count for one of the following categories not both: In-School Event and Creative Promotional Campaign)



## HELP SPREAD THE WORD

Use Facebook, SnapChat, Twitter, and Instagram to positively change lives by spreading the word about your school's food and/or fund drive. Get the local community involved in your efforts to make sure that no child has to use their imagination for dinner tonight.

### Social Media Tools:

#### Handles-

Facebook: The Community FoodBank of New Jersey | Twitter and Instagram: @cfbnj

#### Suggested Hashtags-

#EndHunger, #FeedNJ, #FoodHelpHope, #StudentsChangeHunger, #SCH2019

#### Suggested Facebook and Instagram Posts-

- Our #StudentsChangeHunger food drive starts today for @communityfoodbankofnewjersey/@cfbnj! Help us provide meals for hungry New Jerseyans. (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)
- (School's Name)'s goal is to raise (XX pounds and/or XX dollars or XX meals) for @communityfoodbankofnewjersey/@cfbnj. Help us feed our hungry New Jersey neighbors.
- 1 in 7 children goes hungry everyday. Get involved in our #StudentsChangeHunger food drive to benefit @communityfoodbankofnewjersey/@cfbnj and eliminate hunger in NJ (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)
- Most-needed items for our Students Change Hunger food drive: Canned meat, vegetables, fruit, tuna, peanut butter, rice and beans. Give today to help families in need! (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)
- Every \$1 donated provides 3 meals for hungry people in need. Help (school name) win #StudentsChangeHunger and support hungry families throughout the state (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)

#### Suggested Tweets:

- #StudentsChangeHunger starts today! Help @cfbnj and (your school's handle) provide meals to NJ's hungry. #FoodHelpHope (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)
- 1 in 7 NJ kids is at risk of hunger. Get involved in (school name) #StudentsChangeHunger food drive to help @cfbnj #EndHunger (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)
- Support our Students Change Hunger food drive to help @cfbnj and (school name or handle) provide #FoodHelpHope to hungry NJ kids.
- \$1 = 3 meals. Help (school name or handle) reach its goal of (XX pounds and/or XX dollars or XX meals)! @cfbnj #StudentsChangeHunger
- (School Name or handle) is helping to feed hungry New Jerseyans @cfbnj. Donate meals! #StudentsChangeHunger (Link to [cfbnj.org](http://cfbnj.org) or personal school fundraising page)

## ADDITIONAL QUESTIONS?

#### CONTACT US:

31 Evans Terminal- Hillside, NJ 07205 | 908.355.3663  
or visit [cfbnj.org](http://cfbnj.org)



## **STAY ENGAGED!**

**After your Students Change Hunger food and fund drive is completed, we encourage you to get connected to our youth programs throughout the year. These programs will provide you with valuable leadership skills to translate your passion for helping others into action. Stay connected by visiting us at [www.cfbnj.org/youth-programs](http://www.cfbnj.org/youth-programs)**

### **Teen Leadership Council**

**November 2019**

A group of twelve students that meet monthly at the Community FoodBank of New Jersey to design and launch a Teen-Hosted Hunger Forum in May 2020 for high school students by high school students. The council meets on Tuesday evenings from November 2019-May 2020.

### **Teen Hunger Summit**

**December 2019**

A half-day program for high school students with break-out workshops where students learn about the different social justice issues related to hunger and how they can be the change they wish to see in the world.

### **Teen Leadership Institute**

**Summer 2020**

A two-day program where students learn life-changing leadership skills to make positive change within their communities through service efforts to feed our hungry neighbors.

### **Global Youth Service Day**

**April 4, 2020**

A half-day program where students learn key leadership skills and volunteer for a 2-hour volunteer shift together.

## FREQUENTLY ASKED QUESTIONS (FAQ'S)

### WHO CAN PARTICIPATE IN STUDENTS CHANGE HUNGER?

Any school or youth-based organization can participate in the Students Change Hunger food and fund drive.

### WHERE DOES THE DONATED FOOD GO?

All donated food is distributed to our partnering food pantries and soup kitchens. We provide food for more than 1,000 food pantries and soup kitchens throughout sixteen counties of New Jersey.

### WHAT IS A FOOD BANK?

A food bank is a large food distribution hub that donates food to smaller food pantries, soup kitchens, and after-school feeding programs. Food banks refer to these smaller organizations as community partners or partner agencies. The food then gets distributed directly to our neighbors in need. In 2018, the Community FoodBank of New Jersey provided 56.5 million pounds of food to our partnering agencies ( 26% was in the form of fresh produce).

### HOW DO I KNOW WHERE AND WHEN TO DROP OFF MY FOOD?

When you register your school to participate in our Students Change Hunger food and fund drive, you will receive a confirmation e-mail with your direct contact at The Community FoodBank of New Jersey. You can reach out directly to schedule your drop off. For donations that exceed 400 pounds, please call the Community FoodBank of New Jersey and we can schedule a truck to come to your school to pick-up the donated food. We would just need a two week turn-around time for these types of pick-ups.

### DOES MY SCHOOL WIN ANYTHING FOR PARTICIPATING?

Each year, one participating school will receive the Governor's Cup award. The federation of food banks meets to determine the winner based on the amount of food donated, funds, and level of school spirit. The winning school will receive this prestigious award along with a visit by the Governor or Lieutenant Governor of the State of New Jersey.

Each participating school will also be eligible to win a Division award based upon the amount of food and funds that were donated.

### WHAT HAPPENS IF MY SCHOOL WANTS TO HOST A FOOD DRIVE AFTER THE STUDENTS CHANGE HUNGER COMPETITION ENDS?

Hunger is a 365 day a year reality for close to 900,000 New Jersey residents. Please reach out to the Community FoodBank of New Jersey about your food or fundraising event as we would be happy to spread the word about your event. Our food bank is always in need of food each day of the year.