2003-2004
National Student Campaign
Against Hunger & Homelessness
Action Guide
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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 abroad. Guided by the belief that young people are in a unique position to make a difference in our society, NSCAHH helps turn concern into action. Since its inception, the Campaign has become the largest network of students working to end hunger and homelessness with 600 participating campuses.

Established in 1985 by the student PIRGs and U.S.A. for Africa, NSCAHH works to increase student service and to sustain a coalition of students and community members working to end hunger and homelessness through service, education, and action. To better assist students in this ongoing effort, NSCAHH has developed several national programs, serves as a clearinghouse of information, and assists individuals and groups leading locally-initiated programs. This assistance includes program ideas, organizing and educational materials, training tours, phone consultations, encouragement, and advice.

Hosted by Trinity College, the Sixteenth National Conference will kick-off a year of student action and campaign work by bringing students and community leaders together to learn about the issues of hunger and homelessness, and gain valuable leadership skills and ideas that will help them launch programs in their communities.

Conference highlights include:
* 60+ workshops on topics such as organizing an effective Hunger and Homelessness Week, recruiting and retaining volunteers, developing grassroots advocacy campaigns, establishing a student-run soup kitchen, and planning an Oxfam Hunger Banquet.
* National leaders to speak about the issues. Previous speakers include Jonathan Kozol, Ralph Nader, Marian Wright Edelman, and Jim Hightower.
* Faces of Homelessness panel. Currently and formerly homeless people tell about their experiences and ideas for community action.

And more! Call (800) 664-8647 or visit our website for a registration brochure.

Our Major Programs

Sixteenth National Student Leadership Conference
Oct. 31- Nov. 2, 2003
Trinity College
Hartford, CT

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, programming ideas, networking opportunities, and the inspiration needed to end hunger and homelessness.

National Hunger and Homelessness Awareness Week
November 16-22, 2003

This week of coordinated educational events, is held the week prior to Thanksgiving every year. National Hunger and Homelessness Awareness Week, co-sponsored by the National Coalition for the Homeless, consists of a series of educational and service events. It is designed to educate the student population, increase community service, and build campus relations. Hundreds of campuses regularly participate by organizing sleep outs, fasts, educational programs, wasted food surveys, and letter-writing campaigns.
20th Annual Hunger Cleanup
April 10, 2004

The Annual Hunger Cleanup is one of the largest student community service fundraisers 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 nineteen year history, involving 125,000 volunteers and raising more than $1.5 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 150,000+ 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.

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.

SPLASHH (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 SPLASHH 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 can receive the SPLASHH 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 SPLASHH Action Network.

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

Training Tour

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 seventeen 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 and 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 problem-solve, and share good ideas from other campuses.

Clearinghouse

The Campaign is also a clearinghouse of information about upcoming events, campus projects, contact information, and issue information. We offer a series of manuals, organizing guides, and action alerts that will assist you in your organizing efforts. In turn, we want to hear about your experiences and creative ideas to share with other student leaders.

Call us or visit our website for project ideas, other active organizations and campuses in your state, reports and factual information, or 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?
• Do we have a system for using all of the events and activities to recruit volunteers -- e.g. having a volunteer sign-up sheet at all events?

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 with 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 -- web site, facts, legislative updates, training?

Media and Visibility

• Do we have a plan for visibility -- posters, banners, table tents, leaflets?
• 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?
• After the reflection and evaluation process, are we writing a report to track the success and steps necessary to organize a successful event?
• Throughout the semester are we tracking our weekly numbers (number of volunteers, number of volunteer hours, projects, political action pieces collected) to evaluate our success?
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 will 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 have 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 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 planting the community garden and working at the day center as work projects. Further, funds raised during the Hunger Cleanup are split among 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. 40) 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 organizations** 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 complete their surveys as well in order to get more accurate, useful information.)

4. **After receiving the completed surveys, organize all of the results.** By doing so, 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. These relationship-building activities not only help the organizations immediately and in the long run, but also 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. 16-22, 2003 and the Hunger Cleanup April 10, 2004). 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. By doing so, you can coordinate several events/projects for the same week or month.

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 his/her 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 Awareness 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.

   • **20th Annual Hunger Cleanup**
     - Goals: Raise $4,000
     - Recruit 100 volunteers.
     - Work at 10 work sites, including the community garden.
     - Involve 25 campus groups in the Cleanup.
     - Develop 10 leaders.
     - Get 5 community 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
Sample Year Plan

This is a sample timeline to demonstrate the structure and key components of a successful year. At the beginning of the academic year, your group should decide which programs you want to organize on campus and prioritize them in your plan.

<table>
<thead>
<tr>
<th>Hunger and Homelessness Week/Ongoing Events</th>
<th>Hunger Cleanup</th>
<th>Building the Group</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Needs Assessment  *General Recruitment Drive  *Set Goals Timeline For Year</td>
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<tr>
<td><strong>October</strong></td>
<td>*Committee plans H &amp; H Week events (locations, publicity, speakers, and supplies needed).  *Host a World Food Day event (October 16).</td>
<td>*Hold first steering committee meeting - set plan and goals.  *Continue recruiting on- and off- campus groups for steering committee.</td>
<td>*NSCAHH Conference! at Trinity College, CT (Oct. 31 - Nov.2)  *Hold weekly meetings and trainings.</td>
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<td><strong>December</strong></td>
<td>*Coordinate a winter clothing drive (dorms are a good resource).  *Assess need for Food Salvage program; establish a food salvage organizing committee.</td>
<td>*Spring organizing plan set.</td>
<td>*Hold a &quot;How to Make an Effective Semester Plan&quot; workshop.  *Establish Food Salvage organizing committee.</td>
</tr>
<tr>
<td>Month</td>
<td>Hunger and Homelessness Week/Ongoing Events</td>
<td>Hunger Cleanup</td>
<td>Building the Group</td>
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<tr>
<td>January</td>
<td>*Begin planning for Community Garden--scouting locations, getting seeds and gardening tools donated.</td>
<td><strong>Organize Cleanup subcommittees for publicity, recruitment, fundraising and worksites.</strong></td>
<td><strong>Recruitment blitz for general volunteers and hunger cleanup team leaders.</strong></td>
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<td></td>
<td>*Set a semester plan.</td>
<td><strong>Send worksite applications.</strong></td>
<td><strong>Organize a General Interest Meeting.</strong></td>
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<td><strong>Send donation letters.</strong></td>
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<td>February</td>
<td>*Hold a food drive for the local food bank. *Recruit volunteers who will maintain garden in the long run (most likely non-students). *Food Salvage - contact local businesses for donations.</td>
<td><strong>Recruitment drive (poster, class raps, table, other groups).</strong></td>
<td><strong>Each core member invites at least two other extra-curricular groups they are involved with to participate in the Hunger Cleanup.</strong></td>
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<tr>
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<td></td>
<td>*Team leader meeting.</td>
<td><strong>Hold weekly meetings and trainings.</strong></td>
</tr>
<tr>
<td>March</td>
<td>*Finish last minute garden details--planting starts next month! *Food Salvage - start pilot project.</td>
<td><strong>Continue to publicize, organize and fundraise.</strong></td>
<td><strong>Hold weekly meetings and trainings.</strong></td>
</tr>
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<td></td>
<td></td>
<td>*Team leader meeting.</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>*Begin planting!! Use garden as a Cleanup worksite. *Plan clothing drive.</td>
<td><strong>20th Annual Hunger Cleanup (April 10)</strong></td>
<td>*Celebrate the garden and Cleanup with a big group social and awards.</td>
</tr>
<tr>
<td>May</td>
<td>*Summer clothing drive. *Food Salvage program established.</td>
<td>*<em>Send thank you notes to large donors, sponsors, worksites, participants, inviting them to get involved next year. <em>Write the Hunger Cleanup report; send report, articles and photos to NSCAHH.</em></em></td>
<td><strong>Do the Spring Evaluation to analyze the program's strength and weaknesses.</strong></td>
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World Food Day
October 16, 2003

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. In every community there are people already involved; the challenge is to coordinate and expand what is already happening. 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.

World Food Day Teleconference

Each year, a live global teleconference is held on World Food Day in order to provide an educational resource to the anti-poverty community, and to promote awareness of hunger related issues. This year's teleconference, Collaboration or Calamity: Africa in Peril, will feature Urban Jonsson, UNICEF Regional Director for Eastern and Southern Africa.

The 2003 World Food Day Teleconference will be taking place on October 16th, from noon to 3 P.M., EST. There is no charge to participate in the teleconference, and there are no restrictions on taping or re-broadcast. To register for this year's teleconference, please contact Patricia Young at the U.S. National Committee for World Food Day. Registered schools will receive an educational packet including study materials and a training guide to establishing student think tanks.

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
www.worldfooddayusa.org
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 those who are experiencing hunger and homelessness. 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 serve-a-thon benefits local, national, and international hunger and homelessness programs.

The Twentieth Annual Hunger Cleanup takes place on April 10th, 2004. 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. In its nineteen year history, more than 125,000 students have completed thousands of work projects, raising more than $1.2 million dollars!

What the Hunger Cleanup Accomplishes

• Educates participants and contributors about the problems of hunger and homelessness
• Completes needed projects in your community
• Involves a variety of students and community members in joint action to improve communities.
• Encourages continued community service participation by volunteers.
• Builds and strengthens school and community relationships for future efforts

Get Started

1. Register with the Campaign. Visit our website or call 800-664-8647 to register for this year’s Cleanup. Once you register with us, we will send you an organizing kit, including a manual, 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 campus-wide event.

3. Identify leaders for the Cleanup. 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 20th 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. April 10, 2004. 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.
Hunger and Homelessness Awareness Week
November 16-22, 2003

In 1972, Villanova University in Pennsylvania held the first-reported Hunger Week. Since then, this week of coordinated activities has spread to hundreds of schools across the country. National Hunger and Homelessness Awareness Week, co-sponsored by the National Coalition for the Homeless, was first publicized and promoted as a national event in 1988. Held the week prior to Thanksgiving every year, the Week is designed to educate the student population, increase community service, and build campus coalitions.

This year, we encourage students to coordinate events that combine service, education, fundraising, and action, such as the "Night Without a Home" Awareness Sleep Out, Fast for a World Harvest, or a letter-writing advocacy campaign. The following pages will offer a brief descriptions of these projects with organizing tips, along with a variety of other ideas for the Week. Keep in mind that these are suggested activities and that you should plan your week based on the unique needs of your community, as 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 register for Hunger and Homelessness Awareness Week by visiting our website or calling us at 800-664-8647. This enables us to call you with helpful hints, share campus ideas, 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:
  1) Recruitment Coordinator -- This coordinator and committee are responsible for recruiting groups and individuals to sleep out and following-up with them on fundraising.
  2) Logistics Coordinator -- This committee makes specific arrangements for the Sleep Out, such as reserving the campus quad, inviting speakers, and lining up food.
  3) 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 that 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. Creating a mix of education, service, and action projects will appeal to a larger 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.

**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 in and 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.).

**Wrapping It Up**

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

We also ask that you complete and return to us the evaluation form on page 38. 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

Community Service Organizations -- When it comes to hunger and homelessness issues, campus community service groups are great partners. Work with community service coordinators to organize service projects including shelter visits.

Campus Ministry/Religious Groups -- Very often, religious groups are already planning events on campus for Hunger and Homelessness Awareness Week. Ask religious groups to organize a clothing, food, or book drive. Ask the campus minister to lead a sermon on hunger and homelessness issues.

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 -- Student government groups may have the ability to 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 of communication to get students involved -- speak at dorm meetings, table at the dining hall dinner line to get people to commit to the 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 your 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.

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

Sports Teams -- The basketball team can sponsor a free throw contest or Hoops Against Hunger. 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 -- Members can hold a poetry reading fundraiser or composition contest. They also can help generate media coverage by writing press releases, letters to the editor, etc.

Program or Activities Board -- This 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.
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 during Hunger and Homelessness Awareness Week for which the primary goal is education. Although, you should 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 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 the 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.

One example of a particularly powerful educational event took place at the Pratt Institute in New York. In honor of the thousands of children who die daily of hunger and malnutrition, students placed tombstones around the campus in order to raise awareness and impress the urgency of action upon the student body.

Host a Speaker or a Film

For this event, be sure that you 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 distribute leaflets 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, if possible, include a classroom speaking engagement.

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.

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. We recommend World Food Day's Feeding Minds, Fighting Hunger K-12 curriculum, and the Food Bank of Western Massachusetts YAH! curriculum.

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 attend 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.

**Hunger 101 Simulation**

Hunger 101 is a simulation designed to increase awareness about the too-often difficult situation faced by many people experiencing poverty of simply obtaining food. Within small groups, participants are assigned individual identities, complete with income, disability, nationality, and other relevant information. They are then challenged to obtain food on their budget and by using the available resources. The simulation should be followed by a reflection during which participants can share their experiences and thoughts. Hunger 101 can be used as an educational tool on your own campus or with school-age children.

**Contact:**
Rhode Island Community Food Bank  
(401) 826-3073  
Capital Area Community Food Bank  
(202) 546-5344

**Homelessness Marathon**

The Homelessness Marathon is a 14-hour radio broadcast, featuring the voices and stories of homeless people around the U.S. Throughout the night, radio stations across the country feature segments with homeless and formerly homeless individuals, and national advocates and experts, as well as provide opportunities to call-in. Groups often hold candlelight vigils or marches in conjunction with the broadcast. This year, the 7th Homelessness Marathon will originate from Cleveland, OH and run from 7pm on February 5th to 9am on February 6th, 2004. Visit the website to find out if a radio station in your area is participating or to find out how you can bring the broadcast to your area.

**Contact:** www.homelessnessmarathon.org

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**Suggested Readings:**

- *50 Ways You Can Feed a Hungry World* by Tony Campolo and Gordon Aeschliman.
- *Address Unknown: The Homeless in America* by James Wright.
- *The Cathedral Within: Transforming Your Life By Giving Something Back* by Bill Shore.
- *The Geopolitics of World Hunger* by Action Against Hunger.
- *Homelessness in America* available from the National Coalition for the Homeless 202-775-1322.
- *Hope's Edge: A New Diet for a Small Planet* by Frances Moore Lappe and Anna Lappe.
- *Hunger in History: Food Shortage, Poverty and Deprivation* by Lucille Newman.
- *Hunger and Public Action* by Amartya Sen and Jean Dreze.
- *Living Hungry In America* by J. Larry Brown.
- *Ordinary Resurrections: Children in the Years of Hope* by Jonathan Kozol.
- *World Hunger: Awareness, Affinity, Action* by the Congressional Hunger Center.

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 Awareness Week, as it is with any program. Below are some ideas for projects that you can organize during the week:

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:

Necessity Drives: 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.

Clothing Drives: Clothing drives are especially effective 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 to evaluate their needs. They may need only specific items, such as children's clothing, professional clothing, 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.

Student-run Soup Kitchen: Work with a local community group to establish a student-run soup kitchen. If your community is in need of a daily feeding program, use your campus and community resources to start such a program. Students at Rhodes College in Memphis, TN have developed a model program that other schools can adopt. Please contact NSCAHH for information.

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. Students at the University of Massachusetts, Amherst picked 10 tons of apples from a local orchard to benefit area food banks.

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 the Week. Students across the country have supplemented a variety of existing programs or have established new ones, 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.

Service Trips and Alternative Spring Break

Every year, countless college students volunteer at shelters, and build homes during their winter and spring breaks. Maine Campus Compact organized an alternative spring break in Washington, DC that focused on hunger and homelessness issues. Eleven students from Maine schools travelled to DC to volunteer at shelters and community kitchen, meet with leading anti-hunger and homelessness advocates and organizers, and lobby decision makers in an effort to learn more about these issues (and urban poverty) and to directly make a difference.
Fundraising Projects

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 a minimal-effort 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 by strengthen our student network and its impact at the local and national level.

**How To:**
1. Contact NSCAHH 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.

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

   NSCAHH
   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 10, 2004) is a great example of an effective a-thon, because volunteers raise money and complete work projects to help local programs. Most events 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 people attended the event which raised $700 for three local food shelves.

Students at the University of Maryland put a twist on the talent show concept. They invited several of the homeless individuals that they had met during shelter visits and an urban plunge to exhibit their artistic talents. Individuals read poetry, displayed their art work and jewelry, and played music. The performers loved the experience because it gave them the opportunity to demonstrate their talents.
Auctions

Many campuses hold auctions as a creative way to raise money. It is a great opportunity to educate the greater campus population, build campus coalitions, and raise money. You can auction off student and faculty services, such as tutoring, get items donated from local businesses, or auction off something as a joke. Proceeds go to programs to support those who are experiencing hunger and homelessness.

Students at Amherst College organized an auction, raising more than $3000 for the local survival center. Student organizers solicited donations from local businesses, sports teams, and professors. Even the college president donated his hair styling services, which went for $200.

Money Distribution

Many events that you plan during this Week, including the Sleep Out and the Oxfam Hunger Banquet, are ideal fundraisers. National Hunger and Homelessness Awareness Week was created to 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 community, think about supporting these programs.

35% National: The National Student Campaign Against Hunger and Homelessness is funded by fundraisers, donations from individuals, as well as grants from private foundations. We encourage schools to support the Campaign in our efforts to build a strong student movement fighting hunger and homelessness. We will use the funds to implement our national programs, provide training and support to hundreds of campuses, and offer assistance and advice.

15% International: While there are thousands of organizations working on behalf of the impoverished in areas outside the U.S., we suggest you support Oxfam America and the International Development Exchange (IDEX). While it is understandable to focus on problems around us, it is important to remember that we are integrally connected to the world.

Empty Bowls

Empty Bowls is a great fundraiser to be coordinated in partnership with your school's art department or a local art center. Volunteers create ceramic bowls, which are then used to serve a simple meal of soup and bread. Guests at the meal give a suggested donation of ten dollars in exchange for the meal and the bowl, which they keep as a reminder of their experiences at the meal. The money raised is then used to support local, national, or international hunger relief efforts. Empty Bowls is an ideal fundraiser to be combined with an educational event, e.g. a speaker during the meal.

Contact: Empty Bowls
P.O. Box 167
Oxford, MI 48371
www.emptybowls.net

Swipe Twice For Hunger

Through Swipe Twice for Hunger students donate points/money from their meal card to benefit anti-hunger and homelessness efforts. Most students find that they have funds remaining on their meal plans at the end of the semester. Instead of relinquishing all their points, students and campus dining services have agreed to allow students to donate money (equivalent to a meal value) to anti-hunger and homelessness programs. This is a great opportunity to work with the campus dining program and other student groups, while educating the campus public about the issues of hunger and homelessness. Swipe organizers ask students to pledge to skip a meal on a designated day and donate the money they saved to help the hungry and homeless. 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, flyers, and media to recruit additional participants and make the most of the event.

Through a strong partnership with the campus dining services, students at University of Connecticut, Storrs raised over $4,000 for several non-profits. UConn's campus dining services allows students to swipe twice (donate two meals) through this program.
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, 29 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 the 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 Oxfam's Fast Team for the names of other participants in your 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 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 the Hunger Fact Sheet or download it from the web.

Contact:
Oxfam America
(800) 597-FAST
e-mail: fast@oxfamamerica.org
website: www.oxfamamerica.org
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 will know in which group they belong.

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 the Hunger Banquet Planning Kit directly at www.oxfamamerica.org

Contact: Oxfam America
(800) 597-FAST
e-mail: fast@oxfamamerica.org
website: www.oxfamamerica.org
"Night Without a Home"
Awareness Sleep Out

Currently, 3.5 million Americans are without homes even though an estimated 30% work at least part-time. In an effort to raise awareness, the Campaign encourages campuses nationwide to organize the Sleep Out on Wednesday, November 19.

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.
- 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.

Week 3:
- Continue securing a location for the Sleep Out and make other arrangements, including bathrooms and permission to serve food on the night of the event.
- Distribute flyers to groups and departments on campus and begin calling or visiting their offices to follow-up on their interest.
- Mail invitations to speakers and performers, begin follow-up calls.
- Mail a letter to businesses and begin contacting them for donations of funds and food for the Sleep Out.

Week 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.

Week 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.

Week 6:
- Reconfirm all logistics, pick up food donations.

Sample Timeline

Week 1:
- Recruit volunteers through tables, posters, and class announcements.

Week 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.
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 Awareness Week. The Panel is made up of 4 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 those who are homeless.

**How To:**

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

2. Compile a diverse group of 4 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.
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
233 N. Pleasant St.
Amherst, MA 01002
Phone: 413-253-6417
Fax: 413-256-6435
e-mail: info@studentsagainsthunger.org
web: www.studentsagainsthunger.org
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 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 Awareness 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.

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.

Recruitment Techniques Tabling

OVERVIEW:
Tabling is a tried and true method of recruitment, which serves many functions. Beyond recruiting, 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?").

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 coordinate 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 volunteers 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 volunteers 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 proposed solution, opportunity for involvement/support, and a request to sign up to participate in the Cleanup.

6. **More confident tablers should ”float” out into the traffic** flow to reach more people. To do this, the person 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.

One of the Recruitment Committee members should take on the responsibility of Class Announcement Coordinator; 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 permission.** 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 faculty 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 speak effectively 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.

**Class Announcements**

**OVERVIEW:**
Class announcements are a great way to reach lots of people, build visibility, educate people, and recruit interested volunteers and/or contributors. Class announcements 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.
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.

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. Responsibilities include the coordination of logistical details such as work site location, transportation, materials, and contact with the work site agencies.

Publicity Committee Coordinator:
The responsibility of the Publicity Committee is twofold: on-campus and community publicity. Tasks include generating media coverage, gaining campus and local endorsements, and building visibility.

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.

II. 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 will not only have an impact on the 10th, but also will extend that impact into the future. Many organizations depend on these kinds of fundraisers to survive.

How do you raise money?
There are three primary ways of raising money:

I. Individual Fundraising:
Schools that have the most successful fundraising often set the individual goal at $45-50 per volunteer. 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.
II. 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. Business fundraising is a team effort and involves identifying local businesses, sending out introductory letters, and following up with a phone call.

III. 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.

IV. 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.

V. Publicity and Media

How do we build visibility?

On-campus publicity should include an informational meeting at the beginning of the year, presentations to campus groups to invite them to the general interest meeting and recruit team leaders and volunteers, and informational fliers. Other strategies might include utilizing campus media, such as the student paper or radio, tabling, and gaining the support of faculty members.

Community publicity might include distributing fliers and posters, gaining endorsements from the mayor and local VIPs, and approaching local businesses and schools.

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.

III. 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 site(s) which address community needs and relate to the problems of hunger and homelessness.

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.
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.

VI. Hunger Cleanup Awards

Each year the Campaign recognizes those schools that 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 three schools for overall Cleanup performance, which includes money raised, volunteers recruited, coalitions forged, endorsements gained. The NSCAHH Award of Excellence was conceived in 1991 to recognize the school which had the best all-around Cleanup. The Campaign looks to reward schools that 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 our the national conference each year.

Congratulations to last year’s winners:

NSCAHH Gold Medal Award of Excellence -- Fairfield University, CT raised $12,200

Silver Medal Award -- University of Connecticut, Storrs raised $5,000

Bronze Medal Award -- Greater New Brunswick Hunger Cleanup, involving Rutgers University, Rutgers University Cook/Douglas, Rutgers University Livingston, and Rutgers University Busch raised $4800

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.

Register to Participate Today!

To register your school to participate, contact the Campaign right away! By registering, you will receive a Hunger Cleanup Organizing Kit including posters, brochures, and an organizing manual. You will also receive ongoing resources including updates and phone consultations. Contact the Campaign at 800-664-8647 to register today!
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. By doing so, you can get input from many different points of view.
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, including 153 million children under the age of five. The Food and Agriculture Organization of the United Nations' estimates that 6 million children die each year as a result of hunger and malnutrition.

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 under-utilization and pollution of cultivatable 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:

* 40,000 children under age five die every day from hunger related diseases. That's twenty-seven 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.

* More people have died from hunger in the past two years than were killed in World War I and World War II combined.

* 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.

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

* 95% of people experiencing hunger live in developing countries.

* In the United States, each year 33 million Americans experience hunger or food insecurity.

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

Economic Factors:
Many developing countries face tremendous external debt that creates or exacerbates hunger crisis. This debt is largely the result of international trade imbalances which mainly effect developing countries in Latin America, Africa, and Asia. Governments must decide between feeding people and paying off external debt.

Furthermore, many developing countries continue to produce “cash crops,” growing coffee, cocoa, sugar, and cotton to export instead of food for their families and countrymen. 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 and the deforestation of lands, often by big businesses, are a cause of hunger. 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.

Sources: Oxfam America, Congressional Hunger Center, World Hunger: Twelve Myths by Frances Moore Lappe, Bread for the World.
Most recent estimates show that roughly 3.5 million Americans experience homelessness every year. While exact figures are difficult to determine, all recent studies have concluded that the problem has reached crisis proportions.

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, 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.

Who are the Homeless?

* The U.S. Conference of Mayors found that, in 2002, requests for emergency shelter increased in 18 major cities by an average of 19 percent, the steepest rise in a decade.

* The U.S. Conference of Mayors report also found, that requests for emergency food assistance in the 25 cities surveyed, increased by an average of 19%.

* Families with children comprise 39 percent of the homeless population and make up the fastest growing segment of the homeless.

* On average, a person experiences homelessness for six months.

* In the United States, more than 750,000 people are homeless on any given night.

Demographics of the Homeless

* 35% are families
* 40% of homeless men served in the armed forces
* 20-25% are chronically mentally ill
* 25-35% have experienced domestic violence
* 10% have a physical disability
* 20% of the urban homeless population are employed
* 25% are children under the age of 12
* 33% are 18 to 30 years old
* 35% are Caucasian
* 50% are African American
* 12% are Hispanic
* 2% are Native American
* 1% are Asian Americans
Resource Directory

ACORN
2101 South Main Street
Little Rock, AR  72204
501-376-7151 www.acorn.org

Action Against Hunger
24 West 37th Street, Suite 1201
New York, NY  10018 www.aah-usa.org

AmeriCorps
1201 New York Ave., NW
Washington, D.C.  20525
202-606-5000 www.americorps.org

Appalachian Service Project
4523 Bristol Highway
Johnson City, TN  37601
423-854-8800 www.asphome.org

Brandeis University, The Heller School for Social Policy & Management
MS 035 / P.O. Box 9110
Waltham, MA  02454
781-736-3835 www.heller.brandeis.edu

Bread for the World
50F Street NW, Suite 500
Washington, D.C.  20001
800-22-BREAD www.bread.org

Campus Compact
Brown University, Box 1975
Providence, RI  02912
401-867-3950 www.compact.org

Campus Outreach Opportunity League (COOL)
37 Temple Place, Suite 401
Boston, MA  02111
617-695-2665 www.cool2serve.org

Center on Budget & Policy Priorities
820 1st Street NW, #510
Washington, D.C.  20001
202-408-1080 www.cbpp.org

Children's Defense Fund
25 East Street, NW
Washington, D.C.  20001
202-628-8787 www.childrensdefense.org

Church World Service
28606 Phillips St. P.O. Box 968
Elkhart, IN  46515
800-297-1516 www.churchworldservice.org

Coalition on Human Needs
1120 Connecticut Ave., NW # 910
Washington, DC  20036
202-223-2532 www.chn.org

Congressional Hunger Center
229 1/2 Pennsylvania Ave., SE
Washington, DC  20003
202-547-7022 www.hungercenter.org

Evangelical Lutheran Church in America
8765 West Higgins Rd.
Chicago, IL  60631
800-638-3522 www.elca.org

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

Habitat for Humanity
121 Habitat Street
Americus, GA  31709
912-924-6935 www.habitat.org

Healthcare for the Homeless, Inc.
111 Park Avenue
Baltimore, MD  21201
410-837-5533 www.hcmhd.org

Heifer Project International
216 Wachusett St.
Rutland, MA  01543
800-422-0474 www.heifer.org

Hillel: Foundation for Jewish Campus Life
1640 Rhode Island Ave., NW
Washington, D.C.  20036
202-857-6543 www.hillel.org

Housing America/JusticeCorps
126 Hyde St., 2nd Floor
San Francisco, CA  94102
415-771-9850 www.housingamerica.net

International Development Exchange
827 Valencia Street, #101
San Francisco, CA  94110-1736
415-824-8384 www.idx.org

Jubilee USA
222 E. Capitol St., NE
Washington, D.C.  20003
202-783-3566 www.j2000usa.org

JustAct
333 Valencia Street, Suite 330
San Francisco, CA  94103
415-431-4204 www.justact.org

Kensington Welfare Rights Union
P.O. Box 50678
Washington, D.C.  20003
800-422-0474 www.kwru.org

National Alliance to End Homelessness
1518 K Street NW, Suite 206
Washington, D.C.  20005
202-638-1526 www.endhomelessness.org

National Coalition for the Homeless
1012 14th St. NW Suite 600
Washington, DC  20005-3406
202-775-1322 www.nationalhomeless.org

National Law Center on Homelessness and Poverty
1411 K St., #1400, NW
Washington, D.C.  20005
202-638-2535 www.nlchp.org

National Low-Income Housing Coalition
1012 14th Street, NW, Suite 610
Washington, DC  20005
202-662-1530 www.nlhhc.org

National Student Campaign Against Hunger and Homelessness
233 N. Pleasant St.
Amherst, MA  01002
800-664-8647 www.studentsagainsthunger.org

NETWORK
801 Pennsylvania Ave., SE #460
Washington, DC  20003
202-547-5556 www.networklobby.org

Oxfam America
26 West Street
Boston, MA  02111
800-77-OXFAM www.oxfamamerica.org

Peace Corps
10 Causeway Street, Room 450
Boston, MA  02222
617-565-5555 www.peacecorps.gov

Population Connection
1400 16th Street, NW #320
Washington, DC  20036
800-767-1956 www.populationconnection.org

Presbyterian Hunger Program
100 Witherspoon Street
Louisville, KY  40202-1396
888-728-7228 www.pcusa.org/hunger

Resource Generation
24 Thornridge St., 2nd Floor
North Cambridge, MA  02141
617-225-3939 www.resourcegeneration.org

RESULTS
440 1st St., Suite 450, NW
Washington, D.C.  20001
202-783-7100 www.resultsusa.org

The Student PIRGs
29 Temple Place
Boston, MA  02111
617-292-4800 www.studentpirgs.org

Share Our Strength
733 15th St NW, Suite 640
Washington, D.C.  20005
800-969-4767 www.shareourstrength.org

Teach for America
315 West 36th Street
New York, NY  10018
800-832-1230 www.teachforamerica.org

Unitarian Universalist Association of Congregations
1320 18th Street NW, Suite 300B
Washington, DC  20036
202-296-4672 www.uua.org

World Food Day
2175 K Street NW
Washington, D.C.  20437
202-653-2404 www.worldfooddayusa.org

World Hunger Year
505 8th Avenue
New York, NY  10016
212-629-8850 www.worldhungeryear.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.

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State           Zip</td>
</tr>
<tr>
<td>Phone: Office</td>
<td>Home</td>
</tr>
<tr>
<td>Name of Organization</td>
<td></td>
</tr>
<tr>
<td>Advisor's Name and Phone</td>
<td></td>
</tr>
<tr>
<td>Your School</td>
<td></td>
</tr>
</tbody>
</table>

Please list the events that you participated in, and include number 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:**

- **Event:**
  - **Specifics:**
What were the strengths of your H & H Week?

What were the biggest obstacles or challenges?

What suggested changes do you have to the Action Guide?

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
email: info@studentsagainsthunger.org    web: www.studentsagainsthunger.org
Thank you.
Needs Assessment Survey

Please respond to this survey as accurately and as specifically as possible. The 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>
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<tr>
<td>Clothing</td>
<td>______</td>
<td>_____________</td>
<td>_________________</td>
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<tr>
<td>Housing Referral</td>
<td>______</td>
<td>_____________</td>
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<tr>
<td>Educational Services</td>
<td>______</td>
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<tr>
<td>Job Training</td>
<td>______</td>
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<tr>
<td>Psychiatric Services</td>
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<tr>
<td>Medical Services</td>
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<tr>
<td>Child Care</td>
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<tr>
<td>Counseling Services</td>
<td>______</td>
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<tr>
<td>Information on Cash Assistance</td>
<td>______</td>
<td>_____________</td>
<td>_________________</td>
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<tr>
<td>Advocacy/Translation</td>
<td>______</td>
<td>_____________</td>
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<tr>
<td>General Info and Referral</td>
<td>______</td>
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<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 does not 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
- Sought 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 means do you think should be used to 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 _______