

Welcome to Students Against Hunger 2024!

Students
Against
Hunger

foodbank
OF CENTRAL & EASTERN NORTH CAROLINA



foodbank

INTRODUCTION

Since its inception, Students Against Hunger has provided hundreds of thousands of meals to families with the support of local schools. Schools that choose to participate as part of this initiative will challenge their student body and their families to gather food and raise funds by using our virtual platform, JustGiving, to fight food insecurity throughout our service area. This year, we are hoping to expand our campaign this year to include schools from each of the 34 counties we serve.

That's where you come in!

YOUR CONTACTS FOR STUDENTS AGAINST HUNGER 2024



Jessica Wilder Williams (she/her)

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Online Giving Coordinator

Food Bank of Central & Eastern North Carolina

Eli Lumens (they/them)

elumens@foodbankcenc.org

Community Food Coordinator

Food Bank of Central & Eastern North Carolina



OVERVIEW

For more than 40 years, the Food Bank and our Branch locations have served as the central hub of a network that has grown to 700+ partner programs across a 34-county region — including free food markets, pantries, meal sites, and a host of initiatives serving children, adults and seniors.

No child should have to worry when their next meal will be, and no parent should have to skip a meal, water down drinks, or risk not paying a bill in order to provide food for their children. **More than 560,000 people, or 1 in 7 people across our region are now unsure where their next meal might come from, including nearly 1 in 5 children and teenagers, across the Food Bank of Central & Eastern North Carolina's 34-county area service area.** Since its inception, Students Against Hunger has provided hundreds of thousands of meals to families with the support of local schools.

By joining the Students Against Hunger Campaign 2024, funds and food raised will go directly toward supporting our programs and neighbors in each of the counties where funds and food donations are raised. By creating a virtual food drive and hosting a food drive, your school community will play a pivotal role in the fight against hunger and food insecurity.

OVERVIEW (CONTINUED)

Food Bank's 34-county service area:

560,910 people are food insecure

- 1 in 7 individuals (13.6%)
- 110,790 more than prior year

173,710 under 18 are food insecure

- 1 in 5 kids and teens (19.2%)
- 39,150 more than prior year

Significant disparities across race

- 1 in 4 Black households (26%)
- 1 in 5 Latino/a/e households (22%)
- 1 in 10 White households (10%)

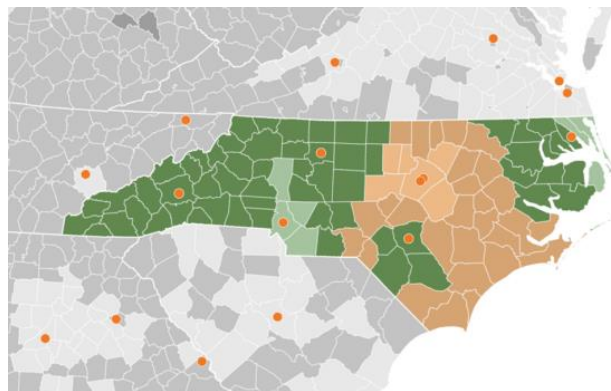
Statewide across North Carolina:

1,493,870 people are food insecure

- 1 in 7 individuals (14%)
- 244,990 more than prior year

448,460 under 18 are food insecure

- 1 in 5 (19.6%) kids and teens
- 95,010 more than prior year



AGENDA

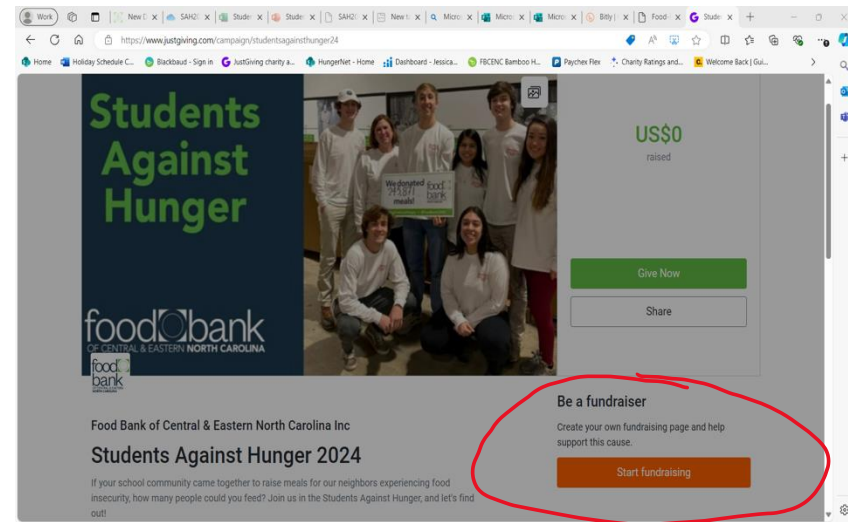
- ❖ FUNDRAISING PAGES
- ❖ YOUR FOOD DRIVE
- ❖ 2024 FOOD FOR THOUGHT CALL-TO-ACTION CHALLENGE
- ❖ COMMUNICATIONS
- ❖ WINNER'S CIRCLE
- ❖ CONCLUSION

FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN

- ❖ The Food Bank uses a peer-to-peer fundraising platform hosted by JustGiving, which gives you full control over your own fundraising page. You can create, customize, and manage your page and I will be available to assist throughout process if needed.
- ❖ Virtual food drive can replace your traditional ways of fundraising! Virtual food drives support your community by sponsoring children's programs, senior programs, and help to ensure your community has food that is both healthy and culturally meaningful. Through our community partnerships, each dollar donated provides 5 meals for people in need.
- ❖ The Food Bank's user-friendly peer-to-peer fundraising platform, JustGiving, gives you full control over your own fundraising page. You can create, customize, and manage your page, and be supported by the Food Bank of Central & Eastern North Carolina throughout the process. Virtual food drive pages can easily be shared via links and QR codes across multiple platforms.

FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN (CONTINUED)

- ❖ To create a fundraising page for your school for the Students Against Hunger campaign, click [**here**](#).
- ❖ At our Students Against Hunger campaign page, please select the orange “Start Fundraising” box shown here, under “Be a Fundraiser.” This will ensure your school or class page totals will be tracked and included in the challenge.



FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN (CONTINUED)

- ❖ Next, you will sign up/sign in with JustGiving. Then, you will select “No” for Raising Funds in Memory of Someone. At your next screen, select “Just Fundraising.”

Are you taking part in an activity?

I'm taking part in an event

A mass participation event, for example, a marathon, bike ride, or trek



I'm doing my own activity

Get creative and organise your own activity, like a bake sale or coffee morning



Just fundraising

As simple as asking people to donate to a cause that you care about



Back

Next

- ❖ From here, select “No occasion.” Then, choose a “target amount” you would like your team to raise.
- ❖ We suggest a realistic goal that your team, class, or school can work towards.

FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN (CONTINUED)

❖ This will bring you to the “Personalize your Page” section. From here, we suggest adding your school, classroom, or student name in the title section. You can also edit the “Why are you raising money section?” from here. Lastly, you will also be able to edit your URL link here.

❖ Your next step in customizing your page is adding a school photo or logo and/or a video to your fundraising page. This is a great way to increase visibility of your sharable page across multiple social media sites.

❖ From here, you are given the option to finalize and launch your live fundraiser to support Students Against Hunger 2024 campaign! When given your link and QR code, you can share this on your school webpage, with your PTA, via school email lists, and on your personal social media pages to be a fundraiser with us! The sky is the limit! Sharing is caring!

Help Food Bank of Central & Eastern North Carolina Inc

Sharing this page with your friends could help raise up to 3x more in donations

Facebook Instagram Snapchat X Email WhatsApp

Messenger LinkedIn

<https://www.justgiving.com/campaign/studentsagai...> Copy link

You can also help by sharing this link on

TikTok YouTube Twitch Teams Nextdoor Reddit

YOUR FOOD DRIVE

- ❖ Teams are responsible for delivering all physical donations to your local food bank branch no later than 4pm on December 3rd. Food donations should be delivered to your local food bank branch during business hours.
- ❖ Pickups can be coordinated for donations over 1000lbs.
- ❖ A volunteer or staff person will help unload and weigh your contribution. Once weighed you will enter the information the iPad to have a receipt emailed to you for your records.
- ❖ All donations must reference both the school's name and "SAH24" to ensure proper credit.

YOUR FOOD DRIVE

- ❖ Please coordinate all food drive drop-offs (for any branch location) with Eli Lumens at elumens@foodbankcenc.org.
- ❖ You can find our most needed items in English and Spanish [here](#).
- ❖ Donation signs for your drive, in English and Spanish, can easily be accessed [here](#).
- ❖ You are welcome to collect your donations in any type of box or container. The Food Bank can provide up to 6 donation boxes per food drive. Supplies can be picked up at any of [our 6 branches](#) during normal business hours. Each donation box holds approximately 100 items.
- ❖ Please note, the Food Bank of Central & Eastern North Carolina will be closed Thursday/Friday, November 28 & 29, 2024 for the Thanksgiving Holiday, and we will not be able to accept donations on these days.



DROP-OFF LOCATION AND HOURS



Food Bank of Central & Eastern North Carolina – Main Distribution Center

Location: 1924 Capital Boulevard, Raleigh, NC 27604

Phone: 919.875.0707

Hours of Operation: Monday – Friday: 8:30 AM – 5:00 PM



Durham Branch

Location: 2700 Angier Avenue, Suite A, Durham, NC 27703

Phone: 919.956.2513

Hours of Operation: Monday – Friday: 8:30 AM – 5:00 PM



Greenville Branch

Location: 1712 Union Street, Greenville, NC 27834

Phone: 252.752.4996

Hours: Hours of Operation: Monday-Friday 7:30 AM – 4:00 PM



New Bern Branch

Location: 1702 Red Robin Lane, New Bern, NC 28562

Phone: 252.577.1912

Hours of Operation: Tuesday – Thursday: 8:00 AM – 4:00 PM



Sandhills Branch

Location: 195 Sandy Ave Southern Pines, NC 28387

Phone: 910.692.5959

Hours of Operation: Monday – Friday: 8:00 AM – 4:30 PM



Wilmington Branch

Location: 1000 Greenfield St, Wilmington NC 28401

Phone: 910.251.1465

Hours of Operation: Monday – Friday: 8:30 AM – 5:00 PM

2024 CALL-TO-ACTION FOOD FOR THOUGHT CHALLENGE

This year, we are expanding our reach across our entire 34-county service area. We are hoping to have schools participate from all 34 counties! Additionally, we are encouraging students and schools to use their “social media for good!” We would love for students, teachers, school administrators, and school families to use their social media to share hunger statistics along with the JustGiving fundraiser page. Get creative and be safe and pick a fact from the **Hunger Statistics Sheet SAH 2024!** We can’t wait to see students sharing fundraising pages and creative food insecurity facts on social media to raise awareness in your communities!

COMMUNICATIONS

If you're interested in posting on social media, tag us!

See below for our social media guidelines:

- ❖ If your public tweets include @FoodBankCENC, we can like, retweet, and reply
- ❖ If your public Instagram posts include @FoodBankCENC, we can like, comment, and share to stories
- ❖ If your public Facebook posts include @FoodBankCENC (and activate the tag) we can like and comment
 - ❖ If you create a public Facebook Event and tag @FoodBankCENC in the description, we can accept/add ourselves as CoHost
 - ❖ This will make it appear under our upcoming events: facebook.com/foodbankcenc/events
 - ❖ Please tag us with #NoOneGoesHungry #StudentsAgainstHunger2024 #sahfoodforthought and use your school hashtags proudly.

WINNER'S CIRCLE

- ❖ For schools in the ABC11 WTVD area (Raleigh-Durham), two winners will be featured in a spotlight segment, representing a winner with most funds raised and a winner with most pounds of food collected.
- ❖ For schools participating outside of this viewing area, a trophy will be awarded for the two schools within each Food Bank of Central & Eastern North Carolina service region, representing a winner with most funds raised and a winner with most pounds of food collected.
- ❖ Additionally, a social media "shout out" will be given to all of our winners!

CONCLUSION

Thank you for choosing to participate in the Students Against Hunger 2024 campaign and for showing the strength of our schools in their efforts to support our neighbors experiencing food insecurity. You can access the JustGiving campaign [here](#) to create your school team's fundraising page. You can set up your food drive, using the resources provided. I will be here all along the way to assist you in the process; we are stronger together!

We are so excited to see what your school family can do to positively impact your neighbors who are experiencing food insecurity!