



**CFBNJ**

COMMUNITY  
FOODBANK  
OF NEW JERSEY

students  
**CHANGE**  
hunger

**FOOD • HELP • HOPE**

**2021-2022 Students Change Hunger Toolkit**



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## FOOD INSECURITY IN NEW JERSEY



The fight against the pandemic's impact is not over.  
**CFBNJ's work remains more critical than ever.**

## JOIN THE CAUSE TODAY!





## 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.

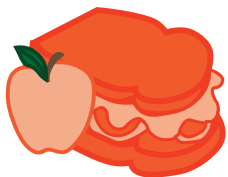
With your donations, the Community FoodBank of New Jersey is able to provide food to more than 800 different food pantries, soup kitchens and after-school feeding programs throughout the 15 counties served in the state. We also provide free job training in the culinary arts as well as nutrition education to youth and adults living in our most vulnerable communities.



Nearly 102,000,000 pounds of food was distributed last year, which is over 85,000,000 meals provided to our hungry neighbors



More than 800 community partners help us distribute our food to neighbors in need



Nearly 580,000 meals provided to kids through child nutrition programs



About 44,000 hours were volunteered this past year, which is equivalent to 21 full-time employees



## ABOUT STUDENTS CHANGE HUNGER

Students Change Hunger (SCH) is a friendly competition where schools and youth community groups host food and/or fund drives at their schools to help feed our hungry New Jersey neighbors. Schools compete to donate the most food or funds to fight hunger in our state between **Monday, September 13, 2021 and Friday, January 14, 2022.**

During the 2020/2021 SCH campaign, more than 100 schools participated, donating more than 56,000 pounds of food and \$45,000 to benefit their local food banks. In total, these donated resources supported 181,000 meals for neighbors in need.

This program not only helps to meet the need in our communities, but also teaches students the power of advocacy and outreach. Students are the next generation of leaders, and when they come together to support their communities, great things are possible!

### Congratulations to the 2020/2021 Students Change Hunger State Champion, Madison High School Key Club!

Students collected 4,462 pounds of food, raised \$7,095, providing more than 25,000 meals to neighbors in need. Madison High School Key Club used creative ideas to participate during the pandemic, from using food collection bins at local businesses, to partnering with the Madison Police Department to transport food donations to their local food pantry. Students utilized CFBNJ's virtual fundraising platform to raise funds through social media and email campaigns.





## CFBNJ WINNERS 2020-2021

**Region Champion:** Madison High School

**Most Food Donated:** Westfield High School

**Fundraising Champion:** Madison High School

<b>Division 1:</b> Greenbinz	<b>Division 4:</b> Mount Pleasant Middle School
<b>Division 2:</b> Union High School	<b>Division 5:</b> Madison High School
<b>Division 3:</b> St. Catherine of Siena School	<b>Division 6:</b> Westfield High School



## HOW TO PARTICIPATE

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



**STEP 1**

Designate lead parent/teacher/advisor from your school or organization.



**STEP 2**

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



**STEP 3**

Set up online fundraiser at [give.cfbnj.org/studentschangehunger2021](https://give.cfbnj.org/studentschangehunger2021)



**STEP 4**

Print out toolkit for tips and marketing materials [cfbnj.org/studentschangehunger](https://cfbnj.org/studentschangehunger)



**STEP 5**

Start collecting food and raising funds.



**STEP 6**

Deliver food donations to CFBNJ or arrange for an end-of-campaign pick up.





# FOOD DRIVE PROTOCOLS

## Food Storage Protocols

- As you collect food for your food drive, make sure to store donations in a cool, dry space. We recommend that you utilize larger rooms, such as auditoriums and gymnasiums, to hold your food donations until they are ready to be dropped off at CFBNJ.
- If you are hosting an event where donations will be collected off-site, for example if you are collecting donation at a school football game, we suggest setting up tables with donation bins/boxes and transporting the food back to the school for safe storage. Food can be transported with school, parent, or teacher vehicles.

## Food Donation Drop-Off Protocols

Donations can be dropped off at either CFBNJ facility. See below instructions for each location

### Hillside Location

31 Evans Terminal, Hillside, NJ 07205

Donations can be dropped off Monday-Friday, 8:00am-4:00pm

When you arrive, inform the associates at the front dock that you are dropping off a Students Change Hunger food donation. Please have the poundage receipt (page 10) completed and hand to the associate. We recommend that you ask for a copy for your records. It is very important that you do not leave your donation in the metal bin outside the facility. For your donation to count towards Students Change Hunger, the weight of your donation must be recorded. If you need to coordinate a drop-off outside of normal business hours, contact Diana Levy at [dlevy@cfbnj.org](mailto:dlevy@cfbnj.org) or 908-440-0322.

### Egg Harbor Township Location

6735 E Black Horse Pike, Egg Harbor Township, NJ 08234

Donations can be dropped off Monday-Friday, 8:30am-2:00pm

When you pull into the parking lot, continue straight, and pull your vehicle up to the side door and ring the doorbell. Please have the poundage receipt (page 10) completed to be given to the associate. We recommend that you ask for a copy for your records. It is very important that you do not leave your donation in the metal bin outside the facility. For your donation to count towards Students Change Hunger, the weight of your donation must be recorded. Please notify Colette Kraus via email when you plan to bring a food donation to this location. Colette can be reached at [ckraus@cfbnj.org](mailto:ckraus@cfbnj.org) or 609-380-1184. If you need to coordinate a drop-off outside of normal business hours, contact Colette and she will be able to assist you.

## Food Donation Pick-Up Protocols

If either warehouse is more than 30 minutes away from your location or your school/organization is unable to transport the food, contact Diana Levy and include the following information in your request:

- School name
- School location
- Size of donation
- Preferred pick-up date and time (provide several options)

Note: pick-ups are only available for donations 500 pounds or more. (On average, each plastic shopping bag or small box is around 10 pounds)





## MOST WANTED FOOD ITEMS



**Canned protein (tuna, chicken, ham)**



**Shelf-stable milk**



**Boxed meals (pasta, cereal, rice, potatoes)**



**Canned & packaged meals (chili, soups, mac & cheese)**



**Plastic jars (peanut butter, jelly)**



**Canned fruits & vegetables (all sizes)**

NO GLASS, CELLOPHANE, BOTTLED WATER, SODA, OR BABY FOOD.  
TURKEY DONATIONS DO NOT COUNT TOWARDS STUDENT CHANGE HUNGER.





# 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 (select all that apply):</b> <input type="checkbox"/> Pre-Kindergarten <input type="checkbox"/> Kindergarten <input type="checkbox"/> Elementary <input type="checkbox"/> Middle <input type="checkbox"/> High <input type="checkbox"/> College	<b>Division (check one):</b> <input type="checkbox"/> Division 1 (1-50 students) <input type="checkbox"/> Division 2 (51-150 students) <input type="checkbox"/> Division 3 (151-400 students) <input type="checkbox"/> Division 4 (401-800 students) <input type="checkbox"/> Division 5 (801-1500 students) <input type="checkbox"/> Division 6 (1501+ students)
<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	

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>



## FUNDRAISER PROTOCOLS

Fundraising is a powerful way for students to make an impact in their communities while learning how to advocate for social change. For every \$1 donated, 3 meals will be added to your school/group's Students Change Hunger's campaign total.



### In-Person Fundraising

Students can host in-person fundraisers at their schools or at special events, or you can host a fundraiser online. See below for more details.

Checks can be made out to "Community FoodBank of New Jersey" and mailed to 31 Evans Terminal, Hillside, New Jersey, 07205. Please add in the memo: School Name and Students Change Hunger Donation.



### Online Fundraising

Create a custom online fundraiser and invite friends, family, and peers to visit your page and make donations. For every \$1 donated, CFBNJ can provide 3 meals to neighbors in need.

Visit [give.cfbnj.org/studentschangehungers2021](https://give.cfbnj.org/studentschangehungers2021) to start fundraising. If you need help getting started, the Online Fundraiser User Guide on the homepage will walk you through the steps to create an individual page, join an existing team, or start a new team.

Check out email templates on pages 13-15 to start promoting your fundraiser!





## MARKETING & PROMOTION IDEAS

There are several ways you can 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.

### Friendly Rivalries:



Tap into the competitive nature of sports groups, clubs, and school organizations and create sub-competitions in your school. For example, see who can collect the most food donations, the football team or the soccer team.

### Specific Drive:



Students run different drives to collect specific items. For example, each week of the campaign can be focused on a "much needed food item" category (see page 9). Soups, cereals, and canned proteins are always great options for these types of food drives.

### Sales:



Students can sell items and donate the proceeds towards their Students Change Hunger campaign. For example, students can host an after school baked goods sale or create pottery goods to sell.

### In-School Promotion:



Create an ad or an article to promote through your school newspaper, social media, PTA website, etc. Add SCH to your morning announcements to increase participation and spread awareness.

### Special Events:



Offer a discount on a ticket to one of your school's events (sports, dances, etc.) if a patron brings a canned item to support your food drive. You can also choose an event and donate ticket sales to benefit your fundraiser.

### Community Collections:



Students can contact local businesses and ask to put donation boxes/bins in their lobbies for community members to bring donations. This is a great way to promote your drive and collect more donations. Another option is to leave flyers in your neighbors' mailboxes with information about your food drive, most needed food items, and a date for food donation pick up. Ask them to leave any food donations on their front steps or porch at the designated time to be collected by you or a peer.

\* Please ensure all activities adhere to health and safety protocols provided by the State of New Jersey.



## EMAIL TEMPLATE

### LAUNCH

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Dear Family and Friends,

I am launching an online **Students Change Hunger** fundraiser to support the Community FoodBank of New Jersey (CFBNJ).

CFBNJ, a member of Feeding America®, is the state's largest anti-hunger and anti-poverty organization, supporting more than 800 community partners, including local food pantries and soup kitchens throughout the 15 New Jersey counties it serves. They ensure access to nutritious food for vulnerable individuals and families.

A decade of progress in the fight against hunger was wiped out overnight because of COVID-19. We have seen unprecedented need and also witnessed a crisis that has shaken the economy to its very core. Even though life is gradually getting back to normal, CFBNJ's work is far from over. You can be a part of the solution as we battle the lasting effects of this pandemic and for standing by those still trying to get back on their feet.

I am asking you to help by joining my fundraising efforts. \$1 = 3 meals. Be a part of the solution.

Best,  
NAME

P.S. Spread awareness about hunger in New Jersey and encourage others to donate through your social media channels – and remember to tag us and CFBNJ!



## EMAIL TEMPLATE

### REMINDER

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Hi Family and Friends,

We have raised XX so far through our **Students Change Hunger** fundraiser!

Our goal is to raise a total of GOAL for our neighbors in need by DATE and help support the Community FoodBank of New Jersey to ensure access to nutritious food for vulnerable individuals and families.

Make a donation today: URL. Just \$1 provides 3 nutritious meals. Or bring nonperishable food to the donation boxes located at LOCATIONS. Most-needed items include: canned protein, canned fruits and vegetables, and beans and rice.

Be a part of the solution. It's time to make a difference.

Best,  
NAME

P.S. If your school/organization has a matching gift program, make sure to submit your donation for the match. This is a great way to double your gifts!





## EMAIL TEMPLATE

### RESULTS

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Hi Family and Friends,

I want to thank you for your participation and donation to the **Students Change Hunger** fundraiser.

We EXCEEDED/ACHIEVED OUR GOAL by raising \$XX and collecting YY pounds of food! That's the equivalent to ZZ meals (apply this formula: \$1 = 3 meals = 3.6 pounds of food) for our hungry neighbors in our state of New Jersey. Thank you.

I look forward to continuing to support the Community FoodBank of New Jersey and encourage you to stay involved. Thank you for all you do.

Best,  
NAME



## GENERAL FAQ & CONTACT INFORMATION

### Who can participate in students change hunger?

Any school (Pre-K through College) or youth community group in New Jersey may participate in the competition, public or private.

### Does the donated food stay in my area?

Yes. After your food bank receives the food, it gets distributed to a local feeding organization and neighbors in need.

### What is a food bank and how does it differ from other feeding organizations?

A food bank is a large feeding organization that stores and distributes vast amounts of food to smaller organizations. All federal and state food are first given to your local food bank. The food banks then distribute this government food, along with food from local donors to smaller organizations. Food banks call these smaller organizations community partners. Community partners could be any type of feeding organization such as a food pantry, soup kitchen, shelter, afterschool feeding program, senior feeding program, etc. The food then gets distributed by these organizations to people in need.

### How are the students change hunger awards determined?

Schools are divided into divisions based on the size of their student population. Awards will be given to the school donating the most weight in each division.

### How can I learn more about hunger in New Jersey and the U.S.?

There are a lot of resources about hunger. One of the best resources is Feeding America's website. You can also see a study that they conduct annually called Map the Meal Gap.

### Can I volunteer with CFBNJ?

Yes! CFBNJ's volunteer program offers individuals, families and groups of many sizes a meaningful experience to make a direct impact on hunger in a positive and safe environment. At our Hillside facility, all volunteers must be aged 12 or older. Teens aged 12-15 must be accompanied by an adult. At our Egg Harbor Township facility, all volunteers must be 18 or older. To learn more and to sign up, visit [cfbnj.org/volunteer](http://cfbnj.org/volunteer).

### Are there other youth opportunities?

CFBNJ offers a variety of innovative programs dedicated to educating children, teens, and young adults about hunger and poverty – and giving them the tools to make meaningful change in their communities. There are many ways for youth to get involved, either on their own or with guidance from their teachers. To learn more, visit [cfbnj.org/youth-programs](http://cfbnj.org/youth-programs) and follow us on Instagram @cfbnjteens.

### Contact Information

For more information, contact Diana Levy, CFBNJ Schools and Community Outreach Manager at [dlevy@cfbnj.org](mailto:dlevy@cfbnj.org) or 908-440-0322.