



CFBNJ

COMMUNITY
FOODBANK
OF NEW JERSEY

students
CHANGE
hunger

FOOD.HELP. HOPE

2020 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 September 14 and December 18, 2020.

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 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.

THE NEW JERSEY FEDERATION OF FOOD BANKS



CFBNJ Partner Distribution Organizations

In 2019, 124 schools and youth organizations across New Jersey donated 113,110 lbs. of food as well as more than \$51,698 in funds to support our local food banks. This translates into close to 250,000 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





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.

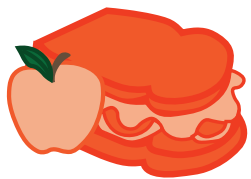
With your donations, The Community FoodBank of New Jersey is able to provide food to more than 1,000 different food pantries, soup kitchens and after-school feeding programs throughout the state. We also provide free job training in the culinary arts as well as nutrition education to youth and adults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



Nearly 80,000,000 pounds of food was distributed last year, that is over 66,500,000 meals provided to our hungry neighbors



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



Over 200,000 Kids Cafe Meals served in the past year



Nearly 40,000 volunteer visits this past year donating enough hours to equal 38 full-time employees



HOW YOU CAN MAKE A DIFFERENCE!

We encourage you to think of the 1 out of 5 children in New Jersey that struggles with hunger. Or the 1 out of every 7 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 September 14 and December 18, 2020.

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

STEP 4

Complete the poundage form and deliver food to The Community FoodBank of New Jersey before, December 18, 2020.

STEP 3

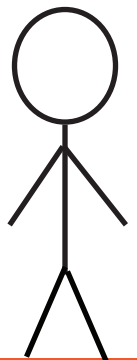
Get everyone involved and create virtual fundraising page at give.cfbnj.org/studentschangehunger2020

STEP 2

Select a start and end date for your food or fund drive. Donations made before November 2, 2020 receive a 10% weight bonus.

STEP 1

Register your school or youth group today at 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

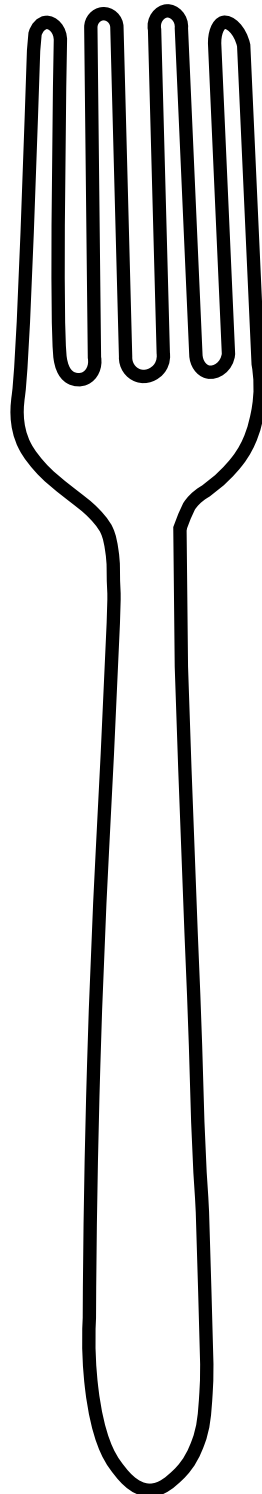


100%

75%

50%

25%



OUR GOAL:

\$

cfbnj.org/studentschangehunger



10 EASY RULES

- Schools must register for the competition at www.studentschangehunger.org
- Food may be donated on or between the dates of September 14, 2020 – December 18, 2020.
- 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 2nd 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: <http://give.cfbnj.org/studentschangehunger2020>



POUNDAGE RECEIPT FORM

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

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

TO BE COMPLETED BY COMMUNITY FOODBANK OF NEW JERSEY

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



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. Even while remote learning, students can work to collect food to be donated directly to CFBNJ to brought to a school drop off location.

- **Canned Soup Drive:** students run a school-wide soup drive, dividing the school by grade levels.
- **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 tour students and faculty.
- **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.

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 tour 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 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 5 children goes hungry everyday. Get involved in our #StudentsChangeHunger food drive to benefit @communityfoodbankofnewjersey/@cfbnj and eliminate hunger in NJ (Link to 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 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 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 or personal school fundraising page)
- 1 in 5 NJ kids is at risk of hunger. Get involved in (school name) #StudentsChangeHunger food drive to help @cfbnj #EndHunger (Link to 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 or personal school fundraising page)

ADDITIONAL QUESTIONS?

CONTACT US:

31 Evans Terminal- Hillside, NJ 07205 | 908.355.3663
or visit cfbnj.org



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 fifteen 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 2020, the Community FoodBank of New Jersey provided nearly 80 million pounds of food to our partnering agencies.

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?

Participating schools are eligible to win a Division award based upon the amount of food and funds that were donated. Each year, one participating school will be named the Students Change Hunger State Champion. The federation of New Jersey food banks meets to determine the winner based on the amount of food donated, funds, and level of school spirit.

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

Hunger is a 365 day a year reality for more than 1.2 million 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 and funds each day of the year.



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

Teen Leadership Council

November 2020 to June 2021

High school students meet monthly to develop leadership skills to translate their passion for helping others into action. These students plan and host a forum for their schools to raise awareness of hunger in the community and encourage their peers to join such an important cause.

Teen Hunger Summit

December 2020

Students learn about social justice issues related to hunger and how they can become the change they wish to see in the world today. Through more than a dozen inspiring workshops, the FoodBank provides a day-long experience each year to nearly 300 teens.

Teen Leadership Institute

Summer 2021

The FoodBank teaches high school students life-changing leadership skills to launch hunger-fighting initiatives within their local communities. We provide a two-day intensive institute for more than 60 emerging youth leaders from high schools across New Jersey.

Global Youth Service Day

Spring 2021

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