

## September is Hunger Action Month

Over 150,000 people in our communities are experiencing food insecurity, almost 4 out of 5 are children. Record-high inflation and the escalated cost of living forces families to choose between electricity, housing, and a healthy meal.

Facts about food insecurity in our Desert Region	FIND Food Bank's Response in 2022
<ul style="list-style-type: none"> <li>The number of households living at or below the Federal Poverty in our desert region ranges from 16% to over 38% in the eastern valley.</li> <li>85.2%, or over 54,000 K-12 students in the Desert Region qualify for Free or Reduced-Price Meals at school, a measure of student poverty used by California Department of Education</li> </ul>	<ul style="list-style-type: none"> <li>Served an average of 150,000 people per month across 160 distribution sites</li> <li>FIND Food Bank distributed 17.5 million pounds of food in our desert region, 42% was fruits and vegetables.</li> <li>Using the USDA equivalence metric, that equates to over 15 million meals annually</li> <li>Over 931 volunteers donated more than 18,630 hours at FIND Food Bank, the equivalence of nearly 9 full time employees worth \$557,900</li> </ul>

## How will your organization take action to fight hunger in our community?

**Join all nine desert cities and the Hi-desert and "Go Orange" to support hunger awareness on September 15th, Hunger Action Day!**

**#HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere**

Join Us to

# Leave No Local Hungry

Learn more at [FINDFoodBank.org/hungeractionmonth](https://FINDFoodBank.org/hungeractionmonth)

# Join the Movement and Make a Difference

## Level 5- Champion

### Participation: Level 1 and 2 activities, plus

- \$10,000 donation

### Recognition:

- Logo on FIND website homepage in Sponsor section
- Logo in HAM Thank You ad
- Social post featuring business on FIND social media accounts
- Bold listing in FIND Major Donor Spring Letter

## Level 4- Sponsor

### Participation: Level 1 and 2 activities, plus

- Minimum \$5,000 donation

### Recognition:

- Logo on FIND website homepage in Sponsor section
- Logo in HAM Thank You ad
- Social post featuring business on FIND social media accounts
- Bold listing in FIND Major Donor Spring Letter

## Level 3- Partner

### Participation: Level 1 and 2 activities, plus

- Employer matches donations from virtual food drive
- Minimum \$2,500 donation

### Recognition:

- Logo on FIND website homepage in Partner section
- Logo in HAM Thank You ad
- Social post featuring business on FIND social media accounts
- Bold listing in FIND Major Donor Spring Letter

## Level 2- Ally

### Participation: Level 1 activities, plus

- Hold a virtual food drive with employees and customers
- Minimum \$1,000 donation

### Recognition:

- Logo on FIND website homepage in Ally section
- Logo in HAM Thank You Ad

## Level 1- Advocate

### Participation:

- Sign up on FIND website, download kit
- At least one of the following: Light up building orange, social posts promoting HAM, or minimum \$100 donation

### Recognition:

- Name Listed on FIND website in Advocate Section

Help our community,  
every action-big or  
small- is one step  
closer to a community  
where no one is  
hungry. When people  
are fed, futures are  
nourished.

We are asking area  
businesses and  
organizations to  
**GO ORANGE!**

## Individual



## Business



## September is Hunger Action Month

# Start Your Own Fundraiser!

### To Get Started...

- Host a dinner party or event night with your friends and collect funds for hunger relief.
- Start a fundraiser for FIND on Facebook or to support Hunger Action Month and invite your organization, workplace, or friends and family.
- Set a fundraising goal, and commit to an act to encourage donations i.e. shave/grow a beard, run a marathon, wear a funny costume in public, etc.
- Have a cook-off! Host a friendly competition and share delicious foods. Ask those attending to make a donation on our website.

### Host a Virtual Food Drive

Hosting a virtual food drive helps FIND save on resources to get the most-needed items in bulk to people facing hunger. Increased costs make it difficult for FIND to allocate enough warehouse resources to run a traditional food drive. Donating funds ensures FIND can provide four complete meals for every dollar you donate. To ensure our clients get the best foods, remember to check the expiration dates. If foods are expired, we cannot distribute it to our communities.

### Why cash over cans?

For every one can you purchase



We can provide over 4 meals per dollar



Get Started at

[FINDFoodBank.org/virtualfooddrive](https://FINDFoodBank.org/virtualfooddrive)



## \$1 can provide over 4 meals



## Hunger Action Month

# THREE WAYS TO TAKE ACTION



Food insecurity in our area has increased 67% since 2019. Record-high inflation and the escalated cost of living is forcing more families to choose between electricity, housing, and a healthy meal.

FIND Food Bank needs every person to take action to ensure we #LeaveNoLocalHungry.

### FIND's Service to the Community in 2022:

**150,000**

People Fed on  
Average Each Month

**162**

Distribution Sites

**17.5 Million**

Pounds of Food  
Distributed



Over 900 volunteers donated their time to FIND Food Bank last year to ensure we could sort, package, and distribute 17.5 million pounds of food, nearly 8 million pounds in the form of fresh produce.

**14.6 Million**

Meals Distributed  
Annually

**18,630**

Volunteer Hours  
Donated

**\$592,600**

Saved in administrative costs  
thanks to our volunteers



### Help create a community free of hunger

Sign up at [FINDFoodBank.org/volunteer](https://FINDFoodBank.org/volunteer)



## Wear Orange!

Join all 9 desert cities and the Hi-Desert and 'Go Orange' to support hunger awareness on **Hunger Action Day, September 23rd**. Advocate for hunger relief policies within your local community. Follow the fight and contact your lawmakers to support anti-hunger policies [FINDFoodBank.org/advocacy](https://FINDFoodBank.org/advocacy).

### The need in our Desert Region

**1 in 5**

Adults Face Hunger

**4 in 5**

Children Face Hunger

**28K**

Seniors Face Hunger



Scan the QR code to donate today!

**\$1 can provide over 4 meals**

#LeaveNoLocalHungry



[FINDFoodBank.org/HungerActionMonth](https://FINDFoodBank.org/HungerActionMonth)





[FINDFoodBank.org/hungeractionmonth](https://FINDFoodBank.org/hungeractionmonth)

**CAN PROVIDE OVER  
100 meals**

**\$25**

**DONATE!**



**FIND FOOD BANK**  
THE DESERT'S REGIONAL FOOD BANK



## September is Hunger Action Month

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**FIND**  
FOOD BANK



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# Hunger Action Month September 2023

## Virtual Food Drive Toolkit

**Hunger Action Day is September 15<sup>th</sup>, 2023**

To help you get started, included here are content and graphics for you to use to create your own virtual food drive. Hunger Action Month is the whole month of September. Also, Hunger Action Day is September 15<sup>th</sup>, if you want to plan an event to generate publicity on a specific day.

**1)** Download Graphics: [Virtual Food Drive Toolkit \(HAM\)](#)

**2)** Sample Content:

- Social Media Posts
- Email Template
- Website Logos

**3)** To get your own specific link and QR code for your Food Drive, please contact:

Tom Tarr at 760.457.5822/ [Ttarr@findfoodbank.org](mailto:Ttarr@findfoodbank.org), or

Mariela Salazar at 760.501.1637/ [Msalazar@findfoodbank.org](mailto:Msalazar@findfoodbank.org)

# HAM Email Template

**Join [Insert Business or Organization Name] and FIND Food Bank to fight against hunger in September for Hunger Action Month!**

We are excited to announce an incredible opportunity for our business to make a meaningful impact in our community. (Your Companies Name) has partnered with FIND Food Bank for a Virtual Food Drive, and we invite you to join us during Hunger Action Month.

FIND Food Bank, the Desert's Regional Food Bank, provides healthy food to over 150,000 individuals, families, children, seniors, and veterans in the desert region each month. Families are burdened by record-high inflation, increased costs of living, and extreme summer heat. Currently, more people are turning to FIND Food Bank's 162 free food distribution sites for hopes of having three meals a day.

At (Your Company's Name), we firmly believe in giving back to the community that supports us, and this virtual food drive aligns perfectly with our values. As we all know, access to nutritious food is a necessity that many individuals and families struggle with in our Desert Region. By participating in this initiative, we have the chance to directly contribute to alleviating hunger in our communities.

Here is how you can get involved:

1. Visit our Virtual Food Drive Page: (Insert Link)
2. Make a Donation: Every dollar you contribute translates into a certain amount of food items for those in need. Your generosity will help us reach our goal and make a real difference.
3. Spread the Word: Share this opportunity with your colleagues, friends, and family. The more people involved, the greater the impact we can achieve together.

By participating, you are not only making a positive impact on the lives of others but also sending a powerful message that our business cares about the well-being of our community. We understand that times are busy, and commitments vary, but even a small contribution can go a long way towards making a difference.

Thank you for considering this opportunity to give back. If you have any questions or need assistance, please do not hesitate to reach out to us. We look forward to your participation and hope to work together to end hunger for today, tomorrow, and for a lifetime!

Learn more about FIND Food Bank's mission to end hunger today, tomorrow, and for a lifetime at [FINDFoodBank.org](https://FINDFoodBank.org)

Let's End Hunger, Together!

[Email Signature]

# Website

Provide us with your organization or company logo, a short blurb about your group and why you're supporting FIND Food Bank for Hunger Action Month, and we can create the rest!

We will create a unique landing page and link with a QR code to share your fundraiser online, on flyers, and on social media (**Sample Below**).



## World of Women (WOW) Trilogy Polo Club Virtual Food Drive

**1 IN 5 PEOPLE MAY GO HUNGRY IN THE DESERT**

WOW at Trilogy Polo Club has partnered with FIND Food Bank to run a Virtual Food Drive April 29, 2022 – May 31, 2022 to help fight hunger in our desert communities.

FIND Food Bank provides healthy groceries to 150,000 people on average each month in the desert region. Skyrocketing gas and food prices and supply chain shortages are tightening household budgets and lengthening FIND's distribution lines.

Your gift of \$25 can provide over 100 meals to those experiencing food insecurity in our communities.

FIND Food Bank sincerely thanks all the amazing women of WOW at Trilogy Polo Club for their generosity and support!

**GIVE NOW**

# Social Media

## Twitter: (Add your own emojis)

Making a difference together! Join (Your Company's Name) in supporting @FINDFooBanks Virtual Food Drive. Let's unite to fight hunger and bring awareness throughout September's Hunger Action Month. Visit (Virtual Food Drive Link) to contribute and spread the word! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere

Help @FINDFoodBank feed 150,000 people in the Coachella Valley each month, join in Hunger Action Month by donating to our virtual food drive! We chose cash over cans because FIND can provide 4 meals for the cost of 1 can of food. Let's #endhunger [insert virtual food drive page URL]

## Facebook: (Add your own emojis)

Hunger Action Month is in September, help FIND Food Bank raise awareness towards the fight against hunger. In our region, 4 in 5 kids are at risk of hunger in the Coachella Valley and Hi-Desert. Help provide fuel for kids to learn and thrive by donating to our virtual food drive to support @FIND Food Bank's ongoing efforts to #endhunger! FIND is the largest hunger-relief and food rescue organization in our region, distributing over 14 million meals annually to over 150,000 people on average each month. We're collecting funds instead of food because for the cost of every 1 can of food, FIND can provide 4 complete meals to those in need! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere

Exciting News! (Your Company Name) is thrilled to be part of the movement to fight hunger with @FIND Food Banks Virtual Food Drive. Together, we can make a real difference in our community. Join us by donating at (Virtual Food Drive Link) and sharing the love! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere



## **Instagram: (Add your own emojis)**

Joining forces for good! Proud to stand alongside @FIND Food Bank in their Virtual Food Drive. Let's make sure no one goes hungry. Visit (Virtual Food Drive Link) to contribute. Together, we can create a healthier, happier community! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere

During the month of September, we celebrate Hunger Action Month to fight against hunger. Food insecurity is hitting record highs due to ongoing inflation and the higher cost of living, making working people choose between housing, medicine, electricity, and a healthy meal. #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere

Donate to our virtual food drive during Hunger Action Month to support @FIND Food Banks ongoing efforts to #EndHunger! FIND is the largest hunger-relief and food rescue organization in our region, distributing over 14 million meals annually to over 150,000 people on average each month. We're collecting funds instead of food because for the cost of 1 can of food, FIND can provide 4 complete meals for those in need! Let's End Hunger, together! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere

## **LinkedIn: (Add your own emojis)**

Throughout the month of September, we celebrate Hunger Action Month in efforts to bring awareness to our region regarding food insecurity. That is why [Insert Organization's Name] is hosting a virtual food drive to raise funds for our desert communities. FIND Food Bank can provide over 4 meals for every \$1 we donate to those in need! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere

We're going virtual for Hunger Action Month in September! This provides @FIND Food Bank with the flexibility to save on transportation and staff resources and enables them to acquire the most-needed items in bulk, for those experiencing food insecurity. Help FIND feed 150,000 individuals, families, children, and veterans each month and ensure no one in the Coachella Valley goes hungry! #VirtualFoodDrive #HungerActionMonth #LeaveNoLocalHungry #HungerWontLiveHere