



# Prevent Hunger Toolkit

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# Key Messages

## *Feeding Families, Fueling Hope*

### Campaign Dates

March 1-31, 2017

### The Goal

1. **\$150,000** to fund our work to address and *prevent* hunger in our community
2. **100,000 pounds** of donations for the food shelf to provide tangible help to struggling families

### The Problem

#### **55% of the Twin Cities' poor population now live in the suburbs**

- Poverty in the Twin Cities suburbs has grown three times faster than poverty in Minneapolis and St. Paul over the past 10 years.
- Nearly one in 10 families in the Interfaith Outreach service area lives below 150% of the federal poverty guidelines. For a family of four, that's only \$36,450 a year, an income level that can scarcely cover basic needs like housing, transportation and food.

#### **Food insecurity and its negative impact**

- Food is the most common reason families first come to Interfaith Outreach.
- 14.4% of families with children face food insecurity in Hennepin County. Source: *Map the meal gap: Child food insecurity 2013.*
- Hunger costs the state of Minnesota \$1.6 billion per year in healthcare, hospitalization, medication, education and other costs, including lost productivity at work and in school. Source: *The University of Minnesota Food Industry Center, Cost and Benefit of Hunger Study, 2010*
- 10% of seniors in Minnesota reported being threatened by hunger. Senior hunger is expected to rise as more Baby Boomers reach age 60. Sources: *National Foundation to End Senior Hunger, 2016 / Half in 10, 2014*

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## Continued... Key Messages

### The Interfaith Outreach Response

If there's one thing we've learned in the past 38 years, it's that fighting hunger involves far more than food. Interfaith Outreach addresses the immediate need through our food shelf and then supports families holistically, preventing hunger and fueling family hope and success. Family support staff and the employment services team help raise confidence and income levels to help families move from a state of hunger toward a stable, successful future.

- **Food for the table** — 4,485 individuals receive both emergency and sustaining relief from the Food Shelf.
- **Holistic Family Support** — staff work one-on-one with individuals and families to provide information, connections to resources, problem-solving assistance, advocacy, counseling, support and emergency financial assistance.
- **Living-wage jobs** — 274 jobseekers worked with the employment team. This is the difference maker! The team guides clients through career exploration and individual assessment, job coaching, placement and retention.

### How the Community Can Help

The Prevent Hunger campaign engages all parts of the community — schools, businesses, faith communities, civic groups, individuals and families — to fight hunger and prevent ongoing food insecurity. Each of us plays an important role in the campaign's success. Here are three actions you can take to fight hunger in our community:

- 1) Organize a food and fund drive (resources are listed in the Prevent Hunger toolkit at [iocp.org](http://iocp.org))
- 2) Donate financially at [iocp.org/donate](http://iocp.org/donate), by check or in person ("Prevent Hunger" in memo line). For every \$100 donated, Interfaith Outreach can provide 385 meals to families. The food shelf support will stretch lean budgets so families can pay for housing and other basic needs.

#### Mission

To engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive.

#### About

Interfaith Outreach & Community Partners' mission is to engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive. A human service nonprofit serving struggling families and individuals in the Twin Cities since 1979, Interfaith Outreach rallies resources and ignites the community to ensure all families live their best lives, all children succeed and the entire region prospers. Learn more at [www.iocp.org](http://www.iocp.org) or 763-489-7500.

#### Serving

Igniting the power of community in Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach, Orono, Plymouth and Wayzata, Minnesota, since 1979



## How You Can Help

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- 3) Ask your family, friends, colleagues and neighbors to contribute to the campaign



# Food Shelf Needs List

## MOST NEEDED ITEMS:

Flour, sugar, cooking oil	Disposable diapers (size 5, 6 and pullups)
Canned meat or fish	Dish/laundry soap
Canned fruit	Toiletries (shampoo, toothpaste, bar soap, deodorant)
Jam/jelly	Toilet paper
Peanut butter	Fruit juice
Fresh produce (vegetables, fruits, herbs)	Paper towels
Cereal	

## OTHER NEEDED ITEMS:

Coffee	Dried fruit
Healthy snacks	Broth or variety soups
Baby wipes	Canned vegetables
Rice	Dried/canned beans
Pasta	Canned tomato products
Meal-in-a-box or can	Packaged/canned potatoes
Spaghetti sauce	Brownies, muffin or cake mix
Cleaning products (409, Windex, etc.)	Facial tissue
Feminine hygiene products	



Interfaith Outreach™  
*Igniting the power of community*

# Food Drive

DONATE HERE!



# Organizing Your Food & Fund Drive

## How To Organize a Food & Fund Drive

Gather your colleagues, neighbors, team members or friends for a food and fund drive to help struggling families in our community. As part of Interfaith Outreach's annual Prevent Hunger campaign (March 1-31), you can play a valuable role in raising awareness about suburban poverty and help address hunger in our community. Food drive donations will provide emergency and sustaining support to those visiting the food shelf. Financial donations will help us fund family support and employment services to help families prevent hunger in the future. Below are steps for planning a successful drive.

### Plan Your Drive

Schedule your food drive when it's convenient for you, but remember to wrap up the drive by March 31 to have it count toward the campaign goal. Consider a time when you can focus your group's attention on the effort and aren't competing with other priorities.

1. Pick a location. Identify where people should deliver their food or cash donations. Make sure to have a secure location for any cash or check contributions to be stored during your drive.
2. Set a goal! Every drive is more successful when you're clear about what you're trying to accomplish. For example: *Goal of raising \$1,000 and 1,000 pounds. Or make it a goal that every member of the office contributes something, etc.*
3. Determine the length of your drive. People respond well to deadlines. Consider hosting your drive over a one-week period, or even one day if it's connected to an event (e.g. a fundraising lunch you organize).
4. Create a flyer inviting folks. Your colleagues, book club members, neighbors or friends can all be a part of your food and fund drive. The flyer must list your goal, timeline, contact info and how to contribute.
5. Email, mail and post the flyer at least two weeks before your drive.

### A Few Days in Advance

1. Send a reminder to your group through email or text message. Include a message about why you're inspired to give and some facts about impact their donations can make (see Key Messages document).
2. Set up a food drive donation area with a "Food Drive, Donate Here" sign. Consider adding some examples of food drive donations so others quickly know what the station is all about.



## Continued... Organizing Your Food & Fund Drive

### **During/After the Drive**

1. Update the group on how you're doing toward your goal. What more can they do to help you achieve your goal?
2. Post pictures, videos or stories from your Food & Fund Drive on Facebook and Twitter and tag Interfaith Outreach! (Find us on Facebook, follow us on Twitter)
3. When the drive is finished, coordinate a delivery of food and funds to Interfaith Outreach by contacting Pat Felker: [pfelker@iocp.org](mailto:pfelker@iocp.org), 763-489-7530.
4. Cash and checks donations can be turned in to Interfaith Outreach. As the Food Drive coordinator, please put your name, email and phone number on the front of the envelope. Please turn financial gifts in by April 3, 2017 to be counted toward the Prevent Hunger campaign totals.
5. Report back to your group thanking them for their contributions. Invite those who were inspired to get involved in additional ways at Interfaith Outreach: volunteer, attend an event, browse the website or come to Interfaith Outreach for a tour every second Tuesday of every month from noon-1 p.m.

### **Questions? Contact:**

Liz Erstad-Hicks  
Community Engagement Manager  
[lerstad-hicks@iocp.org](mailto:lerstad-hicks@iocp.org)  
763-489-7506



## Example of Food & Fund Drive Email

*Join your [neighbors, colleagues, fellow members] in fighting hunger with*

**Interfaith Outreach & Community Partners**

**Prevent Hunger Campaign**

**March 1-31, 2017**

The Prevent Hunger campaign raises food and funds to support the work of Interfaith Outreach in addressing immediate hunger in our community and providing pathways out of poverty to *prevent* hunger in the future.

I have chosen to support the Prevent Hunger campaign and the efforts of Interfaith Outreach by organizing a Food & Fund Drive on \_\_\_\_\_.

My goal is to raise \$2,000 and 500 pounds to donate to the cause. That's 1% of the overall campaign goal.

Please show your support by donating food shelf items (see below) or funds by \_\_\_\_\_.

Deliver donations to: \_\_\_\_\_.

(address/location)

Deliver funds to: \_\_\_\_\_

(address/location)

Thank you for your generosity!

\_\_\_\_\_  
Food & Fund Drive Organizer



# Creative Ways to Get Involved

(see full Prevent Hunger toolkit for other resources)

- Stomp the Streets: Lead a door-to-door food drive in your neighborhood.
- Lead a weeklong food drive at work or school. Ask participants to donate a different item each day of the drive. (E.g. Monday donate breakfast items, Tuesday donate healthy snacks, etc.)
- Challenge your group to fill... a bus, the pews, or the office of a leader on your team. This is a great way for your group to see the progress toward your goal and challenge them to contribute generously!
- Create a Facebook post with simple facts about hunger and the Prevent Hunger campaign; ask Facebook friends to share your post!
- Ask friends to each donate toward the \$150,000 goal ([www.iocp.org/donate](http://www.iocp.org/donate)).
- Host a family hot chocolate stand after a service at faith community or sports game and ask for a free will donation for the Prevent Hunger campaign.
- Host a poverty simulation with your classroom or youth group. Provide the youth with a real scenario and then challenge them to work within that budget to provide food for their family, while paying for other household expenses.
- Make small donation boxes and ask friends to collect change.
- Say a prayer for the struggling families in our community each day.
- Take a 30-minute tour of Interfaith Outreach and share what you learn with people you know.
- Do an Interfaith Outreach service project with your friends. Contact Liz to learn more: [lerstad-hicks@iocp.org](mailto:lerstad-hicks@iocp.org).

**ALL DONATIONS ARE DUE BY APRIL 3, 2017 TO COUNT TOWARD THIS CAMPAIGN**

SAMPLE FLYERS ARE AVAILABLE AT THE END OF THE PREVENT HUNGER TOOLKIT.

LET US KNOW HOW WE CAN SUPPORT YOUR EFFORTS!

763-489-7500



# Prevent Hunger Logo





## Social Media

# Spread the Word!

**Step 1 – Like and Follow.** Connect with Interfaith Outreach on social media



[/interfaithoutreachcp](https://www.facebook.com/interfaithoutreachcp)



[@iocpinterfaith](https://twitter.com/iocpinterfaith)

**Step 2 – Post, Engage, RSVP, Invite.** Spread awareness for events & campaigns

Post about an event or campaign on your own social media channels. Tag us and any friends who are involved. Like/comment/share our posts! RSVP to events so your friends can see you're attending. Better yet — invite them!

**Step 3 – Strike a Pose.** Everyone loves a good photo!

Post photos on your own social media channels of you at Interfaith Outreach events or leading your food drive. Mix it up with a smiling pose, a funny pose...or even throw your arms up in the air. Have fun with it! (You know the drill — tag your friends, tag Interfaith Outreach. We might re-post and retweet you!)



## Social Media

# Sample Posts

### Facebook



**(Post group photo)** So proud of [my sports team, company, church] for donating XX pounds and XX dollars to the @[tag Interfaith Outreach] Prevent Hunger campaign. Help them reach their goal of \$150,000 and 100,000 pounds by March 31!

### Twitter



**(Post photo of your group eating together)** Grateful for good friends and full bellies. Help us ensure our neighbors have food: [iocp.org/preventhunger](http://iocp.org/preventhunger)

**(Post photo of your family with empty dinner plates)** Skipping a meal so local families won't. Please support the Prevent Hunger campaign: [iocp.org/donate](http://iocp.org/donate) @iocpinterfaith



# Donation Creation

- Collect food donations
- Construct a sculpture to showcase your team spirit.
- Send a photo of your sculpture to Interfaith Outreach so we can inspire others with your generosity and creativity!



**Appendix A: ALL DONATIONS ARE DUE BY APRIL 3, 2017 TO COUNT TOWARD THIS CAMPAIGN**



# Fab Five Drive

- Hold a weeklong, 5-day drive in support of the food shelf.
- Each day, ask your folks to bring specific items that are needed at the food shelf. For example, Monday could be breakfast items, Tuesday could be healthy snacks, etc. Asking for different items each day will encourage ongoing participation and keep your group engaged in the drive.

## Monday — Breakfast Items



## Tuesday — Toiletries



## Wednesday — Household Goods



## Thursday — Pantry Staples



## Friday — Baby Items

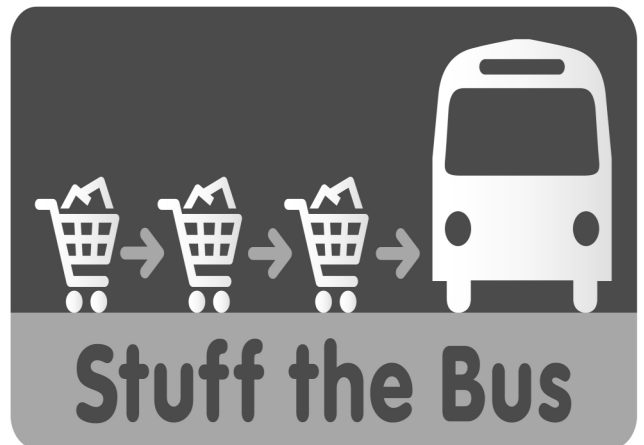


**Appendix B: ALL DONATIONS ARE DUE BY APRIL 3, 2017 TO COUNT TOWARD THIS CAMPAIGN**



## Fill it to the Brim

- Challenge your group to collect enough food donations to fill a space — your office, a classroom, a truck, a faith community seating area or meeting room or a neighbors den.
- Your group will be motivated by the visual representation of how much you've collected and how much more it will take to fill the space.
- Surprise a colleague or principal with an office full of food!



**Appendix C: ALL DONATIONS ARE DUE BY APRIL 3, 2017 TO COUNT TOWARD THIS CAMPAIGN**



## Group Shopping Trip

- Collect financial contributions or lead a fundraising effort to collect dollars.
- Organize a group shopping trip! If you have a large group, you might consider partnering with a local grocery store that could set up pallets full of our most needed items to make your shopping trip a breeze!
- Collect all the food together to bring back to the food shelf. This activity illustrates just how effective we can be when we work together!



*A local faith community surprised its members by cutting the sermon short and then encouraged the congregation to immediately go to a nearby grocery store and purchase some of our food shelf's most needed items. Leaders of the drive worked with the grocery store to make sure there was a good supply of the most needed donations ready for purchase. In addition, they coordinated the use of the Interfaith Outreach truck to load all the donations onto pallets for easy delivery.*

**Appendix D: ALL DONATIONS ARE DUE BY APRIL 3, 2017 TO COUNT TOWARD THIS CAMPAIGN**



# Stomp the Streets

- Engage your neighborhood in a food drive supporting Interfaith Outreach.
- Design a flyer listing the food shelf's most needed items and attach it to a grocery bag
- Drop the bags off with your neighbors and let them know when you'll be back to pick it up
- Pick up items on date promised and deliver to the Interfaith Outreach Food Shelf. With their help, you'll be able to supply the food shelf with much more than you could on your own.



## Sample flyer:

*Hello neighbor! My name is (your name here) and I'm collecting donations for the Interfaith Outreach Food Shelf. Can you help? Please fill this bag with donations of shelf stable items, household cleaning products and toiletries to donate. I will be back on (designated day and time) to pickup neighborhood donations and will deliver them to the Interfaith Outreach Food Shelf.*

*Consider adding some facts about Interfaith Outreach and its food shelf (turn to page 2-3 of this Toolkit for some options) so your neighbors know what organization and mission they are supporting.*

## Appendix E: ALL DONATIONS ARE DUE BY APRIL 3, 2017 TO COUNT TOWARD THIS CAMPAIGN



## **Appendix F – Poverty Simulation Experience** *(pg. 1 of 3)*

- Hand out the family scenarios below for the groups to experience during a shopping excursion. Use the scenario as a guide for what you buy, learning firsthand the struggle of providing for your family when you're shopping on a tight budget.
- Have the group pool their funds together ahead of time or provide a \$50 gift card to each small group participating so they can buy items on our needs list. They will quickly learn that \$50 does not go far.
- When you're done with your shopping, take some time to talk about your experience and what you learned. What surprised you? How might this experience stay with you?
- Donate the needed items to the Interfaith Outreach Food Shelf to ensure families have needed food and household items. Donations can be made Tuesday-Saturday, 10 a.m.-5 p.m. Please call ahead (763-489-7500) if you plan to bring more than a few bags so we can prepare for your donation.

### **Poverty Simulation Scenarios:**

#### **1. You are a family of six. You have \$100 to buy the food that you need to feed your family this month. Some things to know about your family:**

- Your family is comprised of a mother, father and four kids.
- You have three boys (ages 11, 8 and 6) and one daughter (6 months old).
- During the school year, your children receive their breakfast and lunches at school. However, since it is summer they are home with you for all of their meals.
- Mom is a stay-at-home mom caring for the newborn. Dad works 12-hour shifts as a janitor at a local hospital. He often brings his lunch to work with him since it is less expensive than eating at the hospital cafeteria.

#### **2. You are a family of six. You have \$100 to buy the food that you need to feed your family this month. Some things to know about your family:**

- Your family is comprised of a mother and three kids of your own, plus two of your sister's children. You are divorced and receive child support (sometimes).
- You have two sons (ages 16 and 8) and a daughter (age 14). Your sister's children are 8 and 6. This week is your daughter's birthday.
- During the school year, your children receive their breakfast and lunch at school. However, they are home on spring break this week and will need you to provide their breakfast and lunch.

**Flip >>**



## ***Appendix F – Poverty Experience cont... (pg. 2 of 3)***

**3. You are a family of six. You have \$100 to buy the food that you need to feed your family this month. Some things to know about your family:**

- Your family is comprised of a mother, father, three children and a grandmother.
- You have twins (age 4) and a son (18 months old).
- Your children are all at home during the day. Dad is on disability for a work-related injury and is also home. He takes care of the kids with grandma's help.
- Mom is a nursing assistant and is going to school part-time, when she can, to get her RN degree. She works 12-hour shifts three days a week at the hospital. She also picks up hours when she can working at a local coffee shop.
- Grandma receives social security money and helps when she can, but her money often goes to provide for her medicine and doctor visits.

**4. You are a family of six. You have \$100 to buy the food that you need to feed your family this month. Some things to know about your family:**

- Your family is comprised of a mother, stepfather, two children from the mother's first marriage and one child that the mother and stepfather had together.
- You have three girls (ages 9, 7 and 4) and a toddler boy (age 2).
- During the school year your school-age children receive their breakfast and lunches at school. The 9- and 7-year-old stay with a neighbor during the summer and she feeds them lunch. The 4-year-old and 2-year-old go to daycare year-round where breakfast and lunch are provided.
- Mom is a hairstylist. Stepdad owns his own garage where he is an auto mechanic. Business is slow, but he also has to pay his two other employees and so takes a pay cut to be able to take care of them.
- You have a good job as an assistant manager at a local box store. You are grateful to have a steady income and medical insurance for your family.

**Flip >>**



## ***Appendix F – Poverty Experience cont... (pg. 3 of 3)***

**5. You are a family of six. You have \$100 to buy the food that you need to feed your family this month. Some things to know about your family:**

- Your family is comprised of a father with four kids. You also have an aunt who lives with you (dad's sister).
- You have two boys (ages 8 and 7) and two girls (ages 5 and 3).
- During the school year, your school-age children receive their breakfast and lunches free of charge. However, since they're home on winter break you will need to provide their meals.
- Two years ago your wife left you and you haven't heard from her since. Your sister lives with you and takes care of your children full-time. It is a big help, but you have to live on a very tight budget.
- Dad works on the line at a factory that makes cereal and breakfast products. He often gets to bring home cereal for free. That's very helpful, but you also have a daughter with a gluten allergy who can't always eat those products.

**6. You are a family of four, plus two of your sister's children who stay with you. She just isn't around, but it isn't her kids' fault and you are happy to be able to give them a home. You have \$100 to buy the food that you need to feed your family this month. Some things to know about your family:**

- Your family is comprised of a mother with three kids, plus two of your sister's children. You are single and receive child support (sometimes).
- You have two daughters (ages 17 and 15) and a son (age 13). Your sister's children are 12 and 10. This week is your son's 14th birthday.
- You work at a factory and receive a good salary with some benefits. However, rent is expensive and you have a lot of people to take care of. Your son also has a severe peanut allergy.



## ***Appendix G: Budgeting through Poverty (pg. 1 of 2)***

### **Budgeting Activity**

This exercise will help you better understand what families in our community face on a daily basis. You will pretend to be a typical family served by Interfaith Outreach. You will be challenged to make decisions about living expenses like housing, transportation, childcare, and food.

#### **Interfaith Outreach Poverty Simulation**

Imagine you are a family of four. Mark and Alice are the parents. You have two children. Sarah, who is 9 years old and in the 4<sup>th</sup> grade, and Bryan who is 3.

Mark works full-time as a warehouse worker and makes \$12/hour (\$2,080 gross/month). Alice works part-time in the school cafeteria where Sarah goes to school. Alice makes \$10/hour (\$866 gross/month). Neither of your jobs are located on a bus line or in walking distance from your home.

**Your family's combined total income after taxes each month is \$2550, which is about \$30,600 per year.** The poverty level in Minnesota for a family of four is \$24,250, which means your family makes too much to qualify for public assistance.

Your challenge is to make a monthly budget with limited income to meet your family's regular expenses like housing, transportation, child care and household/food needs — and not to run out of money.

As you work on your budget, keep in mind that the issues your family faces are real issues for people affected by poverty right in our community. Think about how hard it can be to make it through the month.



## Appendix C: Budgeting through Poverty (pg. 2 of 2)

### Mark & Alice's Monthly Family Budget

Rent	\$ _____
Utilities (phone, water, gas/electric)	\$ _____
Transportation (car loan, car repair, gas, bus cards)	\$ _____
Child Care Expenses	\$ _____
Food	\$ _____
Clothing	\$ _____
Household	\$ _____
Medical/Dental (insurance, doctor visits, medication)	\$ _____
Other (birthday, movie, school, sports)	\$ _____
Loans	\$ _____
Outstanding Credit Payments	\$ _____
<b>TOTAL EXPENSES</b>	\$ _____

**Average Rent in  
Hennepin County:**

\$1,100 – 3 Bedroom,  
\$785 – 2 Bedroom)

**Average Child care in  
Hennepin County:**

\$172-\$238 /week for  
Preschool

\$183-\$269 /week for  
Toddler care

### Budget Summary

Monthly Income (minus)	\$2,550
Total Expenses (equals)	\$ _____
Money left over or short	\$ _____

Other considerations our client families consider — *What size of apartment – Have a car or ride the bus – How far live from work/school and how long does it take to travel – Is the area where the apartment is located safe – Are there restrictions on how many people can live in an apartment – Do family members share a room with a sibling, sleep on a couch, have own room – Do you own a pet – What if a parent gets sick and can't work – What if a parent loses their job?*

### Insights from this Budget Activity

- What did you learn when you did this budget?
- Do you have a better understanding of the challenges some families face?
- Anything surprising?