The National Student Campaign Against Hunger & Homelessness

The National Student Campaign Against Hunger & Homelessness

National Coalition for the Homeless

The Student Public Interest Research Groups

Follow this and additional works at: https://digitalcommons.unomaha.edu/slcepartnerships

Part of the Service Learning Commons

Please take our feedback survey at: https://unomaha.az1.qualtrics.com/jfe/form/SV_8cchtFmpDyGfBLE

Recommended Citation


https://digitalcommons.unomaha.edu/slcepartnerships/8

This Report is brought to you for free and open access by the Barbara A. Holland Collection for Service Learning and Community Engagement (SLCE) at DigitalCommons@UNO. It has been accepted for inclusion in Partnerships/Community by an authorized administrator of DigitalCommons@UNO. For more information, please contact unodigitalcommons@unomaha.edu.
The National Student Campaign Against Hunger & Homelessness

The National Student Campaign Against Hunger and Homelessness is a national network of college and high school students, educators, and community leaders working to fight hunger and homelessness in the U.S. and around the world. Guided by the belief that young people are in a unique position to make a difference in our society, the Campaign helps turn concern into action. The Campaign is the largest network of students fighting hunger and homelessness in the country with more than 600 participating campuses.

The Campaign sponsors several vital national programs and assists individuals and groups leading locally-initiated programs. This support includes program ideas, organizing and educational materials, site visits, phone consultations, and encouragement and advice. Launched a decade ago in cooperation with USA for Africa, the Campaign is a project of the Public Interest Research Groups (PIRGs).

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Phone: 413-253-6417
Fax: 413-256-6435
e-mail: NSCAH@aol.com
web: www.nscahh.org

National Coalition for the Homeless

The National Coalition for the Homeless (NCH) is a national advocacy network of persons who are or have been homeless, activists, service providers and others committed to a single goal. That goal--our common bond and mission--is to end homelessness. We take it as a first principle of practice that homeless and formerly homeless persons must be actively involved in all levels of our work. We are committed to creating the systemic and attitudinal changes necessary to prevent and end homelessness. At the same time, we work to meet the urgent needs of persons who either are homeless or are at risk of becoming homeless.

National Coalition for the Homeless
1012 14th St., NW #600
Washington, DC 20006
Phone: 202-737-6444
Fax: 202-737-6445
nch@ari.net
http://nch.ari.net

The Student Public Interest Research Groups

Founded in 1971, the student PIRGs are statewide, student run public interest organizations working to preserve the environment, protect consumers, and reinvigorate democracy. Students involved with PIRG work with a professional staff to save the last remaining ancient forests, increase recycling, reduce toxic pollution, fight for clean water, and provide community service to help the hungry and homeless. Students have organized PIRG chapters at more than 60 campuses nationwide. The PIRGs effectively combine students activism, grassroots citizen organizing, and professional advocacy to make a difference on issues impacting us all.

Student PIRG
3435 Wilshire Blvd. # 308
Los Angeles, CA 90010
Phone: 213-251-3680
Fax: 213-251-3699
pirg@pirg.org
www.pirg.org
## Table of Contents

Calendar of Events .............................................. 4

The National Student Campaign Against Hunger and Homelessness
Overview of the Campaign .................................. 5
Major Programs ................................................. 5
Resources and Services ...................................... 7

Get Ready, Get Set: Planning, Setting Goals, and Recruiting
Elements of a Successful Program ......................... 8
Assessing the Community's Needs ...................... 9
Setting Goals and Timelines ........................... 11
Sample Timeline for the Year ......................... 12
Recruitment Plan ............................................ 14

Fall Organizing
Sample Fall Timeline ..................................... 17

Fall Events
World Food Day, Oct. 16 .................................. 19
17th Annual Food Day Teleconference, Oct. 15 .... 20

Fall Planning for the 17th Annual Hunger Cleanup ....... 21

National Hunger and Homelessness Awareness Week, November 12-18, 2000
II & H Week Overview .................................... 22
Educational Projects ..................................... 25
Community Service Projects ......................... 27
Fundraising Ideas .......................................... 29
Spare Change for Social Change .................... 29
Fundraising Distribution ............................ 31
Petition to End Hunger .................................. 31
Fast for a World Harvest Campaign ................. 32
Hunger Relief Act: Advocate for Change ........... 33
Oxfam America Hunger Banquet ..................... 34
"One Night Without a Home" Awareness Sleepout ... 36
Faces of the Homeless Panel ......................... 38
Holding an Educational Video: Taylor's Campaign .. 39
Wasted Food Survey: Starting a Food Salvage Program .............................................. 41

SPRING SECTION
Spring Recruitment
Overview and Techniques .............................. 42

17th Annual Hunger Cleanup; April 7, 2001
The Organizing Committee ............................ 45
Training Sessions .......................................... 46
Fundraising .................................................. 47
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worksites</td>
<td>49</td>
</tr>
<tr>
<td>Reflection</td>
<td>50</td>
</tr>
<tr>
<td>Publicity</td>
<td>51</td>
</tr>
<tr>
<td>Media</td>
<td>52</td>
</tr>
<tr>
<td>Last Minute Tips</td>
<td>53</td>
</tr>
<tr>
<td>Wrapping it Up</td>
<td>53</td>
</tr>
<tr>
<td>Hunger Cleanup Awards</td>
<td>54</td>
</tr>
</tbody>
</table>

**Evaluation**
Looking Back and Planning Ahead 55

**Resources**
Fact Sheets 56
Resource Directory 62
Publications Order Form 63

**Appendix**

**Fall Materials:**
- H & H Week Registration Form 64
- H & H Week Evaluation Form 65
- 17th Annual Hunger Cleanup Registration Form 67
- Needs Assessment Surveys 68
- Feinstein Foundation Petition to End Hunger 71

**Spring Materials:**
- Hunger Cleanup Sponsor Sheet 72
- Sample Class Announcement 73
- Sample Business Fundraising Letter 74
- Sample Direct Mail Letter 75
- Sample Worksite Application Cover Letter 76
- Sample Worksite Application 77
- Sample Endorsement Letter 78
- Money Distribution Sheet 79
- Sample Tabling and Fundraising Raps 80
- Hunger Cleanup Final Results Sheet 81
Calendar of Major Events 2000-2001

October 15  World Food Day Teleconference
October 16  World Food Day
October 23  Make A Difference Day
October 26-29  Thirteenth National Conference of the National Student Campaign Against Hunger and Homelessness, University of Maryland, College Park (near Washington, DC)
November 12-18  National Hunger and Homelessness Awareness Week (NSCAHH/NCH)
November 16  Fast for a World Harvest
January 17  Martin Luther King Day of Service
April 7  Seventeenth Annual Hunger Cleanup
April 15-21  National Volunteer Week
The National Student Campaign Against Hunger and Homelessness

Overview

The National Student Campaign Against Hunger and Homelessness is a national network of college and high school students, educators, and community leaders working to fight hunger and homelessness in the U.S. and around the world. Guided by the belief that young people are in a unique position to make a difference in our society, the Campaign helps turn concern into action. The Campaign is the largest network of students fighting hunger and homelessness in the country with more than 600 actively participating campuses.

The Campaign sponsors several vital national programs and assists individuals and groups leading locally-initiated programs. This support includes program ideas, organizing and educational materials, site visits, phone consultations, and encouragement and advice. Launched a decade ago in cooperation with USA for Africa, the Campaign is a project of the Public Interest Research Groups (PIRGs).

Our Major Programs

Thirteenth National Student Leadership Conference
Oct. 26-29, 2000

University of Maryland

As it served that first year at Harvard University, the Conference is an opportunity to galvanize student service and action in the fight against hunger and homelessness by providing skills training, campus program ideas, community building opportunities, and the inspiration needed to end hunger and homelessness.

Hosted by University of Maryland, College Park, the Thirteenth National Conference is an historic time for student and community leaders to come together to acknowledge our accomplishments and unite the best forces that we have to tackle hunger and homelessness. In addition, the vicinity to Washington, DC will allow conference participants to meet the organizers and activists tackling the issues of hunger and homelessness in our nation’s capital.

Conference highlights include:

* 100+ workshops on topics such as organizing an effective Hunger and Homelessness Week, recruiting volunteers, developing leaders, building an effective ongoing volunteer program, holding an effective alternative Spring Break program and planning an Urban Plunge.

* National leaders to speak to the issues. Author, Jonathan Kozol is scheduled to speak this year. Previous speakers have included Ralph Nader, Marian Wright Edelman, and Frances Moore Lappe.

* The Oxfam America Hunger Banquet for all 500 Conference participants.

* Faces of the Homeless panel. Currently and formerly homeless people tell about their experiences and ideas for community action.

And much more! Call (800) 664-8647 for a registration brochure.

National Hunger and Homelessness Awareness Week
November 12-18, 2000

The week prior to Thanksgiving each year is a culmination of student education and action on hunger and homelessness. Hundreds of campuses regularly participate in this week by organizing sleep outs, fasts, educational programs, wasted food surveys, and letter-writing tables. National Hunger and Homelessness Awareness Week is an opportunity for students across the country to demonstrate unity and send a strong message of action in opposition to hunger and homelessness. The Week is cosponsored with the National Coalition for the Homeless. We can supply ideas and assist you in planning and
implementation, such as structuring committees, recruiting volunteers, and developing a publicity plan.

17th Annual Hunger Cleanup
April 7, 2001

The Annual Hunger Cleanup is one of the largest student community action events in the country. Through the Cleanup, student volunteers raise money while taking on substantial work projects, such as repainting local shelters, planting community gardens, and repairing food banks.

This project has had a significant impact over its sixteen year history, involving 120,000 volunteers and raising more than $1 million for local, national and international programs. Additionally, the Hunger Cleanup has been key for building strong community and campus coalitions, recruiting new volunteers into the ongoing effort to fight hunger and homelessness, and developing student leaders. The Campaign works closely with Cleanup coordinators, supplying an organizing manual and materials, a media kit, a regular update, and a weekly phone call to troubleshoot and share campus ideas.

In addition to providing valuable volunteer power for important local programs, fundraising enables your group to have a long-term impact on the lives of people in need. Funds raised through hourly sponsors and contributions from local businesses provide immediate relief and support for efforts to end hunger and homelessness.

Food Salvage

With more people in need of emergency food assistance, local soup kitchens and food banks are looking for innovative sources of food. The Campaign works with student leaders to establish food rescue programs to salvage unused food from campus dining facilities and regularly provide it to local programs. Model programs such as Boston University’s rescue 300,000+ pounds of food each year. The Campaign provides training, materials, and phone consultations to schools interested in establishing Food Salvage Programs.

If you are interested in establishing a program or currently are implementing one, contact the Campaign to join the Food Salvage network. A regular update goes out to the network in order to share ideas, troubleshoot, and celebrate successes for new and ongoing programs.

Project Partnership

This program was designed to build relationships between the campus and community and to increase the effectiveness of student action. Project Partnership requires students to do a needs assessment of their local community, then design a program to fill an identified gap in services to the impoverished. Project Partnership projects include programs to provide child care, literacy education, community gardens, food salvage, tutoring, and job counseling.

SPLASH (Students Pushing Legislative Action to Stop Hunger and Homelessness)

In addition to volunteering with and supporting local efforts, campuses can play an important role in pushing for positive Congressional action on issues regarding hunger and homelessness. Join the SPLASH Action Alert Network of students who receive regular fact sheets on relevant, timely legislative issues and a call to action to write letters, make phone calls, or send e-mail messages to Congressional targets. In addition, students interested in advocacy campaigns receive the SPLASH Action Handbook and staff assistance to establish a grassroots campaign to meet with legislators, develop a media campaign, and establish popular support for the issues by organizing letter, petition, or phone call drives.

Call or e-mail today if you would like to add your group to the SPLASH Action Network.

Contact NSCAHH for more information regarding any of the above projects (800) 664-8647.
How the Campaign Can Assist You

Site Visits

Bring a national staff member to your campus who will help you launch and strengthen programs, develop organizing skills, and build coalitions. Over the past sixteen years, NSCAHH has worked with hundreds of students at campuses nationwide.

Campaign staff members conduct one or more workshops depending upon your goals and the amount of time available. Possible workshops include:

1. Needs Assessment Why is it important to find out exactly what your community is looking for? Where do you look and who can you call to find out about the needs of your community's homeless? How can you put this knowledge to effective use?

2. Issue Briefings Why are people homeless in a country which boasts most of the world's wealth? Who is actually hungry? What can we do about it?

3. Recruitment/Leadership Development What are the best ways to recruit volunteers? How can you keep people involved and invested in the project? How do you develop leaders to carry on the project? How do you effectively delegate?

4. Publicity How can you develop a publicity strategy that ensures your event is the biggest news on campus? How do you hold a press event that the press will cover? What are some ways to use the media to educate your campus and community about the issues?

5. Fundraising How do you fundraise to ensure that your program has the resources to continue and to expand? How do you raise money to attend conferences and events? How do you organize creative fundraisers to donate to organizations impacting the problems?

6. Project Planning How do you plan a project for the year or semester? How do you set specific and realistic goals with checkpoints to assess your progress, trouble spots? How do you develop a well-rounded, inclusive project? How do you build coalitions?

Phone Consultation

Campaign staff are available for phone consultations to provide advice on how to organize your project, help you to problem-solve, and share good ideas from other campuses.

Clearinghouse

The Campaign is also a clearinghouse of information about upcoming events, campus projects, other organizations, and issue information. In turn, we want to hear about your learning experiences and creative ideas to share with other student leaders.

Contact us for project ideas, other active organizations and campuses in your state, reports and factual information, and suggested speakers.
Elements of a Successful Program

Below are some helpful questions to ask yourself when setting up a new program.

**Assessing Community Needs**
- Do we know the primary organizations addressing hunger and homelessness in our community?
- Have we done a thorough survey of their services and needs? Have we based our project plan on those needs?

**Goals and Timeline**
- Have we set and communicated the quantitative and qualitative goals of the program? Are they challenging yet realistic?
- Have we planned in checkpoints to evaluate progress and problems in time to adjust our goals?
- Do we have a specific week-to-week plan for achieving these goals?

**Recruitment**
- How many volunteers do we need to accomplish our goals?
- Do we have a specific plan to actively recruit students through tables, class announcements, and phone calling to build the group necessary to achieve our goals?

**Developing Leaders**
- Are we teaching volunteers a wide range of skills through diverse experiences and set trainings?
- Are there clear opportunities for volunteers to take on more responsibility and leadership? Do we ask every volunteer to take on responsibility?
- Is there a plan for encouraging and developing leaders in order to expand the program and/or continue it into the next term or year?

**Diversity**
- Does the project provide roles for people with a variety of skills and interests? Is there room for people of diverse backgrounds and viewpoints?
- Do we recruit volunteers through a variety of outlets—e.g. approach a variety of groups, speak in a range of classes, table and poster all parts of campus?
- Are we inclusive? Do we welcome new people, have socials, and hold introductions at each meeting?

**Campus and Community Relations**
- **Campus-wide:** Do we look for opportunities to work with other campus groups? How do we involve interested faculty and administrators?
- **Locally:** Do we work closely with existing community groups? Are we in contact with other universities in the area? Other high schools? Do we make contact with local VIPs?
- **Nationally:** Are we in touch with national organizations? Do we take advantage of what they offer — website, facts, legislative updates, training?

**Media and Visibility**
- Do we have a plan for visibility — posters, banners, table tents?
- Do we have a media coordinator to write press releases and follow-up with the media to get articles written about our events and volunteer opportunities?

**Reflection and Evaluation**
- Do we schedule time to reflect on the project after its completion to learn and grow from the project?
- Do we encourage students to process and share their experience with each other?
- Do we hold a thorough evaluation at the end of each term with active volunteers and coalition partners?
Assessing the Community's Needs

Overview
The first step in developing a plan of action for the year is to assess the existing services and needs of the community in which you are working. By doing a thorough needs assessment, you can ensure that your work is most effective, as well as begin to develop relationships with community groups from the very start of the year.

In assessing the community's needs, you should survey local shelters, food banks, and day programs in your community. First, you will identify what already exists and determine if those services are sufficient for the local population. Next, you will evaluate if there are needed services that the agencies would like to add.

As you evaluate the local community, you'll also want to evaluate your group — what are your resources, what can you accomplish, and how can you strengthen your organization over the course of the year. You should set goals for the year, including for recruitment of new volunteers, leadership development, visibility, and coalition building.

We recommend that you use National Hunger and Homelessness Awareness Week in the Fall and the Annual Hunger Cleanup in the Spring as effective project "vehicles" through which you can fill some of the needs you've identified. For example, if your assessment reveals that your community 1) needs more food, especially fresh produce, 2) that child care is an obstacle for employment for many, and 3) the local shelter would like to expand to include a day program. You can use Hunger and Homelessness Awareness Week to:

* Kick off a community garden project by setting up a campus seed drive and getting volunteers plugged in to get other supplies donated.

* Have a speaker at your sleep out who talks about families, emphasizing the need for state funding for child care. Ask everyone to write a letter to the Governor.

* Have a group of volunteers provide tutoring for kids at the day center.

Similarly, while planning the Hunger Cleanup, be sure to establish as work projects planting the community garden and working at the day center. Further, funds raised during the Hunger Cleanup are split between a local group (50%), the National Student Campaign Against Hunger and Homelessness (35%) and an international project (15%). You decide where to donate the local funds and could decide to contribute to a community garden or child care center.

However you decide to approach the results of your needs assessment survey, a comprehensive assessment, especially done at the start of the year is a vital tool for developing your plan of action for the year.

How To Do a Community Needs Assessment

1. **Photocopy the needs assessment survey provided in the Appendix (p. 69) of this manual.**

2. Develop your target list. Find contact information for local food banks, shelters, churches, agencies, or any other organization that may provide services to the local hungry and homeless. You can look them up in the phone book and ask volunteer groups for listings. Be sure to ask any group you contact for the names of other groups. Utilize other campus community service groups as resources too. Also, don't forget to contact organizations that you have used for past events like the Hunger Cleanup.

3. **Call the organization** and explain that you are doing outreach to determine how your campus group can best serve the community. Ask if they will complete the survey — fax or mail it — and return it and then set up a time to meet or talk on the phone to ask them details about the survey. Make sure you include a short explanation of why you are sending them the survey and why it is important they respond as accurately as possible. Aim to send out 25-40 surveys — depending upon the size of your community.

(Note: Included in this manual is an optional Client Needs Survey. It will probably be sufficient to have organizations fill out the Needs Assessment Survey, but you may ask if they have surveyed their clients and/or would like
you to. If only a few organizations can be surveyed, it
might be useful to have a large number of clients com­
plete their surveys as well in order to get more accurate,
useful information.)

4. **After receiving the completed surveys, organize all of the results.** This way, you can clearly determine what services are adequately or inadequately provided, or which services may be high in demand but are not currently provided.

5. **Conduct followup calls** to agencies to clarify survey results.

6. **Decide which of these needs you would like to gear your year's projects towards.** Remember to set short and long-term goals. For example, if the survey results show that an adequate health plan for the homeless as well as winter clothing and non-perishable food items are badly needed, you may want to plan food/clothing drives while advocating for legislation to provide health care plan.

*Be sure to use the survey to begin building relationships with local organizations. For example, after surveying an organization, you may want to invite their di­rector to speak at a Hunger and Homelessness Week event in the Fall, organize a clothing drive to benefit them in the Winter and volunteer with them as a Hunger Cleanup work site in the Spring. This not only helps them in the long run, but by being consistent you will increase your effectiveness and identify future opportunities for col­laboration. That way you can see if you are using the results of your surveys in the best way possible.
Goals and Timeline

Overview

Planning ahead by setting specific goals and organizing a timeline to achieve them is another crucial part of organizing an effective program to battle hunger and homelessness. Goals and timelines will help you get as much done as possible, coordinate with other committees and anticipate preparation.

Also, many components of an event such as booking speakers, effective publicity, and alerting the media take lead time, so even if you do rush to pull things together in the end, other people/organizations may not be able to work with last minute requests.

How To: Setting Goals and Plans

1. Considering the results of your most recent needs assessment, come up with a list of general areas your program will focus on for the year. Also, figure out specific events for your semester plan. For example, you may want to include two clothing drives, an educational video and starting a community garden in your semester.

2. Plan out your year and semesters by working backwards, starting with your goals and fixed dates (e.g. H&H Week Nov. 12-18 and the Hunger Cleanup April 7, 2001). An effective way to lay your timeline out is to have the months/weeks listed in a column on the left side of a piece of paper, with the projects in a row on the top. This way you can coordinate several things for the same week or month. (See sample on pg.12)

3. Be sure to be thorough, anticipating preparation. For example, if you are sending out a mailing in the second week, during the first week you will need to draft the wording of your mailing, arrange for copying, pull together addresses, etc -- put this in your plan.

4. There should be an overall plan for the semester and year and each coordinator should also do a specific plan for their piece of the overall plan.

Sample Goals

1. Overall Goals for the Year:
   
   Programmatic Goals:
   Start a community garden.
   Gather 4 tons of food staples.
   Gather 1000 items of winter clothing.
   Educate 1,000 students about hunger and homelessness.

   Organizational Goals:
   Develop a core group of 15 students.
   Recruit 75 new regular volunteers.
   Get coverage in the campus paper 4 times per semester.
   Build coalitions with 15 campus groups -- including the SGA and Greek system.

2. Events for the Year:
   ~Hunger and Homelessness Week
   Goals: To involve 200 volunteers (100 in Fast, 50 at sleep out, 25 in door to door food drive, and 25 during seed drive for the garden).
   Educate 100 people who attend video on homelessness.
   Raise $1,000 through the Fast for Oxfam.
   Gather 1 ton of food.
   Gather 500 clothing items.

   ~17th Annual Hunger Cleanup
   Goals: Raise $5,000
   Recruit 100 volunteers.
   Work at 10 work sites, including the community garden.
   Involve 25 campus groups in the Cleanup.
   Develop 10 leaders.
   Get 5 newspaper articles about the Cleanup.
   Gain endorsements from 25 VIPs.

   ~Ongoing events:
   - need for more clothing: 2 clothing drives
   - lack of a community garden: start and work at one community garden
   - soup kitchens report shortage of food staples (flour, sugar, oil): 4 food drives specifically to raise food staples
Recruitment

Overview

Recruitment is the core of any student organization. Often the main limitation is having enough people to accomplish the goals we have set to make a difference. Therefore, a strong recruitment strategy at the start of the term, along with an ongoing recruitment plan is critical to fighting hunger and homelessness in your local community.

Recruitment produces the number of people needed to achieve your goals. Recruitment accomplishes a variety of organizational goals, by creating visibility for the organization and getting people to think about the issues. We articulate our vision and plans to large numbers of people.

Recruitment also sharpens our own skills and keeps us in touch with what people are thinking about. Lastly, recruitment brings in new people, gets people together and increases the sense of community amongst those recruiting.

How to: General Interest Meeting

Plan to have a General Interest Meeting two-three weeks into the term. This enables you to focus your energy on recruitment and organize a big meeting to kickoff your project.

1. Set an attendance goal.
2. Plan for the rule of halves. For your planning expect that half the people who say they will do something will actually follow through and do it. In regard to your general meeting, expect that half of the people who say they will come will actually make it to the meeting, so recruit plenty of volunteers.

For example, if you want 30 people at the meeting, you know that you need 60 people to say yes the night before that they will attend. In order to reach 60 people who say they will come, you will need to talk to 120 people, because about half will not be able to come. This means that you will need 240 names of interested volunteers in order to reach 120 on the phone.

3. Develop a specific plan, working backwards from the date of the General Meeting.

4. Use a broad range of outreach methods, including tabling in the main quad, speaking in classes, poster, and getting listed in the campus paper.

5. Host an inspirational speaker to get the troops riled up and educate people about the issue and importance of student action. Invite them right away, because often professors and community leaders will need some advanced scheduling time. Also, the sooner you know, the more you can publicize that information.

6. This is a working meeting, so take ample time to prepare for it. This is the time to present your ideas, have lots of discussion and brainstorming and delegate responsibilities to get the project started. It is critical that everyone leaves the meeting with something to do. This communicates that you are serious about getting things done and that everyone is needed to achieve the goals the group has set.

Sample Interest Meeting Agenda

I. Introductions and Agenda Review -- pass around a sign up sheet for everyone's name and phone number.

II. Overview of Issue or Project -- for example, you might talk about the problem of hunger and homelessness in your area, describe Hunger and Homelessness Week and some of the projects that have been done in the past for the Week.

III. Guest speaker.

IV. Brainstorm projects to do during the Week.

V. Decide on a plan for the Week based on the brainstorm.

VI. Delegate to everyone a specific task to do be-
fore the next meeting, e.g. someone can contact 5 shelters to find out what they most need; another person can reserve the quad for the Sleep Out; another can write a letter to invite groups to participate, etc.

VII. Set the next meeting.

VIII. Social event -- go out for pizza or encourage folks to stay after the meeting for cookies.

* Note for a 15+ meeting, breakdown into smaller meeting groups. For example, you could decide in the big group what to do during the Week, then split into smaller project groups, i.e. Fast, Sleep Out, Empty Spoons Campaign to set project specific goals and delegate responsibilities.

Recruitment Principles

* **Recruit actively.** Do not rely on posters, newspaper announcements, and banners to recruit. Use these strategies to complement active recruitment. Active recruitment strategies include tabling in the main square, speaking in classes, making phone calls, petitioning and leafleting, and meeting with interested volunteers. Active recruitment involves personal contact.

* **Ask everyone** to get involved. Reach out to a broad constituency.

* **Use multiple methods of recruitment.** Use tables, posters, class announcements, the media to reach a broad range of the campus.

* **Follow-up** with new recruits immediately. Get them involved in the recruitment drive or project right away.

Ask everyone to do something and to take on more responsibility. If someone has volunteered at the table, ask if they will coordinate the table the next time.

Ongoing Recruitment

Always recruit. Talk to friends, people you meet in line at the coffee shop, and group leaders about what their interests are and ways they can help out.

Use big events to increase your volunteer base. Remember two things:

1. Always have a sign-up sheet at your events to get the name and phone number of all in attendance. Many of those who come to your global reality dinner or speaker will be interested in volunteering. Give them the opportunity.

2. As you sign up people to attend the event, ask them to help out right away with the rest of the planning. Ask them to hang posters, collect food, volunteer at the table, whatever they are most interested doing. This will increase the number of people recruiting for your event and will give you an opportunity to train future project leaders. The problems we face are too serious to wait for a meeting to take action!
Fall Projects
World Food Day
October 16, 2000

History of World Food Day

World Food Day is a worldwide event designed to increase awareness, understanding and informed, year-round action to alleviate hunger. It is observed each October 16th in recognition of the founding of the UN Food and Agriculture Organization in 1945. The first World Food Day was in 1981.

World Food Day (WFD) is organized at the community level. Individual groups can hold a special event, but the most successful observances happen when organizers work together with members and chapters of other national sponsors. Local coalitions, representing the diversity of national sponsors, can share ideas that will involve schools, businesses, worship centers, government offices, service groups, the media, etc. 2000 will be the twentietth observance of WFD. In every community there are people already involved; the challenge is to coordinate and expand what happens. Here are some ways to use the day more effectively:

Increase Awareness -- provide a briefing for the media; promote WFD teleconference(s); encourage editorials and feature articles.

Increase Understanding -- work with the schools and colleges; plan a community seminar; don’t forget nursery schools and senior citizen centers.

Increase Information -- conduct a research project on local needs/services; release findings at a press conference or public meeting.

Increase Support -- hold a fundraiser for local and/or international projects; involve local businesses.

Increase Advocacy -- seek policy commitments from public officials (or candidates); make presentations at city council or school board meetings.

Increase Networking -- use WFD to bring together people, ideas, and resources; be creative in designing combinations.

Increase Year-Round Action -- seek to involve people in ongoing service/support; distribute an “opportunity” list for volunteers.

Increase Impact -- develop a means to measure the year to year progress you are making; consider World Food Day the “annual meeting” for hunger activists.

Contact:
Patricia Young
U.S. National Committee for World Food Day
2175 K. Street N.W.
Washington, DC 20437
Phone: (202) 653-2404
Fax: (202) 653-5760
This year's World Food Day teleconference will examine the forces that work against tomorrow's feeding persons from around the world. An unprecedented number of poor rural and urban citizens around the world find that the traditional farming opportunities increasingly foreclosed by population increases and the competitive advantages of mechanized agriculture. Furthermore their access to the fruits of the "agricultural revolution"—especially for young women—is virtually unobtainable because of poverty, illiteracy, and the lack of political power. What is inequitable, what is inexorable and what should be done about millions of future farmers being pushed off the land?

The 2000 World Food Day teleconference topic "A Millennium Free from Hunger" will explore critical food security issues in terms of their implication for young and old people in the coming millennium. What are the challenges, opportunities and prospects facing agriculture and food security them in the new millenium? And how will the same issues affect career and citizenship choices for students in the developed world?

All teleconference components, written and audiovisual, will be offered worldwide. Simultaneous interpretation from English into Spanish and French (and possibly other languages) will be available for international sites.

The Teleconference Study/Action Packet, prepared by the U.S. National Committee for World Food Day, will be distributed to all participating teleconference sites. Single, reproducible copies of the packet, which will provide basic background on the issues to be discussed on the teleconference, as well as community action ideas, will be available free of charge from the National Committee office in early summer.

The program will be broadcast live from the studios of George Washington University in Washington, DC, Friday, October 15 from noon to 3:00 pm, Eastern Time. There are no restrictions on videotaping. (Although World Food Day is Saturday, October 16th, worldwide, the teleconference will be on Friday to accommodate campus calendars.)

For additional information on the World Food Day Teleconference or other World Food Day resources please contact Patricia Young, National Coordinator.

Patricia Young
U.S. National Committee for World Food Day
2175 K Street NW
Washington, DC 20437
Tel: 202/653-2404
Fax: 202/653-5760
Fall Planning for the Hunger Cleanup

Though the Annual Hunger Cleanup is an event that takes place in April, it is important to start the organizing efforts in the Fall. Early planning and organizing will ensure a successful event.

Overview
The Annual Hunger Cleanup is a national one day community service fundraiser in which student volunteers raise money while volunteering in programs for the hungry and homeless. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students across the country who gather hourly pledges from family and friends for their volunteer work.

Volunteer projects include painting local shelters, planting community gardens, and refurbishing low-income housing units. Money raised through this unique a-thon benefits local, national, and international hunger and homelessness programs.

The Seventeenth Annual Hunger Cleanup takes place on April 7, 2001. Since the first Hunger Cleanup in 1984, the National Student Campaign Against Hunger and Homelessness has worked with schools across the country to make it one of the most successful student and community events. More than 100,000 students have completed thousands of work projects, raising more than $1 million dollars in the fifteen year history of the Cleanup!

Get Started

1. Register with the Campaign. Fill out the form in the back of the manual, p. 67. Once you register with us, we'll send you an organizing kit, including brochures, posters, a media kit, and regular updates.

2. Build your steering committee. Reach out to other groups in the Fall in order to have them be a part of planning the Cleanup. By building a broad coalition, the Cleanup becomes a truly campuswide event.

3. Identify leaders for the Cleanup. (See p. 45) The sooner the Chair and committee leaders (fundraising, recruitment, visibility and work sites) are in place the sooner they can get started with priority or timely activities.

4. Get started. While the priority activities are building your steering committee and establishing leaders, the sooner you get started on Cleanup organizing, the bigger your Cleanup will be.

Official Guidelines
1. Event guidelines. To be an official participant of the 17th Annual Hunger Cleanup, your school must: 1) Register with NSCAHH; 2) Arrange and complete work projects which address a community need; and 3) Follow the fundraising distribution guidelines. The Hunger Cleanup is an official project of the National Student Campaign Against Hunger and Homelessness (NSCAHH). The project name may not be used without express written permission of NSCAHH.

2. Date of event. The date of the 17th Annual Hunger Cleanup is Saturday, April 7, 2001. We encourage you to participate on this day, but if this excludes you from leading the event, you may schedule an alternative date. Please notify us immediately if you need to do this. Most Hunger Cleanups are three hours long.

3. How the funds are distributed. Through the Hunger Cleanup, you raise funds for organizations providing immediate relief and long-term solutions to the problems of hunger and homelessness. Local projects receive 50% of the funds raised; 35% funds the work of the National Student Campaign Against Hunger & Homelessness and 15% funds international projects through IDEX.
In 1972, Villanova University in Pennsylvania held the first-reported Hunger Week. Since then, this week of coordinated activities has spread to schools across the country. Hunger and Homelessness Awareness Week is the week prior to Thanksgiving each year was first publicized and promoted as a national event by the National Student Campaign Against Hunger and Homelessness in 1988. Hunger and Homelessness Week is the week prior to Thanksgiving each year. Since that time, the Week has been cosponsored by the Campaign and the National Coalition for the Homeless.

This year, we encourage students to participate in three nationally coordinated events as part of the Week, the "One Night Without a Home" Awareness Sleep Out, Fast for a World Harvest, and the national drive to gather one million signatures to President Clinton and Congress to end hunger. We include in the following pages brief descriptions of these projects with organizing tips, along with a variety of other ideas for the Week. Plan your week based on the needs identified during your assessment.

Objective: The main purpose of National Hunger and Homelessness Awareness Week is to raise awareness of and action on the problems of hunger and homelessness domestically and internationally. Combined with the efforts of thousands of students across the country, you can make an impact on the issues through education, service, and action and send a message to national leaders that students are concerned and active. Use the Week as an opportunity to recruit volunteers and develop leaders who will continue to work with your group throughout the year.

Getting Started

The first step is to complete the Hunger and Homelessness Week Registration form and let us know which events you are organizing during the week. This enables us to call you with helpful hints, spread your good ideas to students on other campuses, plus quantify the results of this week of student action for you and the media. Also, please don’t hesitate to call with questions or for troubleshooting with one of our staff.

Your next step should be to find out what other campus organizations are planning or might want to do during this Week. The Campus Ministry might be holding a fast or the Student Government could be planning a food drive. Through your search, you can discover which groups are active on the issues (or want to be) and what events each of these groups has planned for the year.

Structuring Your Committee

Students who have run successful Weeks in the past suggest the following leadership positions. This structure is based on a Week including the Oxfam Fast, Sleep Out, and a letter writing advocacy campaign.

* Hunger and Homelessness Week Coordinator -- this person works with the project leaders below and chairs the overall meetings.

* Sleep Out Coordinator -- This person is the overall coordinator for all details of the Sleep Out and works with the following project leaders:

* Recruitment Coordinator -- This coordinator and committee are responsible for recruiting groups and individuals to sleep out and following-up with them on fundraising.

* Logistics Coordinator -- This committee makes specific arrangements for the Sleep Out, such as reserving the campus quad, inviting speakers, and lining up food.
* **Visibility Coordinator** -- This committee is responsible for designing and putting up posters, banners, and displays to publicize the fast; getting coverage in the media; and speaking at dorm meetings or in classes to publicize the event.

* **Fast Coordinator** -- Same project structure as the Sleep Out with Recruitment, Logistics, and Visibility Coordinators and Committees.

* **Advocacy Coordinator** -- Same as above.

* **Media / Publicity** -- You might want to have one group who is in charge of publicizing the week in general and working with each project group to generate coverage.

### Host a Kick-Off Meeting

You will want to hold a meeting of interested volunteers and other groups to come up with a series of events for the Week, which will appeal to a broad cross-section of students. Come up with a mix of education, service, and action projects that will appeal to a large percentage of the campus community.

The purpose of this meeting is to set goals, form a coordinating committee and outline your plans with a timeline. As the program becomes a tradition on campus, you may find that you want to form a committee that operates year-round. (See Recruitment section.)

### Coalition Building

Since one of the goals of National Hunger and Homelessness Week is to involve as many people as possible, invite every group on campus to sponsor one event each -- do not just approach the groups with whom you usually work. Use the week to build a coalition with a wide variety of members so your efforts will be more far-reaching and effective.

Personally meet and follow-up with the most promising groups. Do not rely on a group to respond to a written invitation. A flyer or invitation is a good start but must be followed up with a personal phone call to schedule a meeting to discuss the projects that the group is most interested, what they can commit to (e.g. organizing an international speaker, getting ten group members to fast, passing a resolution to endorse the week, selling fifteen tickets to the hunger banquet, etc.)

### Trouble Shooting

Use this guide and the tips for recruitment, coalition building, and the leadership structure. Contact the Campaign for general advice or problem-solving and with specific questions -- (800) 664-8647. Also, please check out our web site for updates, info -- www.nscabh.org or email questions to nscabh@aol.com. In addition, feel free to call the contact listed at the end of each project with questions specific to that program. In some cases, the contact organization has additional project material they can send to you.

### Wrapping It Up

Be sure to reflect on and evaluate the project after its completion. Discuss the events, including what worked, what didn’t and why. Talk about what people learned from and experienced through the project and what ideas there are for the next term/next year.

Also, please complete and return to us the evaluation form on p. 65. This will take you no more than 10 minutes to complete and gives us helpful information to work from and pass on to future student leaders at your campus and others.
Groups to Contact on Campus

Art/Photography Club or Class -- Sponsor an art or photography exhibit or contest on hunger and/or homelessness.

Fraternity/Sorority -- Work with philanthropy chairs at Greek houses, to get their sorority or fraternity houses to adopt the Week as one of their annual service events. Organize a contest between houses, e.g. who can get the most volunteers to participate in the fast or sleep out, who can raise the most money by selling tickets to the hunger banquet or who can collect the most canned food.

Student Government -- Issue a proclamation declaring this Hunger and Homelessness Week on campus, supply funding for printing posters or other materials, provide volunteer or staff time to help organize the Week, or fund a guest speaker or film.

Dorms/Residence Halls -- The Fast is a great way for dorm students to participate. Because there are many people living under the same roof, use existing systems for communication to get students involved -- speak at dorm meetings, table at the dining hall dinner line to get people to commit to fast, etc. You can also create competitions between dorm floors or halls.

Newspaper/Campus Media -- The newspaper and radio station can donate free ad or public service announcement space, cover our events as news, and editorialize about the issues of hunger and homelessness and the importance of getting involved. They can also cosponsor an event; for example, the radio station can cosponsor a benefit concert and broadcast from the event.

Ethnic Minority Organizations -- Ask them to organize a particular event -- maybe something specific to their community -- and/or to involve their membership in some of the events of the week.

Sports Teams -- The basketball team can sponsor a free throw contest. Football team members can make an announcement at halftime and encourage people to make a donation as cans are passed around or left by refreshment stands. Any team can offer a discount ticket price to people who bring canned food or clothing to a game. Also, on many campuses, sports stars are campus celebrities who will increase attendance and media coverage if they attend your event or endorse it with their photo on your posters.

English Club -- They can hold a poetry reading fundraiser or composition contest. They can help generate media coverage by writing press releases, letters to the editor, etc.

Program Board -- The group can help arrange a major speaker or film on hunger and homelessness or help to organize a benefit concert.

Faculty -- Professors can sponsor interns to get course credit for organizing the week, announce events to class members, or speak at events themselves. Faculty members will often have useful contacts in the larger community, as well. On many campuses, faculty are an untapped resource with lots of potential.
Educational Project Ideas

When organizing your programs, remember that the first step toward action is education. Each event you organize can have an educational element—include a speaker at events, distribute fact sheets, and get articles or letters to the editor printed in the paper.

In addition, you may want to organize events for which the primary goal is education. Although remember to include a strong pitch for involvement at the end of the event. Get the names and phone numbers of everyone attending the event, so you can call them about volunteer opportunities. Education only makes a difference if people act on their knowledge. Be sure to provide clear opportunities for action.

Use the University Classroom as a Creative Vehicle for Hunger Education

Through the classroom you will reach people you missed through other activities. Ask professors to incorporate hunger and homelessness into lectures during this week. Offer names of guest speakers, provide professors with fact sheets, simulations, and resource lists, or volunteer to teach part of the class yourself. To increase attendance at your events, give faculty the Week’s agenda and ask them to announce events and/or list them on the blackboard. Some faculty will give students extra credit for volunteering or attending your events.

Fact Campaign

Put up a new poster each day with one hunger or homelessness fact and a listing of the day’s events. Get volunteers to come to campus early to write the fact of the day on the corner of blackboards in large lecture halls. Draw a box around it and write “please save”. You can also do brief class presentations as part of the education campaign and pass a donation jar for hunger relief.

In honor of the thousands of children who die daily of hunger and malnutrition, students at the Pratt Institute in New York placed tombstones around the campus in a dramatic and powerful educational event.

Host a Speaker or a Film

Be sure to have a good publicity strategy. Ask professors to announce it to and/or require it in classes. Call through your volunteer list to tell people about the event and ask if they will attend. Put up posters, banners, and table tents in the cafeteria, and have volunteers leaflet on the day of the event. Be sure that the newspaper announces the event beforehand and covers the event. An article printed about the event will reach many more people than the number who are able to attend. If you bring a speaker to campus, arrange an interview with the paper and radio station and even to speak in a class.

Games and Quizzes

Look for creative ways to communicate the severity of the problem and ways students can get involved. Several organizations have homeless simulation games and quizzes that help to dispel some of the myths people have about the hungry and homeless. Contact the Campaign for suggestions of games or quizzes.

Learn By Teaching

Elementary school children are not too young to know or care about hunger and homelessness issues, and many teachers are interested in guests coming to run classes on important topics. Several groups have curricula to use for teaching children about these issues. The first step is do outreach through a mailing and phone calls to teachers to offer your services, next is to train your “teachers.” Call the Campaign for suggested curriculum or help with training.

Raise Awareness Through the Media

Be sure to include media outreach as part of any project. It can be an educational tool itself. Media coverage enables you to reach many more people than those who you speak to at the table or who attended your event. Be creative and thorough in media outreach. Ask the campus paper to dedicate a full page or section to the issues of hunger and homelessness during the Week. Campus radio and TV stations can be helpful in making public service announcements as well.

Approach the media about writing articles and taking pictures of your events. Creative displays and lots of...
volunteers will make your events more worthy of photographs. Invite them to come with you on a volunteer trip to a local shelter or agency and urge them to write about the program and volunteer opportunities. (Be sure to ask for the permission of the shelter director first.) Another idea is to have group members write letters to the editor about the problems of hunger and homelessness and what students are doing about it.

### Suggested Readings:

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Ways You Can Feed a Hungry World</td>
<td>Tony Campolo and Gordon Aeschliman</td>
</tr>
<tr>
<td>Address Unknown: The Homeless in America</td>
<td>James Wright</td>
</tr>
<tr>
<td>Annual Report on the State of World Hunger</td>
<td>Bread for the World</td>
</tr>
<tr>
<td>Down and Out in America: The Origins of Homelessness</td>
<td>Peter Rossi</td>
</tr>
<tr>
<td>Getting to the 21st Century: Voluntary Action and the Global Agenda</td>
<td>David C. Korten</td>
</tr>
<tr>
<td>Homelessness in America</td>
<td></td>
</tr>
<tr>
<td>Hunger and Homelessness Action: A Resource Book For Colleges and Universities</td>
<td></td>
</tr>
<tr>
<td>Living Hungry In America</td>
<td>J. Larry Brown</td>
</tr>
<tr>
<td>Organizing for Social Change: A Manual for Activists in the 1990s</td>
<td>Kim Bobo, Jackie Kendall and Steve Max</td>
</tr>
<tr>
<td>Rachel and Her Children: Homeless Families in America</td>
<td>Jonathan Kozol</td>
</tr>
<tr>
<td>Revolution of the Heart</td>
<td>Bill Shore of Share Our Strength</td>
</tr>
<tr>
<td>Rules for Radicals</td>
<td>Saul Alinsky</td>
</tr>
<tr>
<td>Status Report on Hunger and Homelessness In America's Cities: 1999</td>
<td>U.S. Conference of Mayors, 202-293-7330</td>
</tr>
<tr>
<td>Welfare Repeal: The Impact of H.R. 3734 on Homelessness in America</td>
<td>1996 available from National Coalition for the Homeless</td>
</tr>
<tr>
<td>World Hunger: Awareness, Affinity, Action</td>
<td>by the Congressional Hunger Center</td>
</tr>
<tr>
<td>World Hunger: Twelve Myths</td>
<td>Frances Moore Lappe</td>
</tr>
</tbody>
</table>

Compiled with suggestions from Bread for the World, the Congressional Hunger Center, and the National Coalition for the Homeless.
Community Service Projects

Community service is an important component of Hunger and Homelessness Week, as it is with any program. Into the Streets is one community service project that you can organize during the week; below are some other ideas:

More Food, Clothing, Blankets, & Toys: Tips for the Best "Drives"

There are a variety of ways to organize "drives." Be sure to make it easy and accessible for volunteers and donors. The most successful drives are usually where volunteers go to the donors. The first step, of course, is to contact local agencies to find out what is most needed. Below are some effective examples:

At Supermarkets: Ask shoppers on their way into a supermarket to buy some extra food to donate on the way out. Give them a leaflet as a reminder and with suggestions of foods that are most useful to local food banks.

Halloween Trick or Treat for Canned Food: Go door to door in apartments near campus for food or clothing donations. This is also a great way to publicize your group and to recruit volunteers. Give out fact sheets with more information, a brief description of your group and your next meeting time, plus have a sign-up sheet so that interested volunteers can write down their name and phone number for future events.

Canned Food Scavenger Hunt: A creative variation on the canned food drive. Put together a list of food or other household items most needed by local shelters and food banks, and send volunteers into the community to find them. Consider getting a donated prize for the winner. The University of Northern Colorado at Greeley added a scavenger hunt to their Sleep Out. This successfully raised thousands of cans of food and personal items requested by local shelters, and it kept the volunteers warm in cold temperatures.

Clothing Drives: Clothing drives are especially effec-

tive at the end of the year as students are moving out of their apartments, dorms, and Greek Houses. Again, be sure to talk with local shelters first to evaluate their needs. They may need only specific items, such as children's clothing, professional clothing for job seekers, or winter clothing.

Toy or Book Drives: Oberlin students created libraries in shelters by doing book drives on campus and approaching local book stores for donations. Toys and bicycles are also much appreciated by the increasing number of families in need.

Welcome Kits: Finding housing isn't the end of the matter for homeless people. Welcome kits provide basic everyday supplies, such as pots and pans, cleaning supplies, light bulbs, toiletries, and could include furniture and appliances.

Admission to Events: It is also easy to add drives onto different events, such requiring food or clothing as part of the admission to the Sleep Out, a concert or sports event.

Gleaning: If you live in or near a rural area, you can often ask local farmers to allow volunteers to pick leftover produce to donate to a local food bank.

Volunteer in Local Shelters or Soup Kitchens

In every community there are countless individuals and agencies that rely on the help of volunteers. Do a needs assessment of your local community to find out where there are gaps in local services that you can provide. This may be an ongoing commitment that is kicked-off during this Week.

Students across the country have supplemented a variety of existing programs or have established new ones at local shelters, such as literacy education, child care, job counselling, mentoring, and tutoring.
Start a Community Garden

Work with a local food bank, school, or city to find the land and establish a community garden. Work with the City to establish free water, get seed, soil enhancements, and tools donated. If land is not available, establish a bin garden at a local shelter, community center, or food bank.

Community gardens have taken different forms. Some provide plots of garden space or bins to low-income people to grow their own food. Another option is to get volunteers to garden and grow food for food banks. In California, Santa Cruz’s Homeless Garden Project sells regular supplies of fresh produce to community members who then receive produce weekly. Homeless or formerly homeless people have jobs growing food and running the garden and receive food from the garden.

Resources on the Web

* Action Against Hunger www.acf-hr.org
* Bread for the World http://www.bread.org
* Breakaway www.alternativebreaks.com
* Center on Budget and Policy Priorities www.cbpp.org
* Center on Hunger, Poverty and Nutritional Policy http://www.nutrition.tufts.edu
* Children’s Defense Fund www.childrensdefense.org
* Children Now www.childrennow.org
* Congressional Hunger Center www.hungercenter.org
* COOL www.COOL2SERVE.org
* Do Something www.dosomething.org
* Food Research Action Center www.frac.org
* Foodchain www.foodchain.org
* Habitat for Humanity www.habitat.org
* Handsnet www.handsnet.org
* International Development Exchange (IDEX) www.idex.org
* JustAct www.igc.apc.org/odn/
* National Coalition for the Homeless http://nch.ari.net
* National Low Income Housing Coalition www.nlhcc.org
* National Student Campaign Against Hunger & Homelessness www.nscahh.org
* Oxfam America www.oxfamamerica.org
* Rock the Vote www.rockthevote.org
* Second Harvest www.secondharvest.org
* Share Our Strength www.strength.org
* World Hunger Year www.worldhungeryear.org
* Youth Service America www.servenet.org
Fundraising Ideas

Fundraising is core to any nonprofit organization and a way that you can have a long-term impact with an organization. Finding a way to raise money through your existing plans is the best way to fundraise. There are many ways that you can add a fundraising component to an event. For example, you can charge admission to or ask for donations at the hunger banquet or other events, such as a speaker or concert. You can also organize fundraising events such as:

Spare Change for Social Change

During National Hunger and Homelessness Awareness Week, we strongly encourage students to incorporate education, community service, advocacy, and fundraising into the week. The National Student Campaign Against Hunger and Homelessness is sponsoring "Spare Change for Social Change," a penny-drive. Organizing such an event is easy to do, and is effortless way to raise a significant amount of money. Proceeds from "Spare Change for Social Change" will help support the national organizing efforts and projects that the National Student Campaign Against Hunger and Homelessness sponsors. It will help the Campaign strengthen our student network and its impact at the local and national level.

How To
1. Contact NSCAHII to register and receive materials for the drive. We will provide labels and support to participating campuses. Collect empty jars and paste labels on them.

2. Put the jars everywhere: dorms, stores, academic departments, dining halls, etc. Ask local and campus cafes and coffee shops to place donation jars by the cash register for people to donate their change. Advertise the drive around campus.

3. Be creative! Some campus groups have raised thousands of dollars by going door to door in campus apartments or dorms and asking people to donate the change they have around the house on coffee tables, jars, and in couches.

American University students organized a dorm penny drive competition. Each residence hall had a huge jar in the lobby and residents were urged to toss extra change into the jar. In order to increase competition and money raised, the organizers added the rule that paper money was subtracted from the total. So, in order to reduce other hall's points, residents put dollar bills in other dorms' jars.

4. Collect the jars from campus. Send an update and money (money order or checks, no cash) to:

NSCAHII
233 N. Pleasant Street
Amherst, MA 01002
800- NO HUNGR

A-Thons

Volunteers raise funds by gathering hourly sponsorships for their activities. The Hunger Cleanup (April 7, 2001) is a great example of an effective a-thon, because volunteers raise money and complete work projects to help local programs. Most anything can be an a-thon -- Sleep-a-thon (Sleep Out), walk-a-thon, and dance-a-thon, etc.

Talent Show/Poetry Contests

Concordia College organized “Eyes on Hunger,” a benefit talent show in which students, faculty members and professors demonstrate their talents, while raising money for hunger relief. More than 200 attended the event which raised $700 for three local food shelves.

Dartmouth College students organized an a-cappella concert that attracted hundreds of students. The money raised by charging admission was donated to local, national and international hunger relief projects.
**Chili Cook-off**

Students with Florida PIRG at Florida State University raise awareness and money each year with their annual Chili Cook-off. Campus and community groups pay a fee to enter their best chili in a Cook-off to raise funds for hunger and homelessness. Entering groups have a chance at winning a trip for two or other prizes donated by local businesses. Members of the football team and county commissioners were judges. In addition, people attending the event can buy a bowl of chili for $1-2 and pots of chili were given to local shelters.

**Rummage Sales**

It is often easy to gather clothing, books, and furniture from students since they live close together, so go ahead and collect unwanted items from students and local neighborhoods and hold a huge rummage sale to benefit hunger and homelessness programs. Donate unsold items to local shelters or thrift shops connected to shelters. Some important tips:

1. Be sure to have a good publicity strategy -- utilize articles, posters, banners, and newspaper ads (see if you can get them donated).
2. Publicize beyond the campus.
3. Set up early in the day.
4. Have plenty of petty cash.
5. Choose a central location for the sale and put up lots of directional signs on the day of the event.
6. Get donuts, coffee, and balloons donated to make the event more festive.

**Midnight Snacks**

Macalester College organized a midnight snack in the residence halls. For $2-3 students could buy a snack to be delivered to a friend in the dorms. The midnight snacks were sold in dorm dinner lines and door to door in the dorm halls. Volunteers got snacks (chips, cookies, granola bars, sodas, etc.) donated and bagged them with ribbons, then delivered them at midnight on a given day.

**Skip-A-Meal**

Similar to a Fast, a skip-a-meal program is a great education and fundraising event. Ask students to pledge to skip a meal on a designated day and donate the money they saved to help the hungry and homeless. This works especially well if you gain the agreement of the campus dining facilities to allow students to forfeit their lunch or dinner on a given day and then donate the savings to hunger and homelessness programs. Set up tables with information in front of the campus dining hall to ask students to commit ahead of time to skip that meal. Publicize the program through posters and media to recruit additional participants and make the most of the event.

Students at the UC Santa Cruz organized 1,200 students to skip-a-meal in the dining services, raising $4000 for Hurricane Mitch victims.

**Auctions**

Many campuses hold auctions as effective fundraisers. You can auction off student and faculty services, such as tutoring or word processing, get items donated from local businesses, or auction off something as a joke (one campus auctioned off a donut). All of the proceeds go to programs to support the hungry and homeless.
Many events this week including the Sleep Out, Hunger Banquet, and the Hunger Jam Concert are ideal fundraisers which carry the effectiveness of your efforts beyond the week by supporting anti-hunger and homelessness groups. National Hunger and Homelessness Week was created with the idea that the programs held during the week address the problems at different levels - local, national and international. Consequently money distribution guidelines consistent with these goals were established. We suggest the following:

50% Local: Support local meal programs, homeless shelters, local organizing groups, and food banks. If students volunteer at agencies in your city, think about supporting these programs. If you are not familiar with organizations in your area, contact NSCAHH for suggestions.

35% National: The National Student Campaign Against Hunger and Homelessness is funded from fundraisers, donations from individuals, as well as grants from private foundations. Support the Campaign in our efforts to build a strong student movement fighting hunger and homelessness. The Campaign will use the funds to implement our national programs, provide training and support to hundreds of campuses, and be a service to students who need information, advice or ideas. Our program engages students in efforts to provide immediate relief to the hungry and homeless, as well as work toward long term solutions to end hunger and homelessness.

15% International: There are literally thousands of organizations working on behalf of the hungry and impoverished in areas outside of the United States. We suggest contributions to Oxfam America and the International Development Exchange (IDEX). While it is understandable to first focus on the immediate problems around us, it is important to remember that we are integrally connected to the world.

The National Student Campaign Against Hunger and Homelessness has joined with the Feinstein Foundation, the Congressional Hunger Center, Second Harvest, Oxfam America and many other anti-hunger organizations to gather 1 million signatures urging the President and Congress to end hunger in the United States. As the new millennium approaches, it is more important than ever to send a strong message to our elected officials that the level of hunger in the U.S. is unacceptable and that immediate action needs to be taken to end hunger.

The national coalition is seeking 1 million signatures on this petition. The National Student Campaign Against Hunger and Homelessness is part of an effort to collect 100,000 signatures this Fall, with a focus on National Hunger and Homelessness Awareness Week. Your campus can participate in this important effort by copying the petition, p. 71 and collecting at least 150 signatures at your meetings, events, classes and student unions. This is a really easy way for students across the country to make a huge impact on an issue which affects the 35 million people in the U.S. suffering from hunger.

How To Petition

1. Set a goal for the number of petitions your group wants to collect.
2. Develop a basic rap to use when petitioning, ie "Hi, would you sign a petition that would help end hunger?"
3. Compile clipboards and plenty of copies of the petition. Each volunteer should have 2-3 clipboards. You can make clipboards with heavy cardboard and rubber bands, if necessary.
4. Recruit volunteers and hold a training.
5. Organize a lot of volunteers to go out on the same day.
6. Set up a table with a big sign or visual in a busy part of campus.

Tips

~ If you have an information table, always stand in front of the table. (This is active tabling).
~ Hand the petition to the signer right away. They can look it over while you are talking.
~ Always ask interested individuals to get involved with your group/effort.
Fast for a World Harvest

What is the Fast?

In 1974 on the Thursday before Thanksgiving, 250,000 people participated in the first nationwide Oxfam America Fast for a World Harvest. Students, churchgoers, families and community groups across the United States fasted for the day or skipped a meal, donating the money they would have spent on food to Oxfam. This was the beginning of a national movement of concerned people taking action against the hunger and poverty in our world. Now, 26 years later, hundreds of thousands of committed people organize Fast for a World Harvest events for Oxfam America. They know that by taking action in their communities, they can make a difference in the world. Oxfam's Fast has raised millions of dollars for our poverty fighting projects in 30 countries, including the United States. It has also provided the opportunity for those it has touched to become involved in a nationwide movement to create a more just and compassionate world.

How to Organize the Fast On Your Campus

1. Call the Oxfam America Fast Team at 800/597-FAST to order your Activities Handbook, or go to our web page at www.oxfamamerica.org to download materials directly. Oxfam will assist you with ideas, strategies and suggestions for videos and speakers, and put you in touch with others in your area.

2. Watch the Oxfam "Stop! Go Fast!" video, available free on request.

3. Form a core group of volunteers to brainstorm, plan, and carry out your Fast event. Assign one major task to each person or committee.

4. Start your outreach early. Eight weeks before the event is ideal, but you can do a lot in as little as two weeks. Draw up a volunteer list, including people's phone numbers, ways they can help, and times they are available.

5. Order free materials from Oxfam America by phone, fax or e-mail. Download materials directly from the Oxfam website at www.oxfamamerica.org.

6. Establish goals and devise a timetable. Set an income goal and draw up a budget. Be ambitious but realistic. Plan activities that are appropriate for your group or the people you are trying to reach. Consider hosting a Hunger Banquet or a Dining Hall fast.

7. Talk to people! Speak with the hosts of last year's event. Call our Fast Team for the names of others in the area.

Contact the student activities director, community service office, campus ministry, residential life office, Greek organizations, and other staff and student groups. Get authorization from school administrators for your Fast event.

8. Publicize, publicize! Put up Fast posters in high traffic areas. Set up an Oxfam table, hand out flyers, wear your Oxfam t-shirt. Request Oxfam's free Media Kit to help expand your media coverage.

9. Involve other groups. Bring other people with related concerns into the Fast planning process. Build a coalition. Get other groups to sponsor your Fast event, and attend their meetings to announce your activities.

10. Plan your Fast program and the message you want it to convey. Be prepared to explain Oxfam America's work and how Fast donations are spent. Order our Hunger Fact Sheet or download it from the web.

Contact: Liz Carty
Oxfam America
26 West Street
Boston, MA 02111
(800) 597-FAST
e-mail: fast@oxfamamerica.org
website: www.oxfamamerica.org
Hunger Relief Act

Advocate for Change

Overview: While education, community service, and fundraising are integral to the fight against hunger and homelessness, state and national legislation often strikes at the root causes of the problems. We must let our Congressional representatives know that their constituents want to end hunger and homelessness.

A letter-writing campaign is a great event that mobilizes your campus to speak out for hungry people. Write letters to encourage your elected officials to take an important step in overcoming hunger by supporting national nutrition programs.

Campaign: The U.S. economy is booming - but not for everyone. Last year, the U.S. government released the findings of a study showing that 31 million people - including 12 million children - live in homes that cannot always afford the food they need. America's Second Harvest, the nation's largest charitable food provider, reports that across the country 40 percent of those people seeking emergency food are in working families. But churches and charities can't do it all - we must urge our government to do its part.

In June, budget projections were released showing that the U.S. government expects to take in nearly $2 trillion more than it spends over the next 10 years. In the face of this enormous surplus, there is no excuse to allow high levels of hunger to persist in this nation. Over 10 years, the cost of the Hunger Relief Act would be less than one half of one percent of the expected surplus.

It is time for Congress to pass the Hunger Relief Act, which would extend food stamps to more than one million needy families, and to provide a $1 increase in the minimum wage implemented over no more than two years.

The Action: Write to your representative and senators urging them to support the Hunger Relief Act (House bill H.R. 3192 and Senate bill S. 1805).

How to

1. Call Bread for the World at 800-822-7323 for tips on organizing the campaign. Be sure to check the BFW website at www.bread.org for the latest news about the legislation.
2. Set up a letter writing table at a popular place on campus during the busiest time of the day. Or bring letter writing materials to other Hunger and Homelessness Week events.
3. Make sure you have the tools for your campaign: paper, pens, envelopes, stamps, fact sheets and sample letters. Have copies of a sample letter, but encourage people to write it in their own words, as this may be much more effective.
4. Recruit volunteers to the staff table. Make sure they are trained on the issue and that they are confident enough to actively walk up to people to ask them to write letters.
5. Publicize your event.
6. Have a sign up sheet at your table so you can stay in touch with interested letter writers. Call BFW after your event to tell us how many letters were written and for updated information about the legislation. Send a note/email about the progress of the bill.

Sample Letter:

Dear Rep. (or Senator) ____________________________

I urge you to ensure that Congress passes two important pieces of anti-hunger legislation before adjourning this fall - the Hunger Relief Act, H.R. 3192 (S. 1805) to strengthen the Food Stamp Program, and a $1 increase in the minimum wage, implemented over no more than two years.

Even in our strong economy, many working people are struggling to feed their families. Improvements in the Food Stamp Program and a higher minimum wage would help families make work pay, put food on their tables and end hunger in their homes.

Sincerely,
Your name

Contact:
Bread for the World
50 F Street, NW, Suite 500
Washington, DC 20001
1-(800)-82-BREAD,
Contact Person: Stephanie Seidel
The Oxfam America Hunger Banquet

Today an estimated 840 million people -- one in five persons -- are chronically hungry. Yet, more than enough food is grown to feed everyone. It is the unequal distribution of resources -- not lack of food -- that is at the root of world hunger. The Hunger Banquet (sometimes called a Global Reality Dinner) dramatizes this inequity.

Only a few people will leave this unusual banquet with satisfied stomachs. Though most will receive little to eat, all will go away filled with new understanding about the problem of world hunger.

The Hunger Banquet works best with at least 60 people. Banquets of several hundred people are becoming increasingly common, and some banquets have drawn nearly a thousand people. The more guests, the more effective the demonstration.

Overview of the Oxfam America Hunger Banquet:
A large meal is prepared and divided among the guests in proportions that represent the earnings of people who live in the world’s high, middle and low-income countries. By random drawing, Hunger Banquet guests end up in one of three groups. Fifteen percent of participants represent the high-income countries and enjoy a gourmet meal with all the trimmings. Thirty percent eat a simple meal of rice with beans or broth. Fifty-five percent represent the majority of people who live in low-income countries: this group shares rice and water. The Hunger Banquet demonstrates the inequities of living conditions among people throughout the world; it doesn’t give precise measures of hunger or numbers of hungry people.

How to
1. Raise funds -- Charge an admission price or simply raise donations. Invite local businesses or community groups to buy tables at the banquet or cosponsor the event to defray any expenses, and ask local restaurants and markets to donate food.

2. Set the stage -- Consider holding the banquet in a public area, such as a cafeteria, community hall, or the lobby of the student union. Set up a special table to distribute educational materials available from Oxfam America.

Designate seating for the different income groups. Go all out for the wealthiest 15 percent; use table cloths, candles, china and silverware. Arrange plain, bare tables or benches for the middle-income 30 percent. Have the poorest 55 percent sit on the floor and eat without utensils. Consider having everyone share from a single bowl.

3. Assign Roles -- As guests arrive, have them pull a ticket out of a hat or bowl. By the color or number, they’ll know which group they belong in.

If more people show up, unexpectedly, direct them to Group Three, so that most people will end up in the low-income group.

4. Educate -- Use the event as an educational tool. Host speakers to talk about the issues of hunger or show slideshows or videos. Encourage members of the group to discuss their experiences and feelings. As always, be sure to have a clear opportunity for participants to sign up to volunteer after the end of the Banquet.

5. Download directly from our website the Hunger Banquet Planning Kit at www.oxfamamerica.org

Sample Timeline
Wk 1: * Get a group together to plan food, publicity, program, recruitment, and logistics.
* Set a date and reserve a space.
* Invite celebrities, local officials, musicians.
* Approach restaurants for food, utensil and dishware donations.
* Print flyers and tickets; list endorsers, businesses making donations, speakers.
* Contact Oxfam, for free materials and advice (800/597-FAST).

Wk 2: * Distribute flyers to campus and community groups, faculty members to announce in classes.
* Follow-up with speakers, musicians and businesses for donations.
* Publicize the event and sell tickets through tables, class announcements, other groups.
Wk 3:  * Continue to publicize the event, sell tickets, and recruit participants through tables, classes and other groups.
   * Follow-up with businesses.
   * Write and send out a press release. (Order Oxfam's free media kit.)

Wk 4:  * Continue publicity/recruitment.
   * Follow-up with businesses.
   * Confirm speakers and program.
   * Prepare materials for the event – with numbered or colored tickets designating the income groups.
   * Pick up donated food.
   * Follow-up with the media.

Wk 5:  * Day of Banquet:
   * Set up room.
   * Prepare food in advance of the Banquet.
   * Give volunteers instructions.
   * Greet guests, distribute tickets and sign people in.
   * Celebrate!

Contact:

Oxfam America
26 West Street
Boston, MA 02111-1206
800/597-FAST
e-mail: fast@oxfamamerica.org
website: www.oxfamamerica.org
"One Night Without a Home"
Awareness Sleep Out

Currently, three million Americans are without homes even though an estimated 30% work at least part-time. A recent U.S. Conference of Mayors report surveying 30 major cities in the U.S. found that families with children made up 30% and are the fastest growing segment of the homeless population. In order to highlight these problems, the Campaign is encouraging campuses nationwide to organize the Sleep Out on Wednesday, November 15.

Sleep Outs are events in which a number of participants choose to sleep outside (or in a large room) overnight to form a community exchange of ideas, goals, and facts. They are creative tools for advocacy, fundraising, protest, education, or a combination of these. The Sleep Out could incorporate a graphic display communicating the urgency of the problem of homelessness, a "teach-in" on the causes of homelessness, or call upon elected officials to take a stand on the issue. The event should be an opportunity to educate and recruit more volunteers for ongoing community action.

**Duration:** Approximately 12 hours, beginning at 7 PM and running until 7 AM the next morning.

**How to**

1. **Set your goals and plan.** Determine with your committee:
   - who you want to invite to participate--other campus groups, speakers from the community, homeless or formerly homeless people.
   - how many participants you want.
   - what the primary purpose(s) of the event is -- educational, fundraiser, etc.
   - how much money to raise and where to donate it.

   Confirm the date for the event and set a week-to-week plan working backwards from the date which includes a plan for logistics, visibility, recruitment, program and fundraising.

   2. **Establish Committee leaders and plans** for the following committees:

   **Logistics:**
   - Choose a site central to student activities. Take care of logistics right away. You will have to get permission for an overnight event and check in with campus security, plus arrange for portable toilets or access to facilities.
   - Local businesses can donate food, supplies, or money.
   - Have fact sheets ready to give to participants and passersby.

   **Program:**
   - Have community leaders, homeless people, students, and/or professors speak at the event. Music is a great way to bring people together. Arrange for a local musician who sings about the issues to come or encourage people to bring their acoustic instruments.
   - Prepare good discussion topics.
   - Starting the night with a vigil or march will draw people and attention.
   - Have a time for reflection the next morning so participants can share their experiences and thoughts. This is important for every event you organize.

   **Recruitment:**
   - Begin early to recruit participants through tables, class raps, and other groups.
   - Be sure to contact other groups to cosponsor the event.
   - Have “Food Not Bombs” or a local group serve a meal for the homeless folks who join you. Contact local shelters or homeless advocates about bringing homeless people to campus. You will want to have some amount of control over who attends and/or have people there who are experienced with problems that may arise.
   - Be strict about a No Drug or Alcohol policy and other necessary rules. Be sure participants know about these beforehand and that the rules are posted at the event.
* Be sure to pass around a sign-up sheet so you can contact participants for future events. Use the event to recruit and inspire volunteers to participate beyond the Sleep Out in events that help solve the problems of hunger and homelessness (e.g. letter writing, joining your group, participating in community service events, etc.).

Visibility:
* Hand out flyers announcing the Sleep Out to actively recruit people to participate.
* Put up posters and banners.
* Contact local radio stations to run public service announcements.
* Be sure to invite the campus and community media.

Fundraising:
* Contact businesses for donations.
* Get volunteers to gather pledges for each hour they sleep out to donate to local, national, international groups.

**Sample Timeline**

**Wk 1:** * Recruit volunteers through tables, posters, and class announcements.

**Wk 2:** * Set goals.
* Find a leader and develop a specific plan for each committee.
* Reserve a central site for the Sleep Out and arrange for amplified sound.
* Make a flyer and compile a list of groups on campus to invite.
* Contact the campus paper about writing an article on homelessness in your community, the Sleep Out and how to get involved.
* Write an invitation and compile a list of speakers (and/or performers, videos, etc.) to invite.
* Write a letter to local businesses for donations and funds and compile a list of businesses.
* Hold a training at your weekly volunteer meeting on how to fundraise by gathering hourly sponsors for your Sleep Out.

**Wk 3:** * Continue the process for securing a location and make other arrangements, such as open bathrooms and permission to serve food on the night of the Sleep Out.

**Wk 4:** * Make arrangements for a microphone for speakers, if necessary, and work with the fundraising committee on food donations.
* Continue follow-up to other groups for volunteer participants and endorsements of the project. Ask each participating group to assign a Sleep Out contact who will confirm volunteers and follow-up with them on fundraising.
* Continue follow-up calls to speakers (performers).
* Continue follow-up calls and visits to local businesses.
* Follow-up with volunteers on their gathering of hourly pledges and update them on how much money has been raised relative to the goal.

**Wk 5:** * Confirm location, bathrooms, etc.
* Continue follow-up for food donations and arrange for pickup or delivery.
* Hold a table to recruit participants.
* Continue follow-up with groups for participants and endorsements.
* Continue follow-up calls to speakers, set order for speakers, performers.
* Continue follow-up for business donations.
* Put up posters regarding the Sleep Out.
* Write your news advisory and release and mail by week's end.

**Wk 6:** * Reconfirm all logistics, pick up food donations.
* Continue tabling to recruit participants.
* Confirm speakers, performers.
* Call any outstanding businesses, and make reminder calls to all volunteers to remind them to gather pledges, compile a total to date.
* Poster, contact the campus and community media about covering the event.
* Make follow-up calls to the media.

**Wk 7:** * Phone bank all volunteers Monday and Tues-
day to remind them about the Sleep Out.

* Pick up food donations.
  * Remind media.

**Sleep Out Wednesday, November 15.**

**Wk 8:**
* Write thank you letters and return borrowed equipment.
  * Call NSCAHH & NCH with highlights and details (800) NO-HUNGR.
  * Send media clips to NSCAHH & NCH.

**Sample Agenda:**

- 6 pm  Gather participants; have van teams pick up shelter guests.
- 7 pm  Coffee and/or meal served.
- 8 pm  Speakers, candlelight vigil and music.
- 9 pm  Discussion groups.
- 10 pm  Late night food line.
- 7 am  Breakfast; closing remarks; wrap-up.

---

** Faces of Homelessness Panel**

One powerful educational event that has become immensely popular on campuses across the country and at the Campaign's Fall Conference is the Faces of Homelessness Panel. Organizing such a panel would be an ideal way to kick off Hunger and Homelessness Week. The Panel is made up of 5 people of different ages, ethnicities, backgrounds and gender who all have one thing in common—they are either currently or have in the past been homeless. Having the panel members share their experiences of hunger and homelessness helps the audience make a personal connection, and learn more about what causes people to become hungry and homeless, stereotypes about homeless people, the challenges they face, and (for the formerly homeless) how they got out of the situation.

This event brings awareness to the community and can provide your organization with deeper insight into what programs may be effective in helping the homeless.

**How To**

1. Contact one or two local homeless shelters. Tell them about the purpose of the panel and ask them if they know of any clients who would be interested in participating.

2. Compile a diverse group of 5 or so panel members. The more diverse the personal stories are, the more valuable it will be to your audience.

3. Arrange for a classroom or auditorium where you can hold the panel discussion and audio and visual equipment that you may need.

4. Publicize the event using leaflets, class announcements and tabling.

5. At the event, give each speaker 8-10 minutes to introduce themselves and tell the story about how they became homeless. Have a facilitator to introduce the speakers, keep track of time, and keep the discussion moving.

6. After all the speakers are finished, hold a discussion period where the audience can comment on the stories or ask panel members questions.
Taylor's Campaign

"Excellent...cuts right to the heart of the plight of the homeless."
--Kevin Thomas, Los Angeles Times

"A thoughtful, rounded look at a subject that won't go away no matter how hard we try to ignore it."
--Renee Downing, Arizona Daily Star

An excellent way to educate people about the issues of hunger and homelessness is to host a film or speaker on the subjects. "Taylor's Campaign" is a 75 minute film narrated by Martin Sheen and Directed by Richard Cohen. It is a documentary about unforgettable hardworking people living in cardboard lean-tos in luxurious Santa Monica, California. They survive by dumpster diving and by finding joy and safety together. When new laws threaten their freedom and existence, a penniless truck driver, Ron Taylor, runs for Santa Monica city council as a voice for tolerance.

Showing the film can be done in conjunction with other Hunger and Homelessness Week events such as the Sleep Out or it can be an event all its own. If it is shown at the Sleep Out, be sure to publicize the film beyond those participating in the Sleep Out.

Best Ways to Publicize

After spending lots of time and energy to put on an event such as a movie or speaker, be sure to have an effective plan for getting students to attend. Actively publicizing the film is as important as organizing the event.

Publicity Suggestions:

- Poster, table and pass out flyers on busy walkways on campus
- Get permission from professors to make class announcements about the film.
- Approach other campus clubs and organizations about publicizing the film/speaker during their meetings. Perhaps they will be willing to help you publicize on campus as well.
- Contact professors in various departments and schools (some suggestions: Sociology, Urban Studies, Social Work, Anthropology, Medicine, Nursing, Environmental, Psychology, American Studies, Law, Architecture, Geography, Journalism, Arts, etc.) and suggest they offer extra credit to students who see the film and participate in the discussion afterwards.

In addition, you should:

1. Contact film reviewers or entertainment editors for the school and local papers/television/radio programs. Tell them about the purpose of the event, the positive reviews the film has received so far, and that numerous screenings will take place around the country in conjunction with Hunger and Homelessness week. Ask them to view, then review the film at your screening.

2. Publicize the screening off campus, in the community. Civic and religious organizations, rotary clubs, high schools, and community organizations working with the hungry and homeless might be especially interested.

Technical Preparations and Logistics

1. A 75-150 seat campus theatre or classroom with a built-in vhs video projection system is ideal. Classrooms without a built in system will need a rented or borrowed video projector, vcr, and some sound equipment.

2. Larger campus theatres may have projection systems installed with a 3/4" or Beta SP deck. These format tapes can be made with enough advance notice (at an extra cost of $75).

Post-Film Discussion/Panel

A short introductory speech should be given, but since "Taylor's Campaign" addresses such serious issues and touches many areas of interest, it is a good idea to reserve some time afterwards for a question and answer period or a discussion about the documentary. This will get people thinking about the issues and hopefully motivate them to become more involved in the future. Inviting a panel of advocates, homeless/formerly homeless people, shelter employees or even the director of "Taylor's Campaign" (see end of this section for contact information) to participate in the post-film discussion is also a good idea. You can also take this opportunity to focus on hunger and homelessness issues specific to your community.
Description and Purchase Info

Taylor's Campaign (75 min)
Director and Editor: Richard Cohen
Producers: Amy Kofman and Richard Cohen

"Taylor's Campaign" is a production of Raindog Films in association with Film Arts Foundation of San Francisco.

Purchase Information:
- Individuals ($45) restricted to personal and educational use
- Organizations ($105), schools, libraries, institutions - restricted to educational, training and campus use

SEND CHECKS OR MONEY ORDERS TO:

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA 01002
Phone: 413-253-6417
Fax: 413-256-6435
email: NSCAH@aol.com
web: www.nscahh.org

For public screenings, benefits, or to arrange for a discussion with film director Richard Cohen, please contact:
Richard Cohen Films
PO Box 1012
Venice, CA 90291
phone: 310-395-3549
E-mail: rbc23@juno.com

(NOTE: Shipping is included in the purchase price. Purchase of these tapes is restricted to personal, campus and educational use only. They cannot be: rented out, loaned, copied in any way, shown to the public, advertised, broadcast on television, cable, closed circuit--without the express written permission of Richard Cohen and Richard Cohen Films.)
Wasted Food Survey

Duration: Approximately 2-3 hours at lunchtime in the university cafeteria.

Overview
A Wasted Food Survey is a simple hands-on event that shows students how much food goes to waste daily in their dining hall. Most students will be shocked by the amount of food that gets thrown away. After the event, compile the results and release it to the campus media. This is a great opportunity to raise the issue of hunger and to demonstrate the need and potential impact of a Food Salvage Program to provide unused food to local shelters and food banks. If your campus already has a Food Salvage Program established, you can use the survey as an educational tool that shows how much food is wasted and salvaged and how students can decrease their waste.

How To
1. This is an opportunity to work with a Residence Life group on campus. Ask them to cosponsor the event.

2. Arrange with the food service provider(s) at your school to do a Wasted Food Survey in the school cafeteria(s) on one day at lunch.

3. Ask to use the pans and food scales.

4. Take inventory of how many trash bins are located in the cafeteria and plan to have two-three volunteers at each location — one-two volunteers to weigh the food and one to record the amount.

5. Have students scrape their leftover food into a pan instead of the trash, and then track the number of participating students and how much food was thrown out.

6. Materials: Have flyers with information on hunger to hand out to everyone as they leave the cafeteria. Have paper, pens and calculators ready for volunteers.

7. Have a sign up sheet and ask everyone who participates if they are interested in volunteering in the future.

8. Before the event, arrange for the results to be released to the campus radio and newspaper, and at other events during the week. Use this as a stepping stone to set up a Food Salvage program at your school. Manuals on starting one are available from the Campaign.

How to Use the Wasted Food Survey to Establish a Food Salvage Program
1. Contact the National Student Campaign Against Hunger and Homelessness for guidance and to order our Food Salvage Manual.

2. Using the results from the Survey and information collected from your Needs Assessment Survey, determine the need for a Food Salvage program.

3. Develop a Food Salvage organizing committee.

4. Meet with the director of food services to inform him/her of the Wasted Food Survey results and the interest among students in establishing a permanent food salvage program.

5. Establish a plan. Call the Campaign for assistance.

Contact:
National Student Campaign Against Hunger and Homelessness
Attn: Food Salvage

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA 01002
Phone: 413-253-6417
Fax: 413-256-6435
email: NSCAH@aol.com
web: www.nscah.org
Spring Organizing

Recruitment: Always a Priority

The Spring semester is a new chance to increase your organization's visibility and to add to your group's numbers. With an expanded set of programs and activities to plan and carry out, you will need to get more people involved. The work you do can be even more successful and new volunteers can often provide fresh ideas about how to get things done.

How to

The same recruitment techniques from the Fall (see pages 14-15) can be utilized when recruiting for the Spring since the basic idea has not changed. You will need to recruit actively using tabling, posters, class announcements and media. Also, don't forget that following up and holding effective project group meetings are essential to keeping potential volunteers interested and invested.

One important difference between Fall and Spring recruitment is the central project you recruit around. In the Fall, the main focus is typically ongoing community service projects or Hunger and Homelessness Week. In the Spring, it is most likely the Annual Hunger Cleanup. Spring recruitment is your opportunity to fill leadership positions for the Hunger Cleanup, such as recruitment, fundraising, publicity and worksite coordinators. Ideally, there are student leaders already in place to take on these positions; however, recruitment is still critical to expanding the group and the organizing efforts.

Recruitment Techniques

Tabling

OVERVIEW:
Tabling is a tried and true method of recruitment, which serves many functions. Beyond recruitment, tabling can successfully build visibility for your Hunger Cleanup, and educate passersby about the problems of hunger and homelessness.

Volunteers should use the table as a base. Materials on the table, especially a large poster or display, will help project your presence into a flow of people and help get their attention. It is up to the tablers, however, to actually do the outreach by engaging passersby with a question (example: "Are you concerned about hunger and homelessness?").

Tabling provides an opportunity for one-on-one recruitment and ideally acts as a focus of attention that draws people over on their own initiative.

HOW TO:

1. Materials -- Prepare materials to be displayed at the table, such as banners, posters, fact sheets, buttons, and articles from the paper. Also, be sure to have pens, clipboards, and a tabling schedule. When a table is set up imaginatively and with flair, it reinforces your organization's image as credible and active. Make a bold banner or display highlighting facts about hunger and homelessness in your local area.

2. Placement of table -- The location of the table is key to its success. First pick high traffic areas like a dining hall or student union. Second, table in a variety of places so as to get a good mix of people. Third, table where you are allowed to. Find out logistics and if you need permission.

3. Plan -- Set goals for the number of volunteers you would like to identify from the table and the numbers of coordinators you would like to develop. Plan to get 5-6 volunteers signed up per hour of tabling. For example, if you have two volunteers signed up for 1 hour each,
they should sign up 6 volunteers each for a total of 12.
Tabling is a good activity for new volunteers, so use your
recruitment table to train and involve new folks. Be sure
to have an experienced volunteer at the table to coordi­
nate each hour of tabling. Always sign up twice as many
volunteers as you need at any given hour, in anticipation
that half will have a conflict arise or will forget. That
way you will always have at least the number of volun­
teers you need and maybe some extras. Be sure to give
every volunteer a quick reminder call the night before
they are signed up to table.

4. Training -- Each hour's coordinator should give new
volunteers a brief overview of the Hunger Cleanup and
the goals of the table. Give volunteers basic tips for
effective tabling, and a copy of the sample presentation.
It is useful to demonstrate approaching someone and then
observe the new volunteer and give him/her feedback.
The coordinator should actively table to set the example
and should check in frequently with new volunteers.

At the end of their shift, new volunteers should be asked
about their experience, and invited to come back the next
day to coordinate the table. This way you are building
the number of coordinators and are giving new volun­
teers the opportunity to take on more responsibility.

5. Presentation or "Rap" -- The standard presentation
should consist of an introductory question, description
of organization, overview of problem, overview of pro­
posed solution, opportunity for involvement/support, and
a request to sign up to participate in the Cleanup (See
p.81).

6. More confident tablers should "float" out into the
traffic flow to reach more people. To do this, the per­
sen will need a clipboard with volunteer sign-up sheets
and information. Keep the less experienced tablers closer
to the table, where they will have information readily
available to them.

7. The table should be a fun, high-energy activity that
will help build visibility and excitement around the
Cleanup and attract lots of people. Make sure that there
always at least 2-3 volunteers at the table and utilize
creative visuals, even music, to help make the table fun
for both volunteers and passersby.

Class Announcements
Class announcements are a great way to reach lots of
people, build visibility, educate people, and recruit in­
terested volunteers and/or contributors. Class announce­
ments are not as personal as one-on-one tabling and so
the quality of recruitment is slightly lower. However,
they do enable you to get your message out to a broader
group and to reach more potential volunteers.

One of the Recruitment Committee members should be
take on the responsibility of Class Announcement Coor­
dinator; he or she will need other volunteers to take shifts
calling faculty to schedule announcements and doing the
announcements.

HOW TO
1. Set goals. Typically, 15% of a class will fill out
volunteer interest cards.

2. Target a diverse cross-section of classes and large
classes.

3. Call professors ahead of time to ask for permi­
sion. Most faculty members will let you make a 3-5
minute presentation about your project at the start of the
class period. The biggest challenge will be reaching fac­
ulty members in their offices. Count on scheduling 4-6
class announcements per hour of faculty phoning, and
be sure to have group members ask their own faculty
members if they can make an announcement in their own
classes.

4. Materials. Have a sign up sheet or volunteer card to
pass out so that folks can sign up with their name and
phone number during your announcement. Be sure to
collect the sheet or cards before you leave. Also have a
written sample class announcement as a training tool for
volunteers doing the announcements.
5. **Have a training plan.** The class announcement coordinator should schedule trainings so volunteers can learn how to effectively speak to classes. People are often nervous about public speaking, so an effective training and a sample announcement will help prepare volunteers.

6. **When doing an announcement, arrive to the class a few minutes early, in order to introduce yourself to the professor and to pass out volunteer sheets or cards. Ask the professor to introduce you to the class when he/she is ready. Also, write the place and time of your next meeting on the board.** Remember some volunteers will be interested in participating in the Cleanup, but others will want to get actively involved in helping to plan the Cleanup.

**NOTE:** See Appendix for sample Hunger Cleanup class and tabling announcements.

---

**Tips for An Extra Exciting Hunger Cleanup**

- **Give out awards for categories like "Organization With the Most Volunteers," "Individual/Team With the Most Money Raised" or "Best Coordinator/Team leader."** Ask local businesses (in lieu of or in addition to monetary donations) to donate products that you can use as prizes. Things such as gift certificates, movie tickets or t-shirts are possibilities.

- **Hold pre-Cleanup socials for volunteers who will be participating.** Use this time to update them on such topics as funds raised and prizes donated. You can also give them information about the NSCAHH and local projects receiving the money raised. The more people know what is going on, the more invested and excited they will be about the big event!

- **Ask high profile people to participate in the Cleanup, such as city officials, popular professors or administrators, well known alumni and even local celebrities.** High profile participants can generate more media/publicity for your event. Tipper Gore was a participant in the 1999 Hunger Cleanup!

- **After the reflection, serve lunch to the cleanup participants (ask local restaurants/grocery stores for food donations or have a giant potluck) and try and get a local band or DJ to play as entertainment.**

- **Encourage teams to purchase Hunger Cleanup Shirts from the Campaign to wear to the event. Sometimes dorms or student governments have a portion of their budget available to support things like this.**

- **Relieve some of the seriousness of Team Member trainings and Team Leader trainings by putting on 1-2 minute skits about the Hunger Cleanup and serving refreshments.**
If you have read the beginning of this manual, you already have some idea of what exactly the Hunger Cleanup is. Although it is helpful to begin preliminary planning in the Fall, the majority of the organizing starts in January.

I. The Organizing Committee

These are some leaders who will be heavily involved in the major planning, and whom your organization can be looking to fill during the spring recruitment drive:

Recruitment Committee Coordinator:
There should be one person who is the overall recruitment coordinator. This person should have a core group of recruiters. Together, the Recruitment Committee is responsible for recruiting volunteers to organize the Cleanup, recruiting team leaders and volunteers to participate in the Cleanup, and recruiting other groups to join the coalition. The Recruitment Committee should have one or two members who solely work to recruit (although everyone should help), train, and follow-up with Team Leaders.

Fundraising Committee Coordinator:
The Fundraising Coordinator heads a group of ideally 4-8 people. Their main responsibilities are to 1) raise money from local businesses; 2) work with the Recruitment Committee to train Team Leaders to effectively fundraise; 3) coordinate direct mail; 4) coordinate money distribution with the overall coordinator and the National Student Campaign Against Hunger and Homelessness staff person; and 5) collect contributions from Team Leaders and Volunteers.

Worksite Committee Coordinator:
This Coordinator will need a small group of conscientious volunteers. The Work site Committee is in charge of 1) locating sites, 2) arranging the type and number of students for each site, 3) getting materials for the work project (i.e. garbage bags or gloves), 4) arranging transportation to and from the site for large sites (otherwise Team Leaders are in charge), 5) making sure a staff person from each agency is on-hand while the volunteers are there, 6) serving as the liaison between the team leaders and the worksites, and 7) preparing reflection exercises.

Publicity Committee Coordinator:
Depending on how you want to break up the responsibilities, there can be one head coordinator of the Publicity Committee, or two—one to concentrate on on-campus publicity, and one for community publicity. However the responsibilities are divided, the Committee should have at least 4-8 volunteers who 1) publicize on campus 2) publicize in the community; 3) invite guest speakers to trainings and to the Cleanup itself; 4) generate media coverage for the event; 5) gain endorsements for the Cleanup from different clubs, school administrators, community officials and local businesses; and 6) document the event when it is over, so you can remember the day and provide helpful hints for next year's committee.

Team Leaders:
A Team Leader recruits and works with a Hunger Cleanup team of 8-10 volunteers. They are critical to the success of the event—a strong group of Team Leaders enables hundreds of volunteers to participate in your Cleanup. Team Leaders:

~Involve more students in the planning of the event
~Empower more students to become active leaders on the issues of hunger and homelessness.
~Attract a broader cross-section of volunteers
~Develop into a second tier of leaders for the program
~Give committee coordinators more time to train and oversee the whole program
~Increase the number of volunteers and the amount of
funds raised

A Team Leader's Responsibilities include:
1. recruit one student volunteer team of 8-10 students, or heading a group of 8-10 students that does not have a Team Leader yet
2. calling team members every 1-2 weeks to check in on fundraising and give them highlights of the event (e.g. VIP endorsers, progress toward goal, etc.)
3. distributing sponsor sheets to volunteers
4. explaining the fundraising goal for each individual and train team members how to get sponsors
5. collecting money from each team member and turning it into the Fundraising Coordinator throughout the term
6. making sure that each volunteer knows time and place to meet on Cleanup day
7. overseeing his/her team at a work site during the Cleanup
8. facilitating reflection session
9. arranging transportation for their team

Who Can Be A Team Leader?
Anyone who will recruit, motivate and follow-up with a group of ten volunteers.

How Do We Find Team Leaders? Ask!
To find Team Leaders, the Recruitment Committee should:

- Contact student organizations such as sports teams, religious organizations, Greek houses, minority groups, and community service groups, organizations which already have a "team style" structure in place.
- Lead a presentation at the meetings of these campus organizations and invite leaders from these groups to be team leaders and recruit a team from their own organization.
- Make announcements in classes or at dorm meetings.
- Table in the campus center. The biggest myth about tabling is that you sit behind the table. People will not approach you, you must approach them! Ask a question like "Are you concerned about hunger and homelessness" or "Have you heard about the Hunger Cleanup?" to get their attention. Once you have their attention tell them about the Cleanup, give them information, and sign them up to participate. Ask if they will be a Team Leader and recruit 8-10 of their friends to participate.
- Contact faculty, administrators, and community leaders.
- Publicize. Use the school newspaper, posters and any means possible to get the word out.

II. Training Sessions
As soon as you recruit team leaders, hold a training session. You may hold 3-5 trainings over the course of a two month Cleanup organizing effort. The goals of the training are to 1) build excitement and investment in the Cleanup, 2) train team leaders, 3) clarify team leader responsibilities, 4) distribute materials, and 5) build community among the volunteers.

Trainings should consist of:
- Introductions, review the agenda, and pass around an attendance sheet.
- An overview of your organization and NSCAHH.
- A history and description of the Hunger Cleanup.
- The problems of hunger and homelessness.
- How the Hunger Cleanup helps to alleviate these problems.
- How Team Leaders and all volunteers raise funds (with a role play).
- Responsibilities of Team Leaders with a sample timeline (written handout).

Be creative in developing your training. Invite a guest speaker -- ideal candidates are directors of local work sites or recipient organizations. Consider holding the training at a work site agency, if one is very near campus. Show slides or videos of a previous year's Hunger Cleanup, if available, or do a skit.

After Spring Break, we strongly encourage you to hold a second Team Leader meeting. This provides an opportunity to refocus and motivate Team Leaders at a point closer to the Cleanup date. You should also remind the Team Leaders about the goals they have set and ensure they have a plan for achieving them.

During the last week in March, hold one last meeting. Collect sign-up sheets from Team Leaders and assign participants to work sites.

All Volunteer Meeting: Hold an orientation for all volunteers two-three weeks prior to the Cleanup. Schedule the Meeting at two different times, so all volunteers can make one of the two meeting times. The agenda and goals for the meeting are similar to the Team Leader Training, though focused exclusively on building excitement, education, and fundraising motivation and
training. Most volunteers should have raised funds by now and will turn money in at the All Volunteer Meeting. However, for any procrastinators, this may be the final motivation to spur them into action, and with two weeks left, there is certainly time for them to reach and exceed their goals.

III. Fundraising

The Hunger Cleanup is an a-thon, similar to a walk or dance-a-thon but has the added benefit of having a meaningful action (community service). The primary goal of the Cleanup is to raise money for programs fighting hunger and homelessness. Through fundraising your group can not only have an impact on the 8th and into the future. Many organizations depend on these kinds of fundraisers to survive.

Establish a Fundraising Committee of 4-8 people. Their main responsibilities are to: 1) raise money from local businesses; 2) work with the Recruitment Committee to train Team Leaders to effectively fundraise; 3) coordinate direct mail; 4) coordinate money distribution with the overall coordinator and the National Student Campaign Against Hunger and Homelessness staff person; and 5) collect contributions from Team Leaders and volunteers.

How do you raise money?

Volunteers raise funds by asking friends and others to sponsor their volunteer hours. Individual fundraising is the backbone of the Hunger Cleanup. By gathering hourly sponsorships, all volunteers learn the skill of fundraising, and more people participate in the Cleanup by contributing.

Many schools have also had success raising money from local businesses or by mailing requests to alumni, faculty, friends, and family. The most important aspect of fundraising is to lead by example. The leadership and volunteers most involved in organizing the Cleanup should achieve their fundraising goals in the first 2-3 weeks. Other very important components include choosing your local recipient immediately, conducting fundraising trainings, and standardizing materials. All of these components are described in more detail below.

Getting Individual Sponsors

* Set Individual fundraising goals. Schools that have the most successful fundraising often set the individual goal at $45-50 per volunteer. This means that if you are working for three hours, you only need to get 8 sponsors to give you $2 per hour. Recognize/reward the individual or team who raises the most money.

* Set an example. Each Committee Coordinator should reach his/her individual goal (which should be higher than the general goal, i.e. $75-100) in the first 2-3 weeks of the term. This demonstrates the importance of gathering sponsorships, improves the training and confidence of volunteers, and raises a solid base of funds ($1,500-$2,000) right away.

* Educate volunteers. Make sure volunteers know how the money will help the hungry and homeless. Have fact sheets about NSCAHH's national and international programs. Choose your local program(s) early!

* Explain how to get sponsors. The key to getting sponsors is to ask! Students from across the country have repeatedly told us that people want to contribute, they just have to be given the opportunity to do so.

* Just do it! The Recruitment Committee should train team leaders and team leaders in turn should train other students. Do roleplays in team leader meetings, then have the team leaders train their members. Once team leaders have trained their members, go out and ask people for money in the dorms, in the community or at local businesses. It will also be less intimidating if people go in teams of two or three. The training and outreach should last about two hours. By the end of the two hours, you will probably have the sponsors you are looking for! Also, be sure to ask friends, family, and faculty members to sponsor you.
Explain why it is important to raise funds. The reason to get funds is to be able to make contributions to organizations that need them most. While fundraising, you can also educate and involve more people than just those actually participating in the Cleanup. If you have 50 participants and each gets 10 sponsors, your group will have involved 500 people. That is ten times the number of people you would have been involved if you did not fundraise.

Give the volunteers the needed materials. The two most important pieces of information to give the participants are a sample presentation and a sponsor sheet. Fact sheets are also helpful.

Get prizes donated to provide more incentive for individuals to achieve their fundraising goals. Businesses will often donate prizes appropriate for the individual(s) and team(s) that raise the most money -- i.e. pizza party, gift certificates, movie tickets. Some schools have successfully gotten t-shirts donated or paid for by student government and then sold t-shirts or given them to volunteers who raise the goal you've set (i.e. $35-45). The Campaign will give schools ordering our t-shirts a discount for bulk orders. Call us for details (800) 664-8647.

Develop a standard presentation. By writing out a presentation before you begin fundraising, you can give participants an idea of what they need to say and the best way to say it.

Distribute individual sponsor sheets. The Campaign will send brochures to all schools who register for the Cleanup. The brochure explains the Cleanup on one side and has a sponsor sheet on the other. You can also use the individual sponsor sheet (Appendix A) as a model for your own. Number and keep track of the sheets so you can tell when all the money has been turned in to you!

Remember: Volunteers should collect the money at the time that someone pledges and turn it in prior to the event. Collecting the money before the event, is a good way to eliminate the need for volunteers to track down sponsors later. In addition, turning in the money immediately ensures that the recipient organizations can put it to use fighting hunger and homelessness right away.

(Note: see p. 80 for a Sample Individual Fundraising Rap)

Business Fundraising

Business fundraising can also be an effective and easy way to raise money for the Cleanup. Because the Hunger Cleanup is a community event, we should not be shy about asking the community to contribute. There are four primary steps in mounting a successful business fundraising campaign:

A. Identifying and targeting local businesses: Instead of trying to get a donation from every business in town, start by making a list of 40-50 businesses on which the committee can focus. Pay careful attention to businesses that have philanthropic reputations; ones that are rooted in the community; ones that are frequented by the campus community; and ones that can provide the Cleanup with in-kind donations you will need. In-kind donations can include printing, office supplies, prizes for the most money raised or for the group which turns out the most people the day of the event.

B. Sending out letters: Send your list of businesses a standard one-page letter introducing them to the Cleanup. The outline of the letter can include an introduction of who you are, the problems of hunger and homelessness in your community, what the Hunger Cleanup is, and what they can do to help. (This is a specific place to include the community group to whom you are giving your donation.) Be sure to enclose a Hunger Cleanup brochure and let them know you will call them next week. This letter is like a movie preview: it gets them interested without giving them all the information. (See p. 74).

C. Follow-up with phone calls: No more than two days after businesses have received the letter, call your contact person about setting up a meeting. Answer any quick questions over the phone, but save the bulk of your information for the meeting. Remember, it is easier for a business to turn you down over the phone than in per-
son. So wait until the meeting to ask for an actual donation.

D. The meeting: Prepare to make a brief (5-10 minute) presentation on the Cleanup. By this time, you should have a list of endorsements from the university community, a scrapbook from last year's event, a list of participating groups and work sites, and a description of the local group who will receive 50% of the proceeds. Ask for the money, and don't be afraid to ask for more than you think you can get. You won't always get what you ask for, but the worst they can do is say no to that particular amount. Most people won't say no altogether if they have agreed to a meeting with you. Be prepared to ask for a lesser amount of money or ask if they can donate a service, product, or prize.

One final note on business fundraising. Businesses will often want to give you products rather than money. However, be prepared to articulate the good that the money will do in their community. Only money will pay the rent of the local shelter or organization you are supporting. Ask for money from businesses first and be prepared to ask for product donations as well.

Direct Mail Fundraising

All of us know people that will want to support the Hunger Cleanup, such as family and friends. Some of these people may be hard to reach because they don't live where you go to school. Direct mail fundraising is an easy way to give these faraway folks a chance to help the hungry and homeless. Many campuses have also been very successful at using direct mail to raise money from faculty, staff and alumni. Direct mail is a quick and easy way to increase your outreach and fundraising; be sure to include it in your plan.

All you need is a compelling letter and a stamped reply envelope. You can create a city-specific letter based on the sample letter, and then make copies (Sec p. 75). The Campaign will provide you with stamped self-addressed reply envelopes to include with your letters. Contact the Campaign office at (800) NO-HUNGR to receive IV. Work Sites

How Do We Find Work Sites?

You choose the site(s) in your community. Some schools work at one large site, such as a park or a church. Other schools work at multiple sites. Be sure to choose sites which address community needs and relate to the problems of hunger and homelessness.

To locate Work Sites, coordinators should:

1. Develop a list of potential sites.
2. Send potential sites a Work Site Application and cover letter (See pp. 76 and 77).
3. Make follow-up phone calls. This will be the most time consuming part of finding work sites. You need to contact the agencies between the hours of 9AM - 5PM. Many times you will have to contact an agency three or more times before you actually speak with the right person.
4. Start early.

Criteria for choosing the sites?

1. Will students be able to work with community members?
2. Will a staff member from the organization be present to explain the services and goals of the organization?
3. What is the minimum and maximum number of volunteers needed?
4. In case of rain, will students still be able to work?
5. Can students volunteer there on a regular basis?
6. Is there a restroom available?

What should I ask an agency representative?

1. What kind of work will people be doing?
2. Will the agency supply the materials or do we need to provide them?
3. Is the agency easily accessible from campus -- by car, by mass transit?
4. Is there a time the team leader can visit the agency to become more familiar with what they do and how to get there?
5. Would they like to speak at a rally before the Cleanup?
Follow-up
Once you have established and visited a work site, it is time to pass the torch. The Team Leader, if possible, should meet with the agency representative before the Cleanup or at least have a phone conversation with him or her. This meeting or phone call will preempt any logistical problems the day of the Cleanup. In addition, it establishes a connection between the team leader and their work site.

Where do we work?
Work Site Coordinators should start their search by speaking with the volunteer center on campus and local agencies at which students regularly volunteer. Other successful options have included:
- Local homeless shelters and food banks.
- Organizations fighting hunger and homelessness, such as the state Coalition for the Homeless.
- Parks and Recreation or the Public Works Department (parks and playgrounds)
- Social Service Agencies. Get a listing from United Way if you are not familiar with local groups.
- Religious Centers. Many churches and synagogues sponsor meal programs and food banks.
- Garden Associations.
- And the following groups: Habitat for Humanity, YMCA/YWCAs, day care centers, retirement homes, or clinics.

If you have a large number of volunteers or if you live in a rural area, you may find you run out of hunger and homelessness sites. Don't worry, be creative. Groups have used the time to sort clothing, or provide day care. If you need any information about our programs contact us at 800-664-8647

V. Reflection

With each community experience, people learn about themselves and about those in their surrounding environment. There are simple, concrete ways that you can make the experience of the Hunger Cleanup a more thoughtful and rewarding experience for all.

We encourage you to do this by introducing a reflection component in your event. Reflection can take many forms and shapes, but the two critical elements are to think about and discuss your experience. By reflecting in a group setting, participants often gain better insight into what they have felt and learned through their experience. Experience has also shown that those events which incorporate a reflection component are more likely to retain volunteers throughout the year.

You should tailor the reflection component to your event and your participants. The following suggestions are from the Twin Cities Hunger Cleanup. Immediately following their service project, students met in small groups. The groups, composed of four-six people, met for 20-30 minutes. The following can be used to initiate conversation:

1. What did you accomplish today, both as an individual and as part of a group?
2. What if anything surprised you about the experience?
3. What did you personally learn from the experience?
4. If you could stop time and take a picture of any part of today, what would it be?
5. How does your work today fit into the bigger picture?
6. How do you intend to stay involved?

Make sure each reflection group is facilitated by a Team Leader who has been prepared beforehand. By conducting the reflective session at the work site you won't lose people between the ride home and a meeting afterwards. If people are too tired to stay at the work site, use index cards as "reflection cards" for volunteers to write down their thoughts and have team leaders pose questions on the ride back. You can use these quotes for Cleanup materials the following year or send them into the Campaign to be used for this manual, the brochure or other materials.

The most important thing is to create an atmosphere where volunteers feel comfortable talking about their experiences. In this way, it is easier to make connections between their individual actions and larger actions against hunger and homelessness.
VI. On-Campus and Community Publicity

Materials
1. You will need an information and recruitment flier to distribute to team leaders, volunteers and other supporters.
2. The Campaign will provide you with brochures and posters from the national office. Each registered Hunger Cleanup school will automatically be sent materials throughout the term. You will be sent brochures, posters, a media kit and other pertinent information. (You will have to request business reply envelopes since not every school uses direct mail.)

On-Campus Publicity -- How To:
1. Have an informational meeting at the beginning of the year. Invite a guest speaker, such as an agency or organization director, or homeless or formerly homeless person from your local community to speak.
2. Make presentations to campus groups to invite them to the general interest meeting and recruit team leaders and volunteers.
3. Put together informational fliers which outline the local problems, the Hunger Cleanup, and a phone number to contact to get involved. Produce two sizes of the flier, an 8 1/2 x 11 to post around campus and a quarter or half-page size to slip under dorm doors, put under car windshield wipers, or stuff into mail. You can also use the same design for table tents. The 8 1/2 x 11 poster should have less text and be bold and eye-catching.
4. Approach the student government association, president of your college or university and/or the faculty senate to pass a resolution in support of the Hunger Cleanup. You could also ask them to contribute funds in general or to buy or print T-shirts.
5. Write a letter-to-the-editor. The Connecticut Public Interest Research Group chapter at UCONN-Storrs persuaded the President to write a letter-to-the-editor encouraging students to become involved.
6. Approach the radio station to record your own public service announcement or ask the station manager to record one for you (you supply the information). If you approach a faculty member in a communications class they may give their class an assignment to come up with a publicity campaign for you.
7. Schedule a teach-in. Ask a cool professor if you can teach a class about hunger and homelessness and plug the Cleanup at the same time.
8. Table. A table in the main quad with lots of volunteers, posters, and fact sheets is a great way to be visible.
9. Gain media coverage in the campus paper and on campus radio and TV.

Community Publicity -- How To:
1. Begin your publicity campaign by contacting local agencies for statistics on hunger and homelessness. You can use these for your fliers, campus group presentations, media, etc. In addition you can begin a relationship with a variety of community groups with which you can work on the Cleanup and activities in the future.
2. Pass out fliers at busy intersections outlining the problems and solutions and giving community members ways to get involved (donating money or participating in the Cleanup).
3. Gain endorsements from the mayor, elected officials, local VIPs, the College President. VIP endorsements will help increase coverage of the event. Use the sample endorsement letter as a model in the appendix.
4. Approach local businesses in the area for team leaders. Local businesses might put forth a team and might agree to match the amount raised by their employees with a company donation.
5. Put up posters asking for volunteers at grocery stores, churches and temples, or other local gathering places.
6. Approach the city council and/or mayor about issuing an executive order proclaiming April 7th, Hunger Cleanup Day. Hang the proclamation in a Union display case, make copies to take to meetings with businesses, VIPs and administrators, and send a copy to NSCAHH.
7. Approach the local elementary schools about having a poster contest which can be displayed in city hall. Ask a local business to provide a prize.
8. Educate the local high schools and recruit students for the Cleanup at the same time.
Documenting the Event

Make sure to compile a notebook of your notes, plans, timelines, photos, correspondence, and media coverage. This information will be invaluable to next year's Cleanup organizers, will save them time and increase their effectiveness. Also, by having all the information neatly placed in one notebook, organizers will be able to pull articles, resolutions, and endorsement letters for use in meetings with administrators and student leaders, as well as in meetings with local businesses and organizations who are potential donors.

VII. MEDIA

How do we get news coverage of the event?

Contact your school's Public Relations Department. Their job is to get press coverage for events which involve members of your school. In many cases, they will take care of most of the media work for the event.

If you don't have such an office, approach a particular class or lead your own media campaign. The National Campaign will send you a media kit which will include a sample press release and advisory (and a description of the difference between the two), a sample public service announcement, a guide to organizing a press conference, and general tips for gaining media coverage.

Some Basic Tips:

- **Campus and faculty newspapers.** Early in the term, contact the news editor. Highlight participating campus groups and leaders, local statistics, and endorsements. Pitch the story of the Hunger Cleanup itself, but also the story of the planning of the event. You will want the paper to do a story immediately about the Cleanup, your goals, and any early highlights. Then you want them to do a follow-up story or two prior to the event, and cover the event itself. The whole campus should know about and be invested in the Hunger Cleanup.

As the event draws near, contact a reporter with more details. Suggest a series of articles on the hunger and homelessness problem and offer to write an opinion editorial (long letter-to-the-editor) about hunger and homelessness. Some campus papers will let you write your own column over the course of the year.

- **Local and regional newspapers.** Most of the information above for campus media is relevant to the community media, as well. Be sure to highlight local statistics, work sites, local fundraising recipients, and community endorsements and donations, this will help bring the story into the community and localize the story.

- **Radio Stations.** Ask radio stations to run public service announcements, 30 to 60 second announcements which pitch the event and run at different times throughout the day. The media kit will contain a sample, but don't hesitate to ask your station for the format they prefer. Local community-based and campus stations may have talk shows on which you can appear. They can also cover the event itself.

- **Television Stations.** TV stations need good visuals to cover a story. The Cleanup itself is a great TV story, especially if you can get the mayor or other VIP to roll up their sleeves and work with you. Also, think of other visual events you can invite them to prior to the Hunger Cleanup. For example, you might invite the media to cover a large Team Leader training with a well-known local leader. If you are in a small town, a large visible banner-making party or fundraiser with lots of volunteers and colorful banners, might be newsworthy. Be creative. Lots of people and creative displays are a good start.

- **Refer reporters to NSCAHH for a quote** about your work and the national perspective and history of the Cleanup.
VIII. Last Minute Tips

A. **Remind all volunteers.** Call Team Leaders to remind them of the event, where they should be, and when they should be there. Each Team Leader should contact his/her volunteers at least two days before the day of the Cleanup to remind them of the time, a place to meet, and any particular type of clothing which should be worn given the work to be done for the day.

B. **Collect the money.** At each event, team leader trainings and meetings and the All Volunteer meeting you should collect money. The week before the Cleanup, plan to collect all outstanding contributions. The money should be brought to a safe place for a final count and sent to NSCAHH or deposited as soon as possible. Don’t rely on the day of the Cleanup to collect a lot of outstanding money, you will have a hundred things to do without worrying about a lot of checks or cash.

C. **Call the local and school newspapers and the television and radio stations to follow-up on the press advisory you will have sent out and to invite them to the event.**

D. **Have a headquarters for the day** with a phone and answering machine or get a cellular phone donated for the day and make sure all team leaders and media contacts have the number. At this site you can answer press calls, place latecomers and deal with any logistical problems.

E. **Take action photos.** Use black and white film and send photos to the Campaign, we'll use it for our brochures, posters, and annual report.

F. **Have fun at a Post-Cleanup party!** Hand out sign-up sheets for on-going involvement and celebrate your successes. (Ask local businesses to donate food for your party.) Invite the mayor, president of your university, and local community members.

IX. Wrapping it up

A. **Call the national office.** Call us at 413-253-6417 or (800) NO-HUNGR by April 9th to tell us how it went!

B. **Send the checks or money orders** (do not send cash), Money Distribution Sheet and Final Results Sheet. Please make sure to fill out the final results sheet in detail and send photos, copies of news articles, resolutions or proclamations and other information. We will use this information to determine the National Student Campaign Against Hunger and Homelessness Excellence Award to be given out at the Annual Fall Conference and to note highlights in our newsletter.

C. **Have a final Cleanup meeting.** At this meeting, evaluate your Cleanup and discuss future plans. Have each Committee Coordinator record their work and results so that next year’s committee can gain from your experience. Make a list of next year’s major contacts and choose next year’s coordinators. Also, plan additional volunteer events for the rest of the term. Depending upon the timing of your academic year you will continue your volunteer meetings and hunger work. You will want to involve Cleanup volunteers again right away to ensure that interested volunteers have as much experience and connection as possible and therefore, will continue in the Fall.

D. **Mail thank you letters.** After you have compiled the results of the Cleanup, send thank you letters to the people, organizations, and sponsoring businesses that helped make your Cleanup a success. Ask your campus paper to donate an ad to be used to thank all donors.

E. **Fill out your Final Results Sheet** (See p. 81) and mail it into the Campaign.

F. **Pat yourself and each other on the back** for an excellent job!
X. Hunger Cleanup Awards

Each year the Campaign recognizes those schools which did a superlative job organizing the Hunger Cleanup. Through the Hunger Cleanup, schools demonstrate their commitment by forging student and community partnerships and working to end hunger and homelessness.

The awards are given to four schools: three for overall Cleanup performance, which includes money raised, volunteers recruited, coalitions forged, endorsements gained, and work accomplished and to the Rookie of the Year. The NSCAHH Award of Excellence was conceived in 1991 to recognize the school which had the best all-around Cleanup. NSCAHH looks to reward schools which successfully integrate all of the basic components of the Hunger Cleanup. The integral parts include fundraising, building extraordinary campus or community coalitions, receiving a variety of endorsements or proclamations, or gaining significant media coverage. These awards are given out during the NSCAHH presentation at the national conference each year.

NSCAHH Gold Medal Award of Excellence-
Fairfield University, CT with $10,100 and 500 volunteers

Silver Medal Award Winner-
University of Wisconsin, Madison with $5144.40 and 150 volunteers

Bronze Medal Award Winner-
Hartford Cleanup, CT with $4272 and 65 volunteers
Evaluation: The Year in Retrospect

The Spring evaluation can be thought of as the second half of the Fall needs assessment. In the Fall, your needs assessment goal is to discover what the community lacks in terms of services for the hungry and homeless, while the Spring evaluation helps you determine whether you have put that knowledge to good use and have been able to make a positive impact on the community by addressing these needs.

Suggestions for Evaluation

*Ask Yourself and Your Organization: Review the needs assessed in the Fall and the goals you set at the beginning of the year. How many of the activities were actually accomplished? For the goals that weren't accomplished—why not? Were there problems with time constraints? Problems you did not consider when you created your timeline? Did you really enjoy a particular project? If so, consider spending more time on it next year to make it even more successful.

*Ask Others: Contact the organizations you worked with or that benefited from your work throughout the year. Was it a pleasant experience for them as well as for you? Were your efforts effective in helping them help others? Ask them what you can improve upon in the future and what you did successfully so you can continue these things. Have their major needs changed since the fall?

*Looking Ahead: Don't just look to the past but consider the future as well. Have you managed to build strong coalitions with the community organizations you have worked with? The shelter you visited last week may be next year's Hunger Cleanup worksite!

Tips for Making Things Easier Next Year

( NOTE: The best idea for carrying out most of these tips is to work on them as the year progresses.)

❖ Keep your notes and timelines from this year's big events. They will serve as a helpful starting point for next year's organizers.

❖ Keep a list of phone numbers, e-mail addresses and mailing addresses of student or campus organizations that have cosponsored or participated in your events. They will most likely be interested in getting involved again the following year.

❖ Compile an updated list of contact info for community organizations such as shelters, food and clothing banks and soup kitchens that you have worked with or could work with in the future.

❖ Keep in mind some businesses or high profile people that have been particularly supportive of your group. They could be a good resource later on.

❖ Have all the members of your group, or at least the core members, brainstorm one thing that was particularly successful about a past event or an organizing attempt, and one thing that could be improved about the group or an event. This way you can get input from many different points of view.
Hunger in the United States

Scope of the Problem

* Hunger contributes to child mortality in the U.S. Ten of every one thousand children die before reaching their fifth birthday, a higher rate than in any other developed country.

* Hunger in the United States has increased by 50% since 1985.

* Hunger is a way of life for 27 million Americans.

* According to a survey of 30 major cities by the U.S. Conference of Mayors, during the past year requests for emergency food assistance increased by an average of 12 percent. On average, 15% of the requests for emergency food assistance were unmet last year.

* Ten percent of the U.S. population is dependent upon food stamps.

Who are the Hungry?

* The majority of hungry families are working families. At least one household member is employed in 60 percent of hungry households and almost half of hungry households have at least one full-time employee.

* One in three children suffer from hunger.

* Children from hungry families are significantly more likely to be anemic, to have asthma, allergies, and diarrhea, and to have frequent colds, ear infections, and other infections as children from non-hungry families.

Why are People Hungry in One of the World's Richest Nations?

There is plenty of food worldwide to feed the existing human population. In fact, the world produces 10% more food than is needed to feed everyone. Yet millions of people throughout the U.S. and the world exist without adequate food. The U.S. is one of the richest, most advanced nations in the world and could certainly end hunger. In fact, the Tufts University Center on Hunger, Poverty, and Nutrition Policy states that an expansion of the federal food programs of less than $10 billion -- 1 percent of the federal budget -- would quickly eliminate widespread hunger in the U.S.

The question then is, why are millions of Americans hungry? There are a variety of factors contributing to the problems of hunger and poverty.

Fundamentally, as a society we have not prioritized ending hunger and homelessness. Choices are made each day which contribute to the problem. Spending alone does not solve the problems of hunger and poverty but does contribute to solutions and is a reflection of the priorities of our society. Consider:

* In 1992, the U.S. spent $24.9 billion to jail 1.3 million prisoners -- a per prisoner expense of $20,072 -- while we spent approximately $307 per child participating in the school lunch program.

* In fiscal year 1995, Congress cut $30 million from federal emergency food and shelter grants; the next year they added $30 million in unrequested funding to the Pentagon for mines.

* In 1995, the 104th Congress spent $5.1 million for a third golf course at Andrews Air Force Base and eliminated the $5 million for the Homeless Veterans Reintegration Project.

We also need to develop healthy communities where each of us feels responsible for ourselves and cares for our neighbors and where individuals take an active role in decisions that are made on-campus and in our communities. Students can provide leadership, vision and action to solve problems and provide services at the local level and to advocate for sustainable choices at the local and national levels.

Sources: U.S. Conference of Mayors, Congressional Hunger Center, Bread for the World, Tufts Center on Hunger, Poverty and Nutrition Policy, National Coalition for the Homeless, Washington Post.
World Hunger

For millions of people, the fight against hunger is literally a matter of life and death. According to Oxfam, one billion people in the world are hungry. Some experts estimate that 20 million people, 13 million of whom are children, die each year from hunger-related causes. Approximately 35,000 children die each day.

Decisions about how we utilize natural resources, land, and government expenditures are often dominated by special interests working to increase their own profits rather than doing what is right.

We have the resources and knowledge needed to eliminate widespread hunger. Even with the current underutilization and pollution of cultivable land, the world produces enough grain to provide an adequate diet for every person on earth.

There are a range of political, economic, and environmental causes preventing the end of world hunger.

The Extent of the Problem:

* 34,000 children under age five die every day from hunger and preventable diseases. That's twenty-four children a minute; equal to three 747's crashing every hour, every day, all year.

* The loss of human life from hunger is greater than if an atomic bomb -- like the one that destroyed Hiroshima during World War II -- were to be dropped on a densely populated area every three days.

* One in every five people is hungry -- 841 million people or more than double the population of the U.S., suffers from chronic malnutrition.

* With the exception of a large-scale nuclear war, there is no other type of disaster that even approaches hunger as a threat to human life.

* 70 percent of childhood deaths are associated with malnutrition and preventable diseases.

Where are Hungry People?

It is obvious that hunger is not simply a matter of the quantity of food available; it is also a matter of distribution and of power. Food tends to go to the countries that derive profits from trading and, in turn, to the people with the most money or influence.

* A disproportionately large number of the hungry live in sub-Saharan Africa, where nearly half the population cannot afford enough food to work, and one-quarter cannot obtain enough food for adult subsistence and child growth.

* In Asia, 70 percent of the population lives in extreme poverty.

* As one of the richest and most developed nations in the world, the U.S. has hunger rates at crisis levels with one in six children under age 12 suffering from persistent hunger.

* The infant mortality rate is closely linked to nutrition deficiencies among pregnant women. The U.S. ranks 19th among 23 developed nations in infant mortality.
Causes of Hunger

There are a series of political, economic, and environmental causes leading to hunger in the world.

Political Factors:
A disproportionate amount of government money goes to military purposes as opposed to agriculture, fishing, and preservation of natural resources. The United States and other rich nations make aid decisions based on political considerations. More than half of U.S. foreign assistance is "security aid" going to military and political allies. Much of the rest goes to fund large infrastructure projects often built by U.S. companies which return profits to U.S. shareholders rather than to local communities. In recent years, U.S. economic aid has delivered 84 cents per capita to low-income countries, $4.25 to middle income countries, $258 to high income countries.

War devastates developing nations:
Modern wars are often caused by ethnic conflicts or economic tensions. Conflict destroys crops, takes labor and other resources out of food production. Uprisings often prevent food from getting to the people that need it; in some cases, lack of food is used as a weapon. For example, there have been extreme food shortages in the former Yugoslavia and in parts of Africa due to civil wars. Also, tens of millions of landmines sown on farm land make it impossible to safely resume agriculture even after the conflict ends.

Economic Factors:
Largely as a result of international trade imbalances, many developing countries, especially in Latin America and Africa, are faced with insupportable external debts which place tremendous burden on local economies and agricultural systems.

Furthermore, many developing countries continue to produce "cash crops," growing coffee, cocoa, sugar, and cotton to export instead of food for their families and cbntrymen. Large commercial farmers who grow cash crops, named because the crops are sold for money versus used for food, usually get good money for their harvests and buy up the best land. Small farmers who grow food for their families are left to poorer quality land that is difficult, sometimes impossible, to farm.

Furthermore, the small producers, such as Central American coffee growers, receive only a small fraction of the retail price of their coffee. Most of the earnings stay with the country of sale for transportation, processing, and high profits for middlemen and retailers.

Environmental Factors:
Land degradation: Economic pressures are forcing many farmers to adopt farming practices which meet short-term needs but cause long-term damage to the environment. Furthermore, farmers feel pressure to farm the same land continually, instead of allowing the soil to rejuvenate. These lands then produce less and are especially vulnerable to erosion in the event of drought, floods, or heavy winds.

Furthermore, industries and people are deforesting lands to create new farmlands or for cattle ranching. Often, forests are clear-cut leading to further erosion. Forests protect soil from wind and water erosion. Often the new farmland quickly becomes degraded.

The world's rainforests, rich in species, potential medicines, and other products, are being destroyed to grow cattle and food for cattle. Raising cattle takes a great deal of land, water, and other resources.

Only half the cultivatable land is actually farmed worldwide. Land continues to be lost to erosion, chemical pollution, and salinization and lost to highways, airports, and industrial uses.

Thirty-four percent of the world's population uses more than 87 percent of the world's gross national product. That leaves two-thirds of the world's population with only 13 percent of the world's output.

Sources: Oxfam America, Congressional Hunger Center, World Hunger: Twelve Myths by Frances Moore Lappe, Bread for the World.
Estimates show that between two and three million Americans are homeless today. While exact figures are difficult to determine, all recent studies have concluded that the problem has reached crisis proportions. A recent report by Missouri researchers found that 26 million individuals, 14% of the population, considered themselves homeless at some point in their lives.

Since the U.S. became an industrialized nation, periodically thousands, even millions have been driven to homelessness, through disasters, such as crop failure. Yet we nearly eliminated homelessness in the 1960’s and 1970’s through federal housing programs.

When the Great Depression added millions to the ranks of the unemployed, the role of the federal government and our vision of the governments’ responsibility toward the jobless changed. After World War II, the federal government stated “a decent home for every American” as a national goal, and initiated massive housing programs in order to make home ownership possible. The Housing Act of 1949 launched a national effort to eliminate substandard and inadequate housing through the United States.

These federal programs expanded in 1961, with legislation that subsidized programs for building and managing housing for low-income groups and home ownership by the poor. By the 1960’s and 70’s, the few remaining homeless people were mostly white, male alcoholics who lived in “skid row” areas. Even these men were able to find rooms in boarding houses and cheap hotels.

Homelessness exploded in the 1980’s, as federal funds were withdrawn from low-income housing, other federal assistance programs, programs for the mentally ill, and education. For example, between 1981 and 1986, funds to create new public housing were cut by over 75%.

This policy continues today as decisions are often made based on the interest of moneyed special interests versus the interest of the society at large. Therefore, spending for education, safety net programs, and low-income housing has been severely cut while subsidies for polluting industries, military, and other corporations continue. For example, in 1996 the U.S. government gave out $1.6 billion in welfare to families with dependent children. It also gave $40 billion in tax breaks to the richest 1% of the U.S. population and $129.2 billion to corporations in subsidies and tax breaks.

Who are the Homeless?

* The U.S. Conference of Mayors found that, during the past year, requests for emergency shelter increased in the 30 survey cities by an average of 13 percent. An average of 21 percent of the requests for emergency shelter by homeless people and one-fourth of the requests by homeless families are estimated to have gone unmet during the last year.

* Families with children comprise 30 percent of the homeless population and make up the fastest growing segment of the homeless.

* Children account for one-fourth of the homeless population.

* On an average night, about one-half of the homeless population had been homeless for less than three months, and about one-quarter has been homeless for more than three years.
Common Myths and Facts About the Homeless

**Myth:** Most homeless people are mentally ill.

**Fact:** Approximately 20-25% of homeless people are mentally ill.

In the early 1960's reports of overcrowded unsafe, and underfunded mental institutions came to light. Many mental patients were supposed to be released to smaller, community based centers so they could adjust to living more independently and receive better care. However, many patients were released before the local programs were established or funded. In the 80's, funding for the mentally ill was severely cut. Therefore, many mentally ill people ended up homeless.

Also, it is important to note that extended periods of time living homeless leads to psychological and emotional instability and duress, compounding the problem and creating a greater demand for community facilities.

**Myth:** Most of the homeless are men.

**Fact:** Thirty percent of the homeless are families with children. One million school-aged children are homeless. Families with children also make up the fastest growing members of the homeless population.

Families often are in school, at work, or in shelters. Homeless men may be more visible on city streets.

**Myth:** Homeless people want to live on the streets.

**Fact:** There are some homeless people that would prefer to live on the streets given their other options—dangerous shelters, overcrowded and unsanitary apartments, rooms in buildings which drug dealers use for their activities.

By being without permanent housing, people also lose self-respect and self-confidence. These feelings may lead them to conclude that they deserve or want to live on the street.

Homeless people are no different than anyone else, except that they do not have a home. Would you or I want to live on the street? Our answers are no different from most homeless people.

**Myth:** They are lazy and don’t want to work.

**Fact:** Approximately 19% of the homeless population is employed. The homeless who do not work often face unusual challenges when searching for a job:

* **No permanent address or phone.** Some shelters allow clients to receive phone calls and mail, but many homeless people do not have access to this type of arrangement. A prospective employer may not feel that the applicant is reliable and may believe that he or she will leave the job or town on a moment’s notice. Even if an employer does not mind hiring a homeless applicant, he or she may be difficult to get back in touch with.

* **Lack of education or skills training.** Some homeless individuals do not have the appropriate skills to secure jobs that will pay enough money to meet their basic needs. Many work in jobs which pay the national minimum wage.

* **Declining wages** have put housing out of reach for many workers: in no state does a full-time minimum wage job cover the costs of a one-bedroom unit at Fair Market Rent, and in 45 states and the District of Columbia, families would need to earn at least double the minimum wage in order to afford a two-bedroom unit at Fair Market Rent. Thus inadequate income leaves many people homeless.

* **Structural unemployment.** As industries become obsolete, further automate, or move plants to other countries, having the one skill and job which a worker has held for most of one’s life taken away can lead to severe economic strains, which can eventually lead to homelessness.
Myth: Most homeless people are addicted to drugs or alcohol.

Fact: Approximately 25% of the homeless population suffers from some form of drug or alcohol addiction. Substance abuse affects millions of people, with and without homes.

The cutbacks on federal and state levels have reduced or eliminated adequate services for many people. Alcoholics require treatment suited to their individual circumstances, and for the homeless, the problems are further compounded.

Demographics of the Homeless

* 30% are families
* 19% are veterans
* 25% are addicted to drugs or alcohol
* 20-25% are chronically mentally ill
* 25-35% have experienced domestic violence
* 10% have a physical disability
* 19% are employed
* 25% are school-aged children
* 33% are 18 to 30 years old
* 30% are Caucasian
* 57% are African American
* 31% are Hispanic
* 2% are Native American
* 1% are Asian Americans
Resource Directory

Action Against Hunger
175 Avenue of the Americas, Suite 1905
New York, NY 10001
(212) 967-7800/(212) 967-5480
aah@aah-usa.org

Bread for the World
1100 Wayne Ave. Suite 1000
Silver Spring, MD 20910
(800) 82-BREAD
Campus@bread.org

Break Away Alternative
Spring Break Program
4026 Station B
Nashville, TN 37235
(615) 343-0385
BRAKAWAY@ctrvax.vanderbilt.edu/breakaway

Center on Budget & Policy Priorities
777 N. Capital Street, NW, Suite 705
Washington, DC 20002
(202) 408-1080
lb@centeronbudget.org

Center on Hunger, Poverty, and Nutrition Policy
Tufts University,
11 Curtis Ave.
Medford, MA 02155
(617) 627-3950
hunger@infonet.tufts.edu

Children's Defense Fund
25 East Street, NW
Washington, DC 20001
(202) 628-8787
cdfinfo@childrensdefense.org

Community Food Security Coalition
PO. Box 209
Venice, CA 90294
(310) 822-5410
nhab@cool2serve.org

Congressional Hunger Center
229 1/2 Pennsylvania Ave., SE
Washington, DC 20003
(202) 547-7022
cohungry@aol.com

COOL
PO Box 53448
Washington, DC 20009
(202) 265-1200
homeoffice@COOL2SERVE.org

Food for All
601 South Milliken Street, Suite D
Ontario, CA 91761
(909) 876-6638

Food Research Action Center
1875 Connecticut Avenue NW, Suite 540
Washington, DC 20009
(202) 986-2200
foodresearch@frac.org

Habitat for Humanity
121 Habitat Street
Americus, GA 31709
(912) 924-6935
public_info@habitat.org

JustAct
333 Valencia Street, Suite 330
San Francisco, CA 94103
(415) 431-4204
info@justact.org

International Development Exchange
827 Valencia Street, #101
San Francisco, CA 94110
(415) 824-8384
ideex@igcpc.org

National Alliance to End Homelessness
1612 K Street, NW, Suite 1004
Washington, DC 20005
(202) 638-1526
nah@naeh.org

National Coalition for the Homeless
1012 14th St. NW Suite 600
Washington, DC 20005
(202) 775-1322
nch@naeh.org

National Low-Income Housing Coalition
1012 14th Street, NW, Suite 1200
Washington, DC 20005
(202) 662-1530
info@nlihc.org

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA 01002
(800) 664-8647
nscah@ista.com

Oxfam America
26 West Street
Boston, MA 02111
(800) 597-FAST
ecart@oxfamamerica.org

Share Our Strength
1511 K Street, NW, Suite 940
Washington, DC 20055
(202) 393-2925
sus@shareourstrength.org

World Food Day
1001 22nd Street, NW
Washington, DC 20437
(202) 853-2404

World Hunger Year
505 8th Avenue, 21st Floor
New York, NY 10016
(212) 629-8850
whyria@aol.com

62
Publications and Merchandise

17th Annual Hunger Cleanup Manual A step-by-step manual on organizing a Hunger Cleanup. This project manual includes organizing tips, examples, timelines, and materials you need. Schools who register to do the Cleanup will also receive free posters and brochures, a media kit and more. Price: One free copy per school, $6.25 / each additional copy.


"Taylor's Campaign" A 75 minute film narrated by Martin Sheen and Directed by Richard Cohen. It is a documentary about unforgettable hardworking people living in cardboard lean-tos in luxurious Santa Monica, California. They survive by dumpster diving and by finding joy and safety together. When new laws threaten their freedom and existence, a penniless truck driver, Ron Taylor, runs for Santa Monica city council as a voice for tolerance. Price: Individual $45; Group or dept. $105.

Students Making a Difference NSCAHH publishes a newsletter twice a year. Written topics include campus, community and national campaigns, legislative updates, and upcoming hunger and homelessness events. The Campaign also welcomes written contributions, so you can share success stories. Price: $15.00 / year.

Hunger and Homelessness Action: A Resource Book for Colleges and Universities: A 225-page comprehensive book with everything you need to know to organize effective campus hunger and homelessness programs. A blueprint for recruitment, media promotion, community service projects, and fundraising, with lots of program ideas and resources. A collaborative effort between COOL and NSCAHH. Price: $15.00.


Setting a New Course Designed to help you expand collegiate curriculum to incorporate the study of domestic and international hunger and homelessness. Developed with the Congressional Hunger Center, the manual includes sample curricula from colleges across the country. Useful in conjunction with Service Learning courses. Price: $6.25.

SPLASH Action Handbook Describes the federal legislative process and how groups can organize grassroots education and action campaigns to impact Congressional decisions. This guide also includes a list of more than 300 local and regional advocacy groups. Price: $6.25.

Food Salvage Manual Food Salvage involves collecting surplus food from campus dining facilities and regularly distributing it to emergency food programs. Written in collaboration with Stanford's Project on Nutrition, this guide will help you establish a student-run food salvage program on your campus or in your community. Price: $6.25.

Fact Sheet Packet: A set of fact sheets covering aspects of hunger and homelessness, includes hunger in the U.S., world hunger, the scope and causes of homelessness, and myths about homelessness. Free.

T-Shirts: 1) NSCAHH T-shirts with the NSCAHH logo on the front corner and design on back, several colors, short and long sleeve, L or XL only. Short sleeve $10; long sleeve $15.

--- ORDER-FORM ---

<table>
<thead>
<tr>
<th>Publication / Merchandise</th>
<th>Quantity/Color/Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mail materials to: Name:  
Address:  
City, State, Zip:  
Phone:  

All prices include shipping, unless noted otherwise. Checks must accompany order. Please make checks payable to: National Student Campaign Against Hunger and Homelessness. Mail form and check to: NSCAHH, 3435 Wilshire Blvd. Suite 308, Los Angeles, CA 90010. Allow 2-4 weeks for delivery.
Hunger and Homelessness Week Registration

To better help with your programs for the Week, we ask everyone to fill out this registration form and return it to us ASAP. By registering we will be able to help you and to put you in touch with other schools and organizations in your area who are planning events for the Week. We will also be able to quantify the national student action during this week.

Contact Person __________________________ Organization Name __________________________
Address (office) __________________________ State __________ Zip __________
City __________________________ Zip __________
Phone: Office __________________________ Home __________________________
Name of Organization’s Advisor __________________________
Your School __________________________

Has your organization planned H & H Week events in the past?
If so, for how many years and what have you done? Please list specific highlights and attach an additional page if necessary.

Please circle the National events that you plan to participate in, and list any other events you are planning:

Sleep Out
Fast for a World Harvest
Proclaim Jubilee
Wasted Food Survey
Hunger Banquet (Global Reality Dinner)
Petition to End Hunger
Taylor’s Campaign Video
World Food Day
Halloween Trick or Treat for canned food or clothing

Other events you have planned for the Week:

Are you interested in having one of our staff visit your campus to aid in your planning or to speak at one of your events? Please list below what your group’s needs are.

Please mail to us ASAP at:
National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA 01002
Phone: 413-253-6417
Fax: 413-256-6435
email: NSCAH@aol.com
web: www.nscahh.org
Hunger and Homelessness Week
Follow-up and Evaluation

This information will help us to publicize the number of students involved on a national level, as well as give us information about how we can better assist you in future years. We will also highlight creative ideas and successful events in our next national newsletter.

Name ________________________________
Address ____________________________________________________________
City ___________________________ State __________ Zip ________________
Phone: Office ____________________ Home ______________________________
Name of Organization ______________________________________________
Advisor's Name and Phone __________________________ __________________
Your School _________________________________________________________

Please list the events that you participated in, and include # of participants, cosponsors, money raised, speakers, food or clothing collected, and media coverage. Please send along articles, photos and endorsements.

Event:
Specifics:

Event:
Specifics:

Event:
Specifics:

Event:
Specifics:

(over)
What were the strengths of your H & H Week?

What were the biggest obstacles or challenges?

What suggested changes do you have to the Plan of Action Manual?

Other comments:

Please attach newspaper articles, photos, other materials.

Complete and return this form to:
National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St. Amherst, MA 01002
Phone: 413-253-6417
Fax: 413-256-6435
e-mail: NSCAH@aol.com
web: www.nscahh.org
Thank you.
The Annual Hunger Cleanup is a national, one day community service work-a-thon in which students raise money while volunteering with programs for the hungry and homeless. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students across the country who gather hourly pledges from family and friends for their volunteer work.

The Cleanup is one of the largest student community action events in the country. This project has had a significant impact over its sixteen year history, involving 120,000 volunteers and raising more than $1 million for worthwhile programs.

Money raised through this unique a-thon benefits local, national, and international hunger and homelessness programs. Fifty percent of money raised goes to local organizations chosen by your campus group; 35% of funds raised support the National Student Campaign Against Hunger and Homelessness; and 15% fund the International Development Exchange (IDEX).

Take action! Join us in organizing the 17th Annual Hunger Cleanup. Complete the official registration form below to register and receive a step by step organizing guide, posters, brochures, phone consultation, a media kit, and regular updates. We can work with you to help make the Hunger Cleanup in your community the best ever!

Official Registration Form 2001 Hunger Cleanup

Name ____________________________
School ____________________________
Office Address ____________________________
Home Address ____________________________
Office Phone ____________________________ Home Phone ____________________________
Best Time/Place to Reach ____________________________ E-mail ____________________________
Fax ____________________________ Phone ____________________________

This is our _____ year participating in the Annual Hunger Cleanup.

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA 01002
Phone: 413-6417
Fax: 413-256-6435
email: NSCAH@aol.com
web: www.nscahh.org
# Needs Assessment Survey

Please respond to this survey as accurately and as specifically as possible. Its results will help us determine the focus of our activities so that the most pressing needs of the hungry and homeless in our community may be met.

**Organization:**

**Address:**

**Telephone:**

**Name and Position:**

**Date Completed:**

1. During what hours are your services available?

2. Who is eligible for your services? (ages, sex, residence, income requirements)

3. For each of the following services, please indicate whether your clients need the service, whether you provide or arrange for the service, and (if you do not) whether you consider it a major unmet need.

<table>
<thead>
<tr>
<th>Service</th>
<th>Needed</th>
<th>Provide/Arrange</th>
<th>Major Unmet Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing Referral</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychiatric Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Care</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counseling Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information on Cash Assistance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocacy/Translation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Info and Referral</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (Describe:____)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. How many requests are you unable to meet? (List reasons)

Workload/facility at capacity____________________
Agency doesn't provide requested service___________
Ineligible for services____________________________
Other:________________________________________________________________________________________

5. To what agency or group do you refer clients who need:

Shelter________________________________________
Food___________________________________________
Financial Assistance (rent, utilities)________________
Clothing________________________________________
Transportation assistance________________________
Other:________________________________________________________________________________________

6. Have you noticed an increase in the number of clients you have had within the past year? If so, how large of an increase has it been?

7. If you answered yes to question 6, how did the increased number of clients affect the operation of your agency?

less services (ex: food, beds) available to clients_____
shouted more funding to deal with increased number of clients_____
requested/bought more equipment or food for clients_____
had to turn away clients requesting food_____
had to turn away clients requesting shelter_____
reduced hours of operation_____
ran out of funding, vouchers, tokens_____

6. What do you think are the greatest needs of this needy population?

______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________

7. Do you think expansion of your services could meet some of these needs? (probe method and feasibility)
if not, what additional ways do you think could fill unmet needs in the community? (consider public and private resources)

______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
(optional) Client Needs Survey

Age: _______          Male/Female

1. Is this your first time ever to come to this organization for help? ________

2. What kind of services do you rely on this organization for?

3. What other service(s) could this organization provide that would meet your needs more fully?

4. Are you receiving food/shelter/service from this organization for your family? ______ If yes, how many family members? ______________

5. Do you have access to:
   - working oven _______
   - refrigerator _______
   - working stove _______
Hunger Cleanup Sponsor Sheet

Volunteer Name:

Phone Number:

As part of the National Hunger Cleanup, students will volunteer for three hours on Saturday, April 7, 2001 to complete needed work projects. Proceeds from the event will support local, national, and international relief, education, and development efforts.

All money must be collected prior to the event on April 7.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address / Phone</th>
<th>Amount per hour/Total</th>
<th>Money In?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total:

The Hunger Cleanup is an official project of the National Student Campaign Against Hunger and Homelessness (NSCAHH). Please make all checks payable to NSCAHH.

Your contribution is tax-deductible. THANK YOU!
Hunger Cleanup
Sample Class Announcement

Intro: Hi. My name is [your group's name] and I'm with [your group]. Professor Jones has been kind enough to let me speak with you for a few minutes about a very exciting event - the Seventeenth Annual Hunger Cleanup. (Briefly introduce your group.)

Problem: In the United States more than 3 million people are homeless, and families with children make up the fastest growing segment of the homeless population. Approximately 1 in 3 children are hungry here in the United States, one of the richest nation's in the world. (Include local statistics in place or in addition to these national ones.) As resources are increasingly scarce for local programs, homeless shelters and emergency food programs are often unable to provide for all of the people requesting their services.

Solution: Students can play an important role in the community by educating our campus and community about the problems, fundraising to help support these programs, and volunteering.

On April 7th, we'll be joining students all across the country in the Hunger Cleanup to fight hunger and homelessness in our community. The Hunger Cleanup is like a walk-a-thon except that instead of simply walking to raise funds for the hungry and homeless, we'll be helping our communities. For example, we'll get friends to sponsor our volunteer hours to clean a playground, fix a homeless shelter and paint a food pantry. (Use examples of sites you will be working at.)

Involvement: We have set a goal of raising $5,000 and mobilizing 150 volunteers. By joining us, you'll be fighting hunger and homelessness, both in [your city's name] and around the world, as well as having fun and making a difference. I encourage all of you to come and help out on the 8th. Please write down your name, address, and phone number on the sign-up sheet I'm passing around and we'll call you with more information.

I'd also like to invite you to our next planning meeting. It'll be held this [day] at [time] in the [location].

Closing: The first time I volunteered at a shelter, I realized that there are a lot of myths about who the homeless were. I have stayed involved because I've seen my actions have an impact on people I care about in our community. (Include a personal statement about why you are involved.)

Pass Cards/Sheet In: Please pass in the sheet/cards to the aisles, and I will pick them up now.

I hope to see you on the 7th. Thank you.
Sample Business Fundraising Letter

February 1, 2001

Dear Local Business Owner,

On Saturday, April 7th, students from our school will be joining the Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. The Hunger Cleanup is a national one day community service work-a-thon in which students raise money while volunteering in programs for the hungry and homeless. From 11-2 pm on Saturday, April 7, 2001, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, and planting community gardens.

Include a sentence or two about your organization.

We need your help to ensure that the Seattle Cleanup is a success. Our goals are to raise $7,000 and involve 200 volunteers. We are asking local businesses to support community involvement by making a contribution to the event. Money raised from the Hunger Cleanup will support local, national, and international projects. Here in Seattle, the money will be used to plant a community garden for low income families in need of food.

I will call next week to schedule a meeting to talk further about ways your business might be interested in supporting the event. Thank you very much for your time and consideration. If you have any questions, I can be reached at (xxx)xxx-xxxx.

Sincerely,

Jenny May
Community Outreach Coordinator
UW Hunger Cleanup Committee
Hunger Cleanup
Sample Direct Mail Letter

Dear ____________,

As you may know from reading the newspaper, the problems of hunger and homelessness are increasing each year. Currently more than 3 million people are homeless in the United States, and families with children make up the fastest growing segment of the homeless population. We live in one of the richest nations in the world and yet 1 in 3 of our children is hungry. (Insert state or local statistics in place or in addition to these national ones.) As resources are increasingly scarce, local homeless shelters and emergency food programs are often unable to provide for all of the people requesting their services. I have become involved in efforts to help end hunger and homelessness and am writing to ask you to sponsor me for a unique event, the Hunger Cleanup.

The Hunger Cleanup is a national, one-day community service work-a-thon in which students raise money while volunteering with programs for the hungry and homeless. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students across the country who gather hourly pledges for their volunteer work. Volunteer projects include painting local shelters, planting community gardens, and refurbishing low-income housing units.

I'm participating in a community work project for three hours on April 8th here in ____________ and securing per-hour financial sponsorships for my efforts. Our work projects include _____________.

I am doing these projects to raise money to benefit _____________. In addition, the proceeds will benefit the National Student Campaign Against Hunger and Homelessness (NSCAHH), the largest network of students fighting these problems, and several international projects. By being one of my financial sponsors, you can help people who many times have nowhere else to turn.

To be one of my sponsors, all you need to do is to fill out the form below, and make out a check or money order to NSCAHH, and mail it in the enclosed self-addressed stamped envelope (by April 4 if possible). Your contribution is tax-deductible to the extent allowed by law.

Thank you for your thoughtful consideration.

______________________________________________________________

(Name of your school) Hunger Cleanup (put in your school name so we know which city should be credited with this contribution)

Yes! I want to alleviate the problems of hunger and homelessness by being your sponsor for the 2001 Hunger Cleanup. Count me in for:

___$15/hr ($45) ___$10/hr. ($30) ___$5/hr ($15) ___$2/hr ($6) ___Other

Make checks payable to: National Student Campaign Against Hunger and Homelessness. Please send your contribution by 4/1. Thanks!!

Sponsor ________________________________
February 1, 2001

Dear Community Service Coordinator,

I am writing to invite your organization to participate in the Sixteenth Annual Hunger Cleanup. Each year our *campus group* organizes the annual Hunger Cleanup in *our town*, as part of the national event sponsored by the National Student Campaign Against Hunger and Homelessness (NSCAHH).

The Hunger Cleanup is a one day community service and fundraising campaign to combat hunger and homelessness. From 11-2 pm on Saturday, April 7, 2001, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, planting community gardens, whatever is most needed in the local community. Participants ask friends to sponsor them for their hours of work, and the money raised will support *local organizations*, as well as national and international programs.

We invite your organization to participate in the Fifteenth Annual Hunger Cleanup by suggesting a service project that our volunteers will be able to accomplish in three hours on Saturday, April 7. Please fill out the site application that is enclosed, and return it as soon as possible. If you have any questions, please feel free to call me at (xxx) xxx-xxxx during my office hours (x am - x pm).

I hope you will join us in the 2001 Hunger Cleanup. I look forward to working with you.

Sincerely,

Work Site Coordinator
Group Name
Hunger Cleanup
WORK SITE APPLICATION

On Saturday, April 7th, students from our school will be joining the Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. Students will volunteer to perform community service at different sites while raising money for the hungry at home and abroad. Money is raised through individual per hour sponsorships.

If you have an idea for a work project that we can accomplish together, please fill out this application and return it to us by _[date]_. Possible projects include cleaning up, painting, sorting food or clothes, gardening, or anything else with which volunteers can help. Projects will be evaluated on a first come basis, and we will notify you by _[date]_ whether or not we can work at your site. Preference also will be given to projects where all tools and materials are provided and where there will be an alternative weather work plan. We would love to be joined by members of your program or staff, as well.

Name

Organization

Address

Phone (Office) Best Time to Reach
(Home) " "

Briefly explain your idea for a project:

Where would the project take place? (Please draw a map on the back and include a public transportation route)

How many volunteers would the project require? Minimum Maximum

Could a staff person from your organization be in attendance to make a short presentation to the volunteers and to help supervise the project? If yes, who would that person be?

Is there an appropriate opportunity for students to work alongside community residents or clients?

What materials would be needed for this project and how would they be provided? (We have no funds to provide materials but can work with you to solicit in-kind donations, if necessary.)

If your project takes place outdoors, what is your alternative plan in case of rain? Do you have a project that can be done indoors?

Will volunteers have access to bathrooms?

Please return by ___________________ to ________________________________

______________________________

If you have questions, please call ________________________________
Hunger Cleanup
Sample Endorsement Letter

February 1, 2001

Dear Mayor Jones,

On Saturday, April 7th, students from name of school will be joining the Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. The Hunger Cleanup is a national one day community service work-a-thon in which students raise money while volunteering in programs for the hungry and homeless. From 11-2 pm on Saturday, April 7th, 2001, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, and planting community gardens. (Be specific about local projects.)

We need your help to make sure that the UW Madison Hunger Cleanup is a success. You can issue a proclamation making the Hunger Cleanup a city-wide day of community service. By issuing a proclamation you not only help support the Cleanup, you will help promote service in Madison.

The money raised during this work-a-thon will also benefit the community. Fifty percent of the funds raised will go... specify local money -- e.g. to creating a community garden for low income families. The rest of the money will go to other national and international service projects.

Thank you very much for your time and consideration. I will call next week to follow up with you. If you have any questions, I can be reached at (xxx) xxx-xxxx.

Sincerely,

Ian Cooley
UW Madison Students for Everything Good
Money Distribution Sheet

Please fill out and return this sheet with your check(s) to:

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA 01002
Phone: 413-253-6417
Fax: 413-256-6435

Please check one:

_______ I am enclosing a check (made payable to the National Student Campaign Against Hunger and Homelessness) for 50% of the money we raised. I will distribute the remaining funds to the local organization(s) we have chosen.

OR

_______ I am enclosing a check (made payable to the National Student Campaign Against Hunger and Homelessness) for 100% of the money we raised. I want the Campaign to distribute one half of this money to the local organization(s) that I have indicated below.

Name ___________________________ Signature ___________________________

Campus ___________________________

Sponsoring Campus Group ___________________________

Campus Group Address ___________________________

Phone: Office ( ) Home ( )

Summer Address ___________________________

Summer Phone (list permanent phone if not known) ( )

Total Funds Raised: ___________________________

Direct Mail Funds Raised: ___________________________

Amount of Checks Enclosed: ___________________________

Amount of Money Orders Enclosed: ___________________________

Total Funds Enclosed: ___________________________

Additional Funds to Be Sent Later: ___________________________

DISTRIBUTION: You must complete if you used direct mail and/or sent 100% of the funds you raised. Use back if more space is needed.

1) National Student Campaign Against Hunger and Homelessness Percentage 50% $ Amount

2) Organization: ___________________________

Contact Person: ___________________________

Address: ___________________________

Phone: ( )

TOTALS: 100%
Sample Hunger Cleanup Tabling Rap:

"Hi, are you concerned about hunger and homelessness? Great, I'm Jennifer with Volunteers in Action. Here in Tallahassee, more than 3,000 people are homeless each night, and more than 2,500 families suffer from hunger. In order to help programs fighting hunger and homelessness, we are organizing a huge Hunger Cleanup. The Hunger Cleanup is a community service work-a-thon in which volunteers gather hourly sponsors for cleaning up shelters, repainting food banks, and planting community gardens. It is happening on Saturday, April 7th from 11AM-2PM. We have set a goal of raising $8,000 and mobilizing 150 volunteers on Saturday, the 7th. Are you interested in participating in the Cleanup?

Great, please sign up with your name and phone number on this sign up sheet. Here is a pledge sheet and some more information about the Cleanup. Volunteers are grouped in teams of 8-10 volunteers. We are also looking for team leaders to train and manage volunteers. Are you interested in being a Team Leader?

Team Leaders should sign up for the next Team Leader training -- be sure table volunteers know the schedule.

Volunteers (who are not interested in being Team Leaders) should be told that their Team Leader will call them soon to tell them more about the Cleanup.

Sample Individual Fundraising Rap:

"Hi, my name is _______ and I'm with Students Against Hunger and Homelessness. Did you know there are over 10,000 homeless people in Louisiana? I'm participating in the Seventeenth Annual Hunger Cleanup to raise money to alleviate hunger and homelessness.

The Hunger Cleanup is a one day community service and fundraising work-a-thon to combat hunger and homelessness. From 11-2 pm on Saturday, April 7th, 2001, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, planting community gardens, whatever is most needed in our community.

In order to raise money for local, national, and international programs, we are gathering hourly sponsors. Locally the money will support (describe local program(s)). Will you sponsor me $2-$3 ($6-9 total) for volunteering? Great, sign this sponsor sheet, and if possible write a check to (NSCAHH or your group name.) Thanks for your support."
Final Results Sheet
2001 Hunger Cleanup

PLEASE TAKE 10 MINUTES TO FILL OUT AND RETURN THIS FORM TO NSCAHH.

Name of Cleanup Coordinator: Year of Graduation:
Summer Address:

Summer Phone:
Fall Address:
Fall Phone:
Advisor:
Advisor Phone:
Participating Schools (including yours):

1. Recruitment
Students: Faculty:
Administrators: Community Members:
Others: TOTAL:

2. Fundraising
Individuals: Businesses:
Direct Mail: Other (specify):
TOTAL:

3. Work Sites:
*Name site and list project completed. Use separate page, if necessary.
1)
2)
3)
4)

4. Media/Publicity
Endorsements: Newspaper:
Television: Radio:
Proclamations:
5. Evaluation

1) What were the strengths of your Hunger Cleanup? For your organizers? For your participants?

2) What were the biggest obstacles you faced during the Cleanup, and how did you deal with them?

3) How would you rate the assistance you received from your NSCAH field organizer?

4) What suggestions do you have to improve the 2002 Hunger Cleanup Manual, brochure, and posters?

2001-02 NSCAH Projects:

In which of the following 2001-02 projects is your school interested in/planning to participate?

- 14th National Student Campaign Against Hunger & Homelessness Conference (TBA)
- Hunger and Homelessness Week (November 11-17, 2001)
- 2002 Hunger Cleanup (April)
- SPLASH (Students Pushing for Legislative Action to Stop Hunger and Homelessness)
- Food Salvage
- Project Partnership

Who will be the key NSCAH student contact on your campus next year?

Name:
Fall Address:
Fall Phone:

Congratulations on a job well done! Have a great summer!
2000-2001 Action Guide

A student guide to organizing a year of education, service and action to battle the problems of hunger and homelessness.
Acknowledgments

Thank you to the following organizations for their contributions to this manual: Bread for the World, Community Food Security Coalition, Food Research and Action Center, COOL, the National Coalition for the Homeless, the Student PIRGs, Oxfam America, Children's Defense Fund, Center for Budget and Policy Priorities, Committee for World Food Day, Rabbi Charles A. Kroloff, Urban Outreach, Congressional Hunger Center, Food for All, Tufts Center for Hunger, Poverty, and Nutrition Policy, the U.S. Department of Agriculture, Homes for the Homeless, National Alliance to End Homelessness, and Habitat for Humanity. Thank you to MAZON: A Jewish Response to Hunger and the Liberty Hill Foundation for providing valuable funding of our work.

Special thanks to Cathy Chang, UCLA Hunger Cleanup Coordinator and Summer '99 Intern, who enhanced and updated this manual. In addition, thanks to Adria Hou, Anat Dardashti, and Anat Hovav for their contributions as interns to the Campaign.