



HALLOWEEN FOR HUNGER

HOW-TO GUIDE

Why trick-or-treat for Halloween for Hunger? Because millions of people across North America go hungry every year, and many of them are children.

On October 31st, join thousands of young people across North America who are taking action to fight local hunger and poverty. By trick-or-treating for non-perishable food items instead of candy, you too can help strengthen your local food bank while raising awareness.

In 2010 alone, over **182,825** youth participated in Halloween for Hunger. They donated a total of **609,225.4** pounds of food—enough to feed **119** families for a whole year.

Visit www.freethechildren.com/halloweenforhunger to take part in this year's campaign and download helpful campaign resources.

GETTING STARTED

1. LEARN ABOUT THE ISSUE

Over 800,000 Canadians rely on food banks each month and more than 50 million Americans live in food insecure households.

Knowledge is power. The more informed you are, the more you can educate your peers and your community about these important issues and help get them involved. Check out the facts below, and then take some time to learn more. Search the internet, make use of a nearby library or talk to your teachers, friends and family to better understand how hunger affects people in your community. Remember: education will fuel your passion, and passion inspires others.

HUNGER EXISTS BECAUSE OF DEEP AND PERSISTENT POVERTY CAUSED BY:

- Lack of stable, full-time jobs that pay enough to live
- Lack of affordable housing
- Lack of affordable and accessible child care

QUICK FACTS ABOUT HUNGER IN CANADA:

- For one in six Canadian families, their wages are not enough to pay for food and other basic necessities.
- In March 2010, 867,948 Canadians sought help from a food bank—the highest level of food bank use on record.
- 28% of people helped by food banks are children and youth, and 51% of food bank-assisted households are families with children.

SOURCE: STATS CANADA (COURTESY FOOD BANKS CANADA)





QUICK FACTS ABOUT HUNGER IN THE US:

- In 2009, 43.6 million people (14.3%) were in poverty in the United States.
- One in eight Americans now relies on food banks. Nearly 14 million are children, over three million of which are under 5 years old.
- More than one in three food bank-assisted households report having to choose between food and other basic necessities, such as rent, utilities and medical care.

SOURCE: STATS CANADA (COURTESY FOOD BANKS CANADA)

LEARN MORE:

- Ontario Association of Food Banks - www.oafb.ca
- Food Banks Canada - www.foodbanksCanada.ca
- Feeding America - www.feedingamerica.org
- Meal Exchange - www.mealexchange.org
- Food Research and Action Center - www.frac.org
- Students Against Hunger - www.studentsagainsthunger.org
- The Hunger Site - www.thehungersite.com
- World Hunger Year - www.whyhunger.org

2. CONNECT WITH LOCAL FOOD BANKS

Your local food bank is an excellent source of information and can help guide your campaign in the right direction. Locate a nearby food bank by visiting www.foodbanksCanada.ca (Canada) or www.feedingamerica.org (USA), and use their food bank locator tools. You can also look in the phonebook or ask a parent or teacher to help you.

Contact the food bank well in advance to let them know about Halloween for Hunger, and ask them if they can offer any information or guidance to ensure your campaign runs smoothly. For example, ask what kinds of foods they're currently lacking so that you can request them from donors. Also, arrange a good time when the food bank is available to accept your food items in the days following your campaign.

Since it's always more fun to trick-or-treat with friends, why not build a team of Halloween for Hunger participants to help make your campaign an even bigger success?

3. SPREAD THE WORD ABOUT HALLOWEEN FOR HUNGER

In order to run the best possible campaign, be sure to let your community know that you are planning to collect non-perishable food items instead of candy on Halloween night—and why you have chosen to do so. Did something surprise you in your research on local hunger? Share it!

DISTRIBUTE HALLOWEEN FOR HUNGER CARDS

- Go online to access special Halloween for Hunger cards to download, print and cut out.
- Distribute cards to all the houses on your trick-or-treating route well in advance of Halloween night, asking your community to be ready to give out non-perishable food items. (If you're 12 or younger, make sure you take your parent or guardian with you.)
- Pass cards around your school and community to help spread the word even further.



GET THE WORD OUT ONLINE

A great way to raise awareness of your campaign is through any of the popular social networks that Free The Children is a part of online.

On **Facebook**, join Free The Children's page at www.facebook.com/freethechildren where you can connect with other Halloween for Hunger participants and share stories, strategies and successes. You can also post photos from your campaign. Be sure to share the Halloween for Hunger video from YouTube with all your Facebook friends!

On **Twitter**, follow Free The Children at www.twitter.com/freethechildren to connect with other Halloween for Hunger participants and find out about some amazing success stories on the trick-or-treat trail.

On **YouTube**, check out the official campaign video at www.youtube.com/freethechildrenintl. Feel free to comment and share the video with others. You will also find a special public service announcement from Free The Children founder Craig Kielburger that you can share online to encourage others to get involved.

4. TAKE ACTION ON HALLOWEEN NIGHT!



TIME TO GET DRESSED UP... AND TRICK-OR-TREAT FOR LOCAL HUNGER!

- Make sure you have a secure place to store all the food you will collect before you drop it off at your local food bank.
- Prepare information you'd like to share with your neighbours about the issues of local hunger and poverty.
- Bring a cell phone in case you need to communicate with your parents. (If you're 12 or younger, make sure your parent or guardian comes trick-or-treating with you.)
- Wear comfortable shoes and don't forget a heavy-duty bag to carry your food items.
- Oh, and of course wear a fun Halloween costume and take lots of pictures!

5. "DELIVER THE FOOD" TO YOUR LOCAL FOOD BANK



Deliver all the food you collected to your local food bank at the time you arranged beforehand. So that's it, right? Nope! Find out how you can continue to remain involved in fighting local hunger, whether through volunteering or coming up with a unique campaign of your own. Help keep food bank shelves stocked as the weather turns colder, and all year round. Halloween for Hunger is just the beginning!