

Welcome to Students Against Hunger 2025!



**STUDENTS
AGAINST
HUNGER**

food
bank

**VIRTUAL
FOOD DRIVE**



foodbank

INTRODUCTION


- Since day one, **Students Against Hunger** has united schools and communities to provide *hundreds of thousands* of meals to families in need. With every can collected and every dollar raised, students have been leading the charge against hunger—right from their classrooms.
- Now, we're taking it to the next level.
- This year, we're on a mission to rally schools from **all 34 counties** we serve. By joining the movement, your school will challenge students and families to take action—raising funds and collecting food through our dynamic online platform, **JustGiving**.
- Together, we can make this our biggest, boldest campaign yet.


OVERVIEW

- For more than 40 years, the Food Bank and our branch locations have served as the heart of a growing hunger relief network—now reaching over **700+ partner programs** across a **34-county region**. This includes free food markets, food pantries, meal sites, and a wide range of initiatives supporting children, adults, and seniors.
- Today, the need is more urgent than ever.
- More than **600,000 people** in our region—**1 in 7 individuals**, including nearly **1 in 5 children and teens**—are unsure where their next meal will come from. No child should have to go to bed hungry. No parent should have to choose between feeding their family and paying a bill.
- That's where **Students Against Hunger** comes in.
- Since its inception, this school-based campaign has helped provide **hundreds of thousands of meals** to families in need, thanks to the generosity and leadership of local schools.
- In 2025, we're inviting schools across all 34 counties to take part in this vital movement. By joining the **Students Against Hunger Campaign**, your school can make a real, local impact. Whether you host a traditional food drive, create a virtual fundraiser through **JustGiving**, or do both—**every can and every dollar stays in the community where it's raised**.
- Together, we can empower students, unite school communities, and fight hunger—one meal, one family, one school at a time.
- **Will your school join the fight?**

OVERVIEW (CONTINUED)

Why This Campaign Matters **The Reality of Hunger in Our Communities**

-  **In the Food Bank's 34-county service area:**
- **600,000+ people** are food insecure
 - That's **1 in 7 neighbors**
 - And nearly **1 in 5 kids and teens**

-  **Not Everyone is Affected Equally:**
- **1 in 4** Black households face hunger
 - **1 in 4** Latino/a/e households
 - Compared to **1 in 9** White households

-  **The Need is Growing:**
- Food insecurity is at its **highest level in nearly 20 years**
 - **\$2 million** in federal food funding was recently cut

AGENDA

- 🎉 **Campaign Kickoff Agenda** 🎉
- 💻 **Fundraising Pages**
Set up your team's virtual page and start strong!
- 🍎 **Your Food Drive**
Tips to plan, promote & pack those donation bins!
- ⭐ **2025 "Food for Thought" Call-to-Action Challenge**
Take on creative missions to raise awareness and compete for cool prizes!
- 🔊 **Communications**
How to spread the word at school, online, and in your community.
- 🏆 **Winner's Circle**
What's at stake? Prizes, shout-outs, and bragging rights!
- 🎯 **Conclusion**
How YOU can make a real impact this year!

FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN

Go Virtual with Your Food Drive!

Fundraise. Share. Make a Big Impact.

Use JustGiving

- Easy-to-use peer-to-peer platform
- **Create & customize** your own fundraising page
- Track your progress & share with friends, family, and your school community

Support from Start to Finish

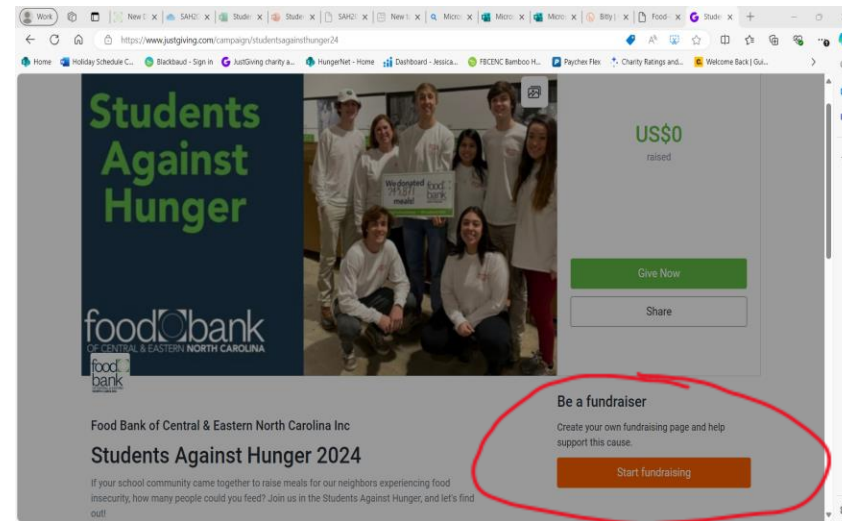
- The Food Bank team is here to help every step of the way!
- Pages are shareable via **links or QR codes**—perfect for social media & morning announcements

Why Virtual Drives Matter:

- Every **\$1 = 5 meals** for neighbors in need
- Funds support **children's programs, senior care**, and help ensure access to **healthy, culturally meaningful food**
- A **virtual food drive** can enhance your traditional food collection!

FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN (CONTINUED)

- ❤️ **Create Your School's Fundraising Page**
- Join the Students Against Hunger Challenge!
- Ready to make an impact? Follow these simple steps to set up your school's fundraising page and start raising meals for your community:
- 🖱️ **Click here** to visit the official **Students Against Hunger campaign page**.
- ❤️ Select the orange **"Start Fundraising"** button under **"Be a Fundraiser"**.
- 🏠 Create your school or class team page – this ensures your totals are **tracked and counted** toward the challenge.



FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN (CONTINUED)

- **1 Sign Up / Sign In** 📝
Once logged in to your JustGiving account or create a new one.
- **2 Fundraising in Memory** ❌
When asked “*Raising Funds in Memory of Someone?*” – select **No**.
- **3 Choose Fundraising Type** 💡
On the next screen, select **Just Fundraising**.
- **4 Select Occasion** 🎈
Choose **No occasion** when prompted.
- **5 Set Your Goal** 🎯
Pick a target amount for your team to raise.
💬 *Tip:* Choose a realistic goal your team, class, or school can proudly work toward!

Are you taking part in an activity?

I'm taking part in an event

A mass participation event, for example, a marathon, bike ride, or trek



I'm doing my own activity

Get creative and organise your own activity, like a bake sale or coffee morning



Just fundraising

As simple as asking people to donate to a cause that you care about

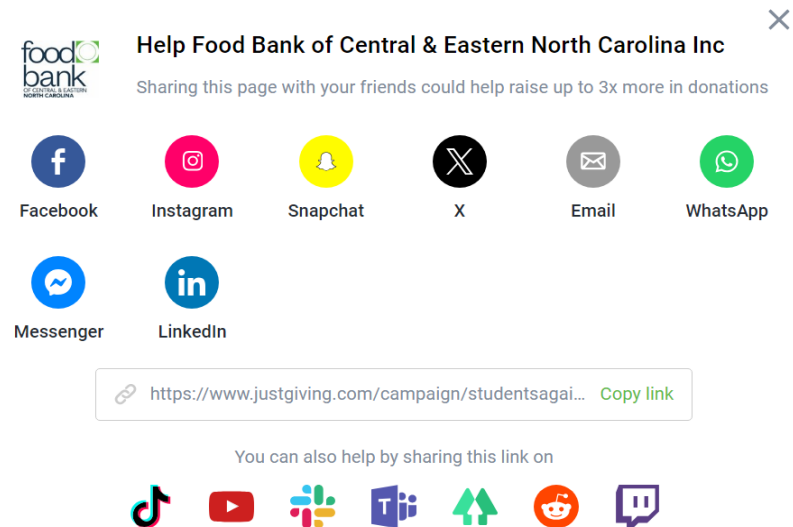


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Next

FUNDRAISING PAGES WITH JUSTGIVING CAMPAIGN (CONTINUED)

- **1 Add Your Name** 🏠
In the **Title** section, include your **school, classroom, or student name**.
- **2 Tell Your Story** 💬
Edit the **"Why are you raising money?"** section to share your purpose.
- **3 Customize Your Link** 🔗
Update your **URL** so it's short, memorable, and easy to share.
- **4 Add Visuals** 📷 🎥
Upload a **school photo, logo, or video** to make your page stand out.
- **5 Boost Your Visibility** 🚀
Post your page across **social media, school websites, PTA newsletters, and email lists** to reach more supporters.
- **6 Go Live!** 🎉
Finalize your page and launch your fundraiser for the **Students Against Hunger 2025** campaign.
- 💡 *Pro Tip:* The more you share your page, the more impact you can make – **sharing is caring!** ❤️



YOUR FOOD DRIVE

- **Donation Delivery Guidelines**  
-  **Delivery Deadline:**
All physical donations must be delivered to your **local Food Bank branch** by **4:00 PM on December 2** during regular business hours.
-  **On Arrival:**
A volunteer or staff member will help **unload and weigh** your donation.
-  **Record & Receipt:**
Once weighed, enter the total on the provided **iPad** to have a receipt **emailed** for your records.
-  **Credit Your School:**
Be sure all donations are labeled with your **school name** and **"SAH25"** to ensure proper credit.

YOUR FOOD DRIVE

- **Food Drive Drop-Off & Supplies** 📦 🚚

- 📅 **Coordinate Your Drop-Offs**

For **any branch location**, please coordinate with:

✉️ **Aaron Steinessen** –
astienessen@foodbankcenc.org

- 📄 **Resources:**

- Find **most needed items (English/Spanish)** → [here](#)

- Access **donation signs (English/Spanish)** → [here](#)

- 📦 **Collection Containers:**

- You may use **any type of box or container**.

- The Food Bank can provide **up to 6 donation boxes per food drive**.

- Boxes hold **~100 items each**. Please return unused **boxes**.

- Supplies available at any of our **6 branches** during business hours.

- 🚫 **Holiday Closure Notice:**

The Food Bank will be **closed** on **Thursday & Friday, Nov. 27-28, 2025** for Thanksgiving.
No donations will be accepted on these dates.



DROP-OFF LOCATION AND HOURS



Food Bank of Central & Eastern North Carolina – Main Distribution Center

Location: 1924 Capital Boulevard, Raleigh, NC 27604

Phone: 919.875.0707

Hours of Operation: Monday – Friday: 8:30 AM – 5:00 PM



Durham Branch

Location: 2700 Angier Avenue, Suite A, Durham, NC 27703

Phone: 919.956.2513

Hours of Operation: Monday – Friday: 8:30 AM – 5:00 PM



Greenville Branch

Location: 1712 Union Street, Greenville, NC 27834

Phone: 252.752.4996

Hours: Hours of Operation: Monday-Friday 7:30 AM – 4:00 PM



New Bern Branch

Location: 1702 Red Robin Lane, New Bern, NC 28562

Phone: 252.577.1912

Hours of Operation: Tuesday – Thursday: 8:00 AM – 4:00 PM



Sandhills Branch

Location: 195 Sandy Ave Southern Pines, NC 28387

Phone: 910.692.5959

Hours of Operation: Monday – Friday: 8:00 AM – 4:30 PM



Wilmington Branch

Location: 1000 Greenfield St, Wilmington NC 28401

Phone: 910.251.1465

Hours of Operation: Monday – Friday: 8:30 AM – 5:00 PM

2025 CALL-TO-ACTION FOOD FOR THOUGHT CHALLENGE

- **Expanding Our Impact** 🌍 🔔
- This year, we're reaching across our **entire 34-county service area** – and we hope to have **schools from every single county** join us! 🏠 ✨
- We're also inviting **students, teachers, and school communities** to **use their voices** and advocate for change.
- 📱 **Scan & Share the QR Code Below**
Help us tell our leaders how we feel about **hunger in North Carolina** – and why it's time to take action.



Scan me

COMMUNICATIONS

- **Share Your Impact on Social Media** 📱 ✨
- Want us to highlight your posts? **Tag us!** 🙌
- **Social Media Tagging Guidelines**
- **Twitter / X** 🐦 – Tag **@FoodBankCENC** so we can **like, retweet, and reply**.
- **Instagram** 📷 – Tag **@FoodBankCENC** so we can **like, comment, and share to our Stories**.
- **Facebook Posts** 👍 – Tag **@FoodBankCENC** (make sure the tag is active) so we can **like and comment**.
- **Facebook Events** 📅 – Create a public event and tag **@FoodBankCENC** in the description so we can **co-host**.
→ This adds your event to: **facebook.com/foodbankcenc/events**
- **Hashtags to Use** 🏷️
- #NoOneGoesHungry
#StudentsAgainstHunger2025
#SAHFoodForThought
- Your **school's hashtags** 🏫
- 💡 *Tagging us increases your reach and helps inspire more people to join the fight against hunger! Let's flood the internet with the positive work being done by North Carolina's amazing students and their school communities – and inspire even more people to join the movement!* ☀️

WINNER'S CIRCLE

- **Awards & Recognition** 🏆 🎉
- 🌟 **ABC11 WTVD Area (Raleigh-Durham)**
- **2 Winners Featured in a Spotlight Segment** 🎥
 - **Most Funds Raised** 💰
 - **Most Pounds of Food Collected** 🍎
- 🌟 **Outside the ABC11 WTVD Viewing Area**
- **Trophies or Plaques Awarded to 2 Schools in Each Food Bank Service Region** 🏆
 - **Most Funds Raised** 💰
 - **Most Pounds of Food Collected** 🍎
- 📱 **Social Media Shout-Outs**
- All winners will receive a **celebratory post** across our social channels! 🎉

WAYS TO SUPPORT YOUR CAMPAIGN

- **Community Fundraising Ideas** 💡 ❤️
- **1 Partner with Local Businesses** 🏪
Dine-to-Donate nights, special menu items, or % of sales donated.
- **2 Leverage Social Media** 📱
Share stories, use hashtags, tag community pages, start challenges.
- **3 Host Mini Events** 🎪
Car washes, bake sales, trivia nights, talent shows.
- **4 Have school clubs and/or families sign-up for a volunteer shift.**
Let volunteer engagement know you are a part of the Students Against Hunger campaign!
- **5 Engage Civic & Faith Groups** 🙌
Work with churches, youth groups, Rotary, Kiwanis, Lions, etc.
- **6 Offer Sponsorships** 📁
Recognize local businesses/leaders who donate.
- **7 Make It Competitive** 🏆
Class vs. class or community vs. school challenges.
- **8 Use QR Codes** 🔗
Display your donation page and/or advocate QR code on posters, business windows, event tables.

CONCLUSION

Thank You & Let's Make an Impact! 🌟

Thank you for joining **Students Against Hunger 2025** and showing the power of our schools in fighting food insecurity.

 **Create Your Fundraising Page** → [Here!](#)

 **Start Your Food Drive** → Use provided resources.

We'll be here to support you every step – **we are stronger together.** 💪

Call to Action 🚀

Rally your school, inspire your community, and **be the reason no one goes hungry.**

Let's fill tables, fuel futures, and make a lasting impact – **together!** 🍷 ❤️

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