



HUNGER  
ACTION  
MONTH™

PAINT WESTCHESTER  
**ORANGE**



CELEBRATING  
**30**  
YEARS OF  
FEEDING WESTCHESTER

# GO ORANGE FOR HUNGER ACTION MONTH

2018 | ENGAGEMENT OPPORTUNITIES



## Hunger is here – right where we live.

200,000 Westchester residents, including 58,000 children count on Feeding Westchester to provide access to nutritious food. While the numbers are staggering, we believe that hunger is a solvable problem in our community. This September, Go Orange to raise awareness for national Hunger Action Month.

Hunger Action Month is your opportunity to participate in a month-long movement that has a real and lasting impact on the mission to end hunger in Westchester County. We all have a role to play in getting food to our neighbors in need.

## HOW TO GET INVOLVED

Advocate • Educate • Volunteer • Donate

Feeding Westchester is encouraging local businesses, organizations, individuals, and groups to help **PAINT WESTCHESTER ORANGE** all September long!

Here are some ideas:

- Donate a portion of in-store proceeds to Feeding Westchester
- Start your own online Fundraiser
- Raise awareness by hanging Feeding Westchester flyers and signage
- Light up and turn your store front orange
- Create an orange inspired food dish with portion of proceeds donated to Feeding Westchester
- Spread the word on social media by taking our empty plate challenge
- Start a Food & Fund Drive
- Turn your company logo, website, and social media pages orange for the month, and create a buzz around your efforts with our premade graphics. Use the phrase, “Ask me why my logo is orange.” When people ask, direct them to [FeedingWestchester.org/HAM2018](http://FeedingWestchester.org/HAM2018)

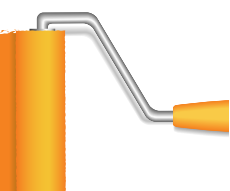
## PARTNERING WITH FEEDING WESTCHESTER DURING HUNGER ACTION MONTH YOU WILL RECEIVE:

Hunger Action Month Logo • Printable Paper Plate Poster • Social Media Cover Images • Print-Ready Table Tent • Hunger Action Month Flyers • Social Media Assets: Graphics for Facebook and Twitter and Corresponding Suggested Post Copy • Website Listing • Social Media Coverage

For more information please contact Nicoal Crawford  
at [NCrawford@feedingwestchester.org](mailto:NCrawford@feedingwestchester.org) or 914.418.5204



[www.FeedingWestchester.org/HAM2018](http://www.FeedingWestchester.org/HAM2018)



# WESTCHESTER, GO ORANGE TO END HUNGER!



HELP RAISE HUNGER AWARENESS DURING  
SEPTEMBER, NATIONAL HUNGER ACTION MONTH  
BY USING ONE OR ALL OF THESE IDEAS:



**1. Bring a group to volunteer at Feeding Westchester.** Groups of up to 60 people can sort and package nutritious food to be delivered to soup kitchens and food pantries across the county. Wear orange when you volunteer and post a photo of your group in action! Don't forget to tag Feeding Westchester.



**2. Start a food and funds drive at your office.** Feeding Westchester can provide a branded cardboard bin or signs to help you collect the food donations. Then bring the donations to be weighed in and distributed through Feeding Westchester to our over 300 partners. Doing a fund drive? Every \$1 donated helps Feeding Westchester provide 4 meals for people in need!



**3. Creative fundraisers.** Need inspiration for ways to fundraise? Here are some creative ideas to get your friends, family or colleagues involved:

- hold a bake sale with an orange theme
- host a cocktail party, wine dinner or happy hour for Feeding Westchester
- host a dress down day at work in exchange for a donation to Feeding Westchester.



**4. Participate in a Hunger Action Month event.** Feeding Westchester has many events going on during National Hunger Action Month ranging from a 5K Walk/Run (9/23) to Fall Flicks every Friday at Cross County Shopping Center in Yonkers. Visit [www.feedingwestchester.org/ham2018](http://www.feedingwestchester.org/ham2018) for more event information.

**5. Host a "lunch and learn" and invite Feeding Westchester to participate.** Learn about hunger in Westchester County and what Feeding Westchester is doing to address it with the help of its partners. Contact Tamar Jacobson for details: 914-909-9612 or [TJacobson@feedingwestchester.org](mailto:TJacobson@feedingwestchester.org)



[www.FeedingWestchester.org/HAM2018](http://www.FeedingWestchester.org/HAM2018)

FEEDING  
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## HUNGER ACTION MONTH GUIDE

# GET READY TO FUN-RAISE!

### START FUNDRAISING!

Raise money with friends, family or colleagues by creating a Peer-to-Peer Fundraiser! With your customizable Peer-to-Peer Fundraiser, you can accept online donations, track your progress, and invite your friends to “Paint Westchester County Orange” with you!

### Get started.

Visit our Feeding Westchester Hunger Action Month Page and click “Start a Fundraiser” or follow [www.feedingwestchester.org/HAM2018](http://www.feedingwestchester.org/HAM2018)

### Customize your online Fundraiser Page.

Customize your fundraising page with as much or as little as you’d like. You can:

- Share your story on why this cause is important to you
- Add photos to your page or choose one of our Hunger Action Month graphics

### Set a goal amount.

- Remember, for every \$1 donated, we can provide 4 meals for our 1 in 5 neighbors struggling with hunger. (\$500 = 2,000 meals)
- Show your commitment to helping feed our neighbors by making the first donation to your page.

### Share your impact

Invite your customers, family and friends on social media by asking them to donate to your page. Use your platforms as a call to action and encourage followers to follow Feeding Westchester. Try to include Feeding Westchester’s social media handle in your posts.

- Facebook: Feeding Westchester
- Instagram: @FeedingWestchester
- Twitter: @FeedWestchester

Remember to tag #FeedingWestchester and #HungerActionMonth in most if not all posts and include your Peer-to-Peer fundraising landing page URL.

We’re here to help you launch your Fundraising campaign, hit your fundraising goal, and help feed our 1 in 5 Westchester neighbors struggling with hunger. If you have any questions, or need help getting set up, please reach out to Nicoal Crawford, [NCrawford@feedingwestchester.org](mailto:NCrawford@feedingwestchester.org) or 914.418.5204.



[www.FeedingWestchester.org/HAM2018](http://www.FeedingWestchester.org/HAM2018)





# HUNGER ACTION MONTH SEPTEMBER 2018

## SATURDAY

- 1 Start Hunger Action Month by making a donation. Every dollar provides 4 meals.



- 8 Join us for a screening on "Wasted!"

The Story of Food Waste"



## SUNDAY

- 2 Check out the toolkit or website for a list of events "Going Orange" and attend in your best orange attire!



## MONDAY

- 3 Support Backpack Donate \$50 and provide a Backpack of healthy food to a child for an entire month



## TUESDAY

- 4 Go Orange by donating orange canned items this month: carrots, peaches, sweet potatoes and more!



## WEDNESDAY

- 5 International day of charity Sign up to volunteer and help sort or distribute food for those in need



## THURSDAY

- 6 Sign up today for our Miles for Meals 5K Walk & Run on 9/23 feedingwestchester.org/events



## FRIDAY

- 7 Dine Out for Eating for Orange Visit participating restaurants! For a full list, visit the website.



- 9 Social Media Sunday - Follow us and like us on Facebook @FeedingWestchester



- 10 Rosh Hashanah In honor of the New Year, donate non perishable food to our families in need of food assistance.

- 11 National Day of Service Contact Feeding Westchester to schedule a volunteer day at our distribution center in honor of National Service Day.

- 12 Have a sweet treat! Stop by Sweet Charlies in Mamaroneck for rolled ice cream. 20% will be donated to Feeding Westchester



- 13 Hunger Action Day Wear Orange to show support for hunger relief efforts. Post pics using #feedingwestchester



- 14 Fall Flicks - Join us at the Cross County Mall for Fall Flicks!



- 15 Visit the Hip-Kid Lemonade stand in Chappaqua 11am-12pm



- 16 Join Feeding Westchester at ARTSWestchester JazzFest and get your own artisan "Empty Bowl"



- 17 Celebrate your birthday! Ask friends and family to make a donation to Feeding Westchester on your behalf



- 18 See whether your employer will match donations to Feeding Westchester

- 19 Yom Kippur In honor of the holiday, fast for 24hrs and donate the cost of your meals to Feeding Westchester.

- 20 Hold a Food Drive Collect food donations to help feed our seniors in need. Challenge others to do the same.



- 21 Time to carb up for the 5K! Eat a pasta dish at one of our supporting restaurants



- 22 Support your local farmer's markets



- 23 Fight Hunger one mile, one meal at a time! Join us for our 5K Walk & Run at Pace University!



- 24 Follow us on Instagram to find out more ways to Go Orange!



- 25 Dine out Enjoy a meal at California Pizza Kitchen in Scarsdale to help raise funds!



- 26 Brown bag it! Pack your own lunch and donate the amount you would have spent on your meal!



- 27 Feed Others Donate to our Hunger Action Month campaign. Every dollar provides 4 meals.



- 28 Cook an orange meal with your family and friends and share it with #feedingwestchester



- 29 Leave a Legacy Leave a gift of hope for our neighbors in need by including Feeding Westchester in your will.



- 30 Purchase tickets to our fall benefit, An Evening in Good Taste



# TAKE ACTION

TOGETHER WE CAN SOLVE HUNGER.  
30 WAYS IN 30 DAYS TO GET INVOLVED.

For more information on all these events, visit: [feedingwestchester.org/HAM2018](http://feedingwestchester.org/HAM2018)



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WESTCHESTER**