

WE SCARE HUNGER



Throwback to October 31, 1988, when our pal Dr. Jonathan White got a group of friends together to collect donations for food banks. He called it “Halloween for Hunger.” The movement continued to grow year after year and became known as We Scare Hunger and together we’ve now collected more than 5.6 million pounds of food!

When you collect food for local charities, you're doing more than just feeding the hungry. You're fuelling the hopes and dreams of the 841,191 Canadians who rely on food banks to get through the month. So let's pull together on Halloween and give our food banks and soup kitchens an arsenal that will send hunger packing.

5 HOW-TO STEPS

1 SIGN UP

Drop by weday.com/wescarehunger and ask your teacher to sign up your group or class for We Scare Hunger. We'll count you on our team and set you up with resources like lesson plans, posters and infographics.

2 STUDY UP

Time to do a little research and get to know your issue. The better you can explain what hunger is and why it matters in your community, the more you'll be able to get people excited to take action.

Here are some pointers:

- ▶ The Internet is a great place to start your research and we've included our favourite links at weday.com/wescarehunger. Keep in mind as you're reading: how is hunger related to other issues that affect people? How might it be tied to employment, health and access to affordable housing? What other issues should you study?
- ▶ Don't forget that the issue of hunger is different in every community. Reach out to neighbourhood organizations that take action on hunger to find out more about the issue and see if they can come give a speech at your school.
- ▶ Ask food banks how you can make your food drive most helpful to them. Ask what foods they need the most, when/where you can drop off donations, how foods should be sorted and who in your neighbourhood is most at risk of hunger.



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When you get really hungry, you sometimes get angry. Hangry peeps are pretty scary, but hunger is scarier. DYK MILLIONS of people rely on food banks just to make it through the week? That's where WE come in. Sign up for **#WeScareHunger**: weday.com/wescarehunger. This Halloween don't just trick o' treat— collect canned goods to donate to UR local food bank. Post a pic of U in costume w/ UR hunger-scaring can collection!

3 SPREAD THE WORD

Alright, let's get loud! This is when your team goes public with your food drive plans. Here are our favourite places to start getting the word out:

- ▶ Morning announcements. CLASSIC. (And effective!)
- ▶ Giving talks classroom to classroom. There's nothing like the personal touch to get a group motivated. We've included cut-out cards on page 33 that you can leave in classrooms leading up to the campaign.
- ▶ School newsletter. Or if you can't get your food drive mentioned in there, send cut-out card reminders home with students.
- ▶ Posters. Everywhere. We mean EVERYWHERE.

Wherever you're promoting your drive, keep in mind that you'll want to include core details like:

- ▶ Which food items are accepted or preferred.
- ▶ Where and when students can leave donations.
- ▶ Why hunger is an important cause in your community.
- ▶ If there's a prize for the class or team that collects the most food.

If you're doing a Halloween night campaign, let students know they can sign up for collection routes. Send a team along the route the night before Halloween to leave a notice that you'll be collecting cans on Halloween—you can use the cards on page 33.



**KICK YOUR
CAMPAIGN
UP A NOTCH!**
Check out more helpful
resources online at
WEDAY.COM/WESCAREHUNGER.



4 GO TIME

There are a couple of ways to handle this. Some schools plan to do all of their collection on Halloween night, going door-to-door along their planned routes to ask for canned food donations. Others use Halloween as a kick-off for a school-wide campaign, encouraging students to bring in food until a big finale.

Either way, you're going to be doing lots of collecting and hauling, so keep some things in mind:

- ▶ Wear comfortable shoes and make sure you have a way to transport food. Most plastic bags will fill up and tear quickly if you're loading them up with cans, so make sure you have bins or heavy-duty reusable bags.
- ▶ If possible, coordinate a driver to spare you most of the long-haul lifting. They can meet team members along the collection route, or deliver your final food collection to the food bank.
- ▶ Go all-out and organize a visit or volunteer day at the food bank. You'll get a behind-the-scenes look at the heroes who step up to fight hunger every day.
- ▶ Post photos and updates to Facebook and Twitter using [#WeScareHunger](#). We'll be sharing stories and campaign highlights with that hashtag.

5 REFLECT AND CELEBRATE

Your feet may be sore and your arms tired, but somewhere in your community there are families who can eat because you stood up to hunger. That's something worth celebrating.

- ▶ On Halloween, have music and candy at your food drop-off spot so your team can unwind after their hard work.
- ▶ Make announcements as cans and boxes stack up. Hold a contest with a sweet prize for the classroom or group that donates the most.
- ▶ Keep track of the total weight of donations. Once you have delivered the goods to the food bank, throw a party to celebrate your hard work and ask students to guess the weight of your total donation.

RUTLAND ELEMENTARY SCHOOL ADDRESSES LOCAL HUNGER

KELOWNA, BRITISH COLUMBIA

- ▶ For their spring Spirit Day, Rutland Elementary School held a wacky hair day for a good cause. The ticket to participate was bringing in a food bank donation to support the Salvation Army through We Day's We Scare Hunger campaign.
- ▶ With wacky wigs and kooky curls, students had fun contributing to their community. Students were thrilled to see people donating bags filled with food.
- ▶ Every Spirit Day held at Rutland is connected to a social justice issue. This time, students got so into the spirit of things that one boy even shaved his head and kept a mohawk that he dyed for that day.

What did you do to participate in Spirit Day this year?

"I put my hair in a bunch of braids because I have a lot of hair. I had to do mine overnight and finish it in the morning!"

– HARKARAN KHUN KHUN, 10

Why do you think it's important to donate food in the spring?

"People stop thinking about it when the holidays are over. But people always need food, not only in the winter. Even just one can of food helps a lot. One can is one meal for one person. Even if you have a hard life, you can still help someone else."

– ALEXA POSELLA, 11

WE GO FURTHER

Organizing a food drive can be tricky, but Ford has your back. Ask your teacher to get in touch with your Educational Programming Coordinator about how you can team up with your local Ford dealership for help collecting donations, transporting the goods or celebrating your impact.

Want to go big with your goals? Take the challenge to fill the bed of an F-150 truck with food and haul hunger away.

