

Project Bread Event Tool Kit

Project Bread needs your help! Holding an event to benefit hungry people throughout Massachusetts will not only provide for those in need, but also bring members of your community together for a fun and creative event.

Whether you need to fulfill volunteer hours, create a business or philanthropic class project, or want to do something for your community, an event is an enjoyable and easy way to do something meaningful!

How Project Bread Helps

As the state's leading anti-hunger organization, Project Bread is dedicated to alleviating, preventing, and ultimately ending hunger in Massachusetts. Through The Walk for Hunger, the oldest continual pledge walk in the country, Project Bread provides millions of dollars each year in privately donated funds to 400 emergency food programs in 128 communities statewide that serve over 43.4 million meals a year.

Project Bread also supports systematic solutions that prevent hunger in children and that provide food to families in natural, everyday settings:

- Our FoodSource Hotline responds to over 37,000 calls a year from hungry people and helps them receive emergency meals and access to federal nutrition programs.
- As part of our programming for vulnerable populations, we are creating a hunger prevention safety net that takes kids out of food pantry lines and feeds them where they live, learn, and play. For frail, homebound seniors, we partner with home health providers to provide emergency and long-term hunger relief.
- To address the health consequences of hunger, we work with community health centers to identify families who experience hunger and provide immediate assistance. We provide grants and support within low-income communities to fully enroll eligible Massachusetts families in federal nutrition programs.
- To address the educational consequences of hunger, we have developed a Better Breakfast and Better Lunch Initiative to provide the best possible school food for low-income children.



Staff Photo

Why We Need Your Help

The current economic climate has left over 500,000 in Massachusetts struggling to put food on the table—many for the first time in their lives. This group includes elderly people who are too ill or frail to go out and find affordable sources of food, children who are not given a fair start to life as their education and development is hindered by poor nutrition and hunger, and many other individuals whose great effort to make ends meet falls just short of having enough food for their families. In 2009, calls to the FoodSource Hotline from families looking for help have increased 58% over 2008. One in three children in low-income communities go to bed hungry. Today, there are pockets of poverty and hunger appearing in every community throughout our state. Hungry people in Massachusetts need your help now more than ever.

Event Ideas



With careful planning a fundraising event runs smoothly and easily! In order to help you work out the details efficiently, we have taken the first step in putting together a list of ideas and resources that you may need. This guide should help you pick an event and put it into action. Any ideas that are not on the list are welcome as well. Please feel free to contact Project Bread with any questions or additional ideas.

Educational Events about Hunger and Nutrition

World Food Day October 16th: Hold a Hunger Awareness Meal

A Hunger Awareness Meal is a way to illustrate the problem of hunger in a way that participants won't soon forget. As the guests arrive they are divided into 3 different income groups. The wealthiest group is seated at an elegantly set table and served a delicious meal. The middle-income group is seated at a less elegantly set table and served a less fancy, but still tasty meal. The least wealthy are seated at an unattractively set table and served very little, and very plain food. Generally a suggested donation is taken at the door before the guests are divided into groups.

Iron Chef Competition

Hold a cook-off between interested professors and students, focusing on producing healthy nutritious meals. This activity is great for nutrition and culinary majors. Try and use your college or university's kitchen, cafeteria, or other facilities that are available.

Contests

Wii Sports/Guitar Hero/Rock Band Tournament

Talent Show

Karaoke Contest

Battle of the Bands

★ Use any stage or venue at your school, and contact ★
★ any student groups or music majors who have inter- ★
★ est in performing. Charge an entry fee at the door, ★
★ and try to get a gift donated to give to the winner. ★
★ *****

Activities

Scavenger hunt throughout campus

Silent Auction or Benefit

50/50 Sporting/ Event Raffles

Find a free venue at your school or any available business. Use your connections with parents, teachers, students, etc. to find gift donations to use in scavenger hunts, raffles or silent auctions.

Get in touch with your sports teams and hold raffles for money or prizes at their games.

Resources

Please feel free to contact us with any questions you have or if you need any assistance in planning your event!

Project Bread staff are available to provide:

- Our logo for publicity materials
- Project Bread fact sheets
- The latest statistics on hunger in Massachusetts
- Short video clips featuring hungry people
- Project Bread bookmarks and/or other party favors
- Someone to attend and speak at your event

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For more resources:

www.projectbread.org