

TRICK-OR-TREAT FOR CANNED GOODS ON
HALLOWEEN OR PLAN A FOOD DRIVE TO
SUPPORT YOUR LOCAL FOOD BANK.



WE SCARE HUNGER

AN INITIATIVE OF



NO ONE SHOULD HAVE TO GO HUNGRY.

WE SCARE HUNGER

Hunger is a supervillain who makes life harder for more than 48 million Americans every year. For a kid struggling with hunger, one meal could mean the difference between having the energy to succeed in school and failing a test, or between staying healthy and getting sick. Collect food for your local food bank to make sure everyone in your community can stand up to hunger.

**SHOUT
OUT!**

Our friend Dr. Jonathan White started this campaign back in 1988 when he got his friends together to trick-or-treat for non-perishable food. Back then he called it "Halloween for Hunger." The event grew year after year into a movement involving thousands of schools across North America.



WE DAY APP CHALLENGE
**SCARING
HUNGER AWAY**

DYK that 1 in 6 children face hunger every year? That's 1 million kids who aren't sure when their next meal will be. Let's help make sure that there are healthy meals for everyone! Take action with #wescarehunger by donating 1 non-perishable food item to your local food drive (or more!). Tell us how much you collected & post a pic of the item(s) you'll be donating!

Ways to Take Action

Here are some ideas for boosting your impact through WE Scare Hunger:

- ▶ Collect food as individual homerooms and hold a competition to see who can bring in the most.
- ▶ Hold a month-long food drive AND go trick-or-treating for canned food instead of doing just one. Double the impact!
- ▶ Get school clubs, sports teams and teachers to agree to take on dares if you hit different food collection goals. Shaving heads? Camping on the school lawn? Your call!

Michael A. Riffel High School's annual food drive kicked off with one moustache-shaving dare five years ago and grew into a school-wide movement that brought in 27,000 pounds of food last year. Read their story at WE.org/wescarehunger.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (Student Yearbook, p. 32)
- ▶ Educator-led Exploring Issues activity (Educator's Guide, p. 30) and Community Mapping activity (Student Yearbook, p. 10, and Educator's Guide, p. 32) for learning more about hunger and other local issues
- ▶ Educator-led lesson activities for going deeper into WE Scare Hunger (WE.org/weschools/educator-resources)
- ▶ WE Scare Hunger campaign poster for spreading the word (see campaign posters)
- ▶ WE Scare Hunger campaign video to help you get your school on board (see USB)
- ▶ WE Scare Hunger campaign cards for requesting food donations from your school and community (Student Yearbook, p. 36)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Scare Hunger action-planning activity on **page 32** of the Student Yearbook.



FOOD INSECURITY
HAS BEEN LINKED WITH
ANEMIA, ASTHMA,
DELAYED DEVELOPMENT
AND
LEARNING DIFFICULTIES
IN CHILDREN

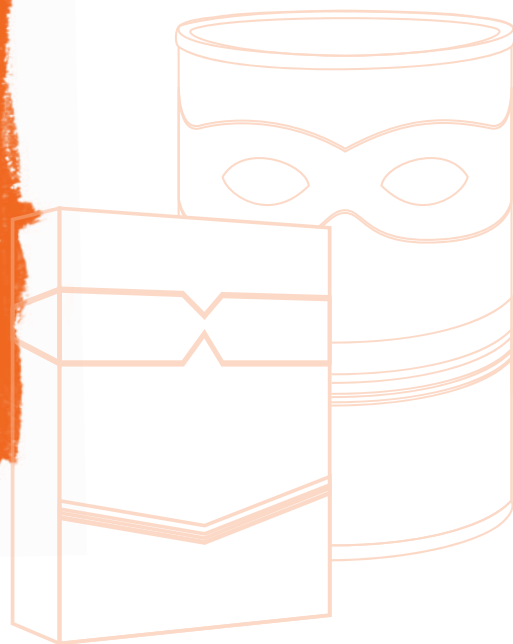
LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WESCAREHUNGER](https://we.org/wescarehunger)

#WESCAREHUNGER

WE SCARE HUNGER

TRICK-OR-TREAT FOR CANNED GOODS ON HALLOWEEN OR PLAN A FOOD DRIVE TO SUPPORT YOUR LOCAL FOOD BANK.

CAMPAIGN SKILLS:



Checklist

☐ Sign up for the campaign at [WE.org/wescarehunger](https://www.wescarehunger.org).

Who do you need to ask for permission to do this campaign? _____ ☐ Permission received!

Setting Your Goal

- ▶ What is your goal? Write down either the weight (in pounds) or the number of food items you want to collect. _____
- ▶ How many students would you like to get to donate food? _____
- ▶ On which date(s) are you collecting food? _____



Investigate and Learn

What does your group currently know about the presence of hunger or food insecurity in your community? What facts and images come to mind when you think about hunger?

Check off at least three ways you will learn more about local hunger.

☐ Invite an expert from a food bank or hunger organization to visit school

☐ Research the issue at [WE.org/exploringissues](https://www.we.org/exploringissues)

☐ Ask your teacher to run campaign lesson activities from [WE.org/we-schools/educator-resources](https://www.we.org/we-schools/educator-resources)

☐ Choose your own: _____

☐ Choose your own: _____

☐ Choose your own: _____

Write down at least three new things you have learned about local hunger.

Research which food banks or hunger organizations are working in your area. Use the contact or FAQ sections of their websites to find out what kind of food items they need and list them here.

Write down the names of the local food banks or programs you discovered during your research. Discuss as a group which you would like to support. Take a vote to make a final decision.

REFLECTION TIME: How has your understanding of the issue changed since you started researching it? How can you use this new understanding to improve your campaign?



Action Plan

Make sure each group member can explain the details of your food drive before speaking to other students about it. Review the goal you filled out on **page 32** and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- | | |
|---|---|
| <input type="checkbox"/> When is this campaign happening? | <input type="checkbox"/> What kind of food items are you looking for? |
| <input type="checkbox"/> Why are you doing this campaign? | <input type="checkbox"/> How can I get involved or donate food items? |
| <input type="checkbox"/> What is your goal? | <input type="checkbox"/> Where is the food going? |



Next, discuss how the group can spread awareness about WE Scare Hunger. Check off at least three ways you will tell others about your campaign.

<input type="checkbox"/> School announcements	<input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters	<input type="checkbox"/> Visit each homeroom in person to speak about your campaign
<input type="checkbox"/> School newsletters	<input type="checkbox"/> Social media	<input type="checkbox"/> Choose your own: _____
<input type="checkbox"/> Choose your own: _____	<input type="checkbox"/> Choose your own: _____	<input type="checkbox"/> Choose your own: _____

Make a list of the tasks you think are necessary for promoting, planning and completing the campaign. Then, as a group, discuss who would like to be responsible for each task.

Depending on if you are trick-or-treating for canned goods for one night or holding an extended food drive, tasks might include: distribute WE Scare Hunger cards (**p. 36**) in your school, make morning announcements put up posters, plan trick-or-treating routes, drop off WE Scare Hunger cards in the community, weigh and record food donations, etc.

Return to this page and check off each task as it is finished.

✓	Task	Name of person responsible	✓	Task	Name of person responsible

REFLECTION TIME: Which tasks seem the most challenging and may require extra help? How can your group make sure you are there to support each other?

Take Action



If you are trick-or-treating for non-perishable food, brainstorm all the supplies you will need when you go out (e.g., costumes, durable shopping bags, cardboard boxes, shopping carts, wagons). Check off each item to make sure you have it.

If you are doing a food drive in your school, brainstorm ways you can keep the momentum going throughout your campaign (e.g., competitions, regular announcements, information about hunger). Check them off as you try them. Note which were most effective.

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Report and Celebrate

When the campaign is over, sit down as a group and record the impacts you've made.

Share your success with WE Scare Hunger by posting photos to social media using [#wescarehunger](#).

- ▶ How many students from your school donated food? _____
- ▶ What was your final total (in pounds of food or number of items)? _____
- ▶ Where did you donate your food to? _____
- ▶ How many days did your campaign last? _____
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

REFLECTION TIME: As a group, discuss the following questions. Make sure each group member gets a chance to speak and that the recorder takes notes on common themes in the answers.

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ Besides the food your group collected, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?
- ☐ How can you celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?
