

10 Million Meal Challenge

Club Toolkit

A partnership between:

Rotary International Zones 33 & 34

Federation of Virginia Food Banks

Feeding the Carolinas

Georgia Food Bank Association

Feeding Florida

Feeding Pennsylvania



Southeastern and Mid-Atlantic Food Banks



There are 40 regional Feeding America Food banks in VA, NC, SC, GA, FL and western/central Pennsylvania that have coordinated leadership via State Associations. Through the 10 Million Meal Challenge, these State Associations will support, encourage, and facilitate enhanced partnerships between the food banks and Rotary Clubs in pursuit of a goal of raising the equivalent of 10 million meals for the region. Clubs will “sign up” to join the challenge at rizones33-34.org/hunger. Their Feeding America Food Bank will contact them to start planning together.

Clubs will receive “meal points” for activities that will be tracked at Rotary Club Central and they can highlight their projects in the Rotary Showcase. The Feeding America Food Banks will track funds raised and food donated through partnerships with Rotary over the course of the Challenge. **It is incumbent on each club to track their own volunteer activity through the portal established at Rotary Club Central using the word “10Million” in the title of the project.**

10 MILLION MEAL CHALLENGE TIMING AND RULES

Clubs will be awarded “meal points” for volunteer hours, food donations, and dollars donated in support of Feeding America food banks during each of two competition years that start in January 2019 and end in September 2020:

Inaugural Year	January 2019 – September 2019
Year 2	November 2019 - September 2020

- \$ 1 dollar donated = 4 meal points
- 1.2 pounds donated = 1 meal point
- 1 volunteer hour = 10 meal points

In November of each year, a Club winner will be recognized in each Rotary District and one overall District winner will be recognized in each Zone. Club and District winners will be ranked on a per capita basis according to the club’s membership at registration.

A two week, signature “**10 Million Meal Challenge**” food and fund drive competition will take place from September 16 – September 27, 2019 to coincide with Feeding America’s Hunger Action Month. During that two week period, Clubs will donate food and funds to their Feeding America food banks in a collective effort to reach the 10 Million Meal goal of the 10 Million Meal Challenge.

ACTIVITY EXAMPLES

To create meaningful connections between the Feeding America food banks and Rotary Clubs, we encourage the collaborative planning of meaningful projects/activities that make a lasting impact on ending hunger in their communities. Clubs may choose to align these projects with the Rotary Five Avenues of Service and Monthly Theme.

- Club Service
- Vocational Service
- Community Service
- International Service
- New Generations Service

Food Banks and clubs may choose to identify and customize projects that have a lasting impact on THEIR communities. These projects will directly meet the “meal gap” in services that exist in their area. Rotary Clubs might bring other partners to the community through its company volunteers or other nonprofits that might be part of this initiative. Food Banks work through a collaborative network of partner agencies, so creating new partnerships to support food security in a community is in their wheelhouse.

Below are just a few examples of ways you might consider aligning your Food Bank engagement activities with Rotary’s monthly themes:

January 2019 – Vocational Service

Food banks rely on thousands of volunteers annually to sort, pack and distribute food and provide other skill based services that the food bank needs. Often, there is a need for volunteer time from a wide variety of skill sets, including office work.

Possible Activities:

- Invite Food Bank Executive Director to speak to the club to talk about how food banks use volunteers to carry out their mission. (includes basic sorting food and skill based volunteers)
- Food Bank can identify a skill based need they have and work with the club to engage volunteers

February – Peace & Conflict Resolution

The effects of food insecurity for children can be long lasting. Healthy brain development and physical growth in children depends on the consumption of foods rich in vitamins and minerals. When children do not have access to enough nutritious foods, they may have trouble concentrating and learning new skills. They also can experience difficulty with emotional and behavioral situations, which can impact school performance and friendships with peers.

Possible Activities:

- Pack Backpacks for weekend food programs or do a backpack food drive;
- Volunteer at an afterschool meal site or school mobile pantry

March – Water and Sanitation

40% of all food grown in the US never make it to the tables for consumption. Farmers in the southeast donate millions of pounds of unmarketable produce to food banks every year.

Possible Activities:

- Invite State Agriculture Commissioner to your Club to talk about their partnership with food banks to promote donation of #2 grade (unmarketable, imperfect) produce that would otherwise be thrown back in the field.
- Visit a farmer who donates to the food bank

September – Basic Education & Literacy

76% of food bank clients have High School Diplomas or less than high school experience

Possible Activities:

- Participate in the ‘Rotary Hunger Challenge’ food and fund competition. All funds and food go directly to YOUR Feeding America Food Bank. FA Food Banks will report their totals to their State Associations for tabulation of this 2 week food & fundraising competition
- Invite Food Bank Executive Director to speak or a food bank client who went back to school to get a better job to provide for their family
- Partner with a literacy organization to do a reading project focusing on nutrition at the elementary school in your neighborhood or community

December – Disease Prevention & Treatment

Food insecure children are more likely to have their overall health reported as “fair/poor” rather than “excellent/good”; 38% of the households food banks serve report someone with diabetes; 75% of clients report having to choose between medicine/medical care and food. Half of those say they make that choice every month.

Possible Activities

- Healthy Food Drive themed around most needed items – foods to encourage

