



Compete to Beat Hunger

**The End Hunger Games:
Businesses Competing for a Cause**

What is the End Hunger Games?

The End Hunger Games is a friendly competition among local companies of all sizes to give dollars, food, and volunteer time for the Foodbank of Santa Barbara County.

In 2015, 13 companies raised over \$34,000, collected more than 10,000 pounds of food, and provided an amazing 272,890 meals to those in need of food assistance in Santa Barbara County.

How the End Hunger Games Work

From November 1st through December 23th, groups participating in the End Hunger Games will compete to meet goals in two out of four following categories: **\$2,000, 200 pounds of shelf-stable food, 20 volunteer hours, and/or 20 holiday turkeys.**

Companies are encouraged to design their own dynamic Games strategy. Have fun and be creative! Provide donation incentives, host events (i.e. bake sales, happy hours, chili cook-offs), offer department challenges, or stage canned food sculpture contests.

Use your digital talents and custom End Hunger Games website pages to share news about your business's participation and ask friends and family to donate. Drum up support through email, social media, hashtags, and photos. A company match can also inspire individuals to give. Volunteer hours are completed with the Foodbank.

As all good friendly competitions should, awards will honor the overall winners, as well as winners in various other categories.

Why Participate in the End Hunger Games

End Hunger Games teams participate alongside thousands of other employees at Santa Barbara County businesses that are joining the fight against hunger. In addition to fostering friendly competition and staff spirit, the End Hunger Games provides a fun way for teams to learn about hunger in Santa Barbara County and become involved in building healthy communities.

About Foodbank of Santa Barbara County

The Foodbank of Santa Barbara County is transforming health by eliminating hunger and food insecurity through good nutrition and food literacy. The Foodbank provides nourishment and education through its award-winning programs and a network of over 300 member non-profit partners and programs.

As many as 1 in 4 people receive food support from the Foodbank in Santa Barbara County. In 2015, the Foodbank distributed 10 million pounds of food, half of which was fresh produce, to over 144,000 individuals. For more information, visit www.foodbanksbc.org.

**Questions? Contact Development Coordinator Leslie Velez at
(805) 967-5741 x110 or lvelez@foodbanksbc.org**



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Calendar of Events

Nov 1	Let the End Hunger Games begin!
Nov 1 - 23	Thanksgiving Turkey & Food Drive
Nov 1 - Dec 23	Bank of America Give A Meal Matching Gift Challenge
Nov 12	Saturday Family Day at Santa Barbara Warehouse
Dec 1 - 23	Holiday Food Drive
Dec 10	Saturday Family Day at Santa Barbara Warehouse
Dec 23	The End Hunger Games Conclude
Jan 6	End Hunger Games Winners Announced

How to Participate

1. Get Your Company Excited

Introduce your employees to the Foodbank, set goals, and motivate your team to win.

2. Let the Games Begin

a. Funds (\$1 = 10 points)

Fundraise through your team's webpage, hold events, or offer incentives. Earn **double the points per dollar** when team members join the Foodbank Harvest of the Month monthly giving club or when your company matches employee donations.

b. Food (1 pound = 5 points)

Pick up a food donation barrel before November 1st and place it in a prominent location in your company. When the barrel is full, bring it to the Foodbank. Individual donations are also accepted – just inform warehouse staff that your donation is an End Hunger Games donation from your company.

c. Volunteer (1 hour = 10 points)

Visit the Volunteer page on the Foodbank's website to learn more about group opportunities. If you need help to find an event to accommodate your group, contact Foodbank Community Leadership Coordinator Caitlin Henry at chenry@foodbanksbc.org.

d. Turkeys (1 pound = 5 points)

From November 1st through November 23rd, the Foodbank will accept holiday turkeys at the warehouse. Inform the warehouse staff that your turkey contribution should be added to your company's End Hunger Games donation total.

3. Keep Up with the Competition

Friendly competition is fun! The Foodbank will update team stats every Friday. Weekly emails to your team are a great way to keep everyone engaged and up-to-date on your company's rank in the challenge.

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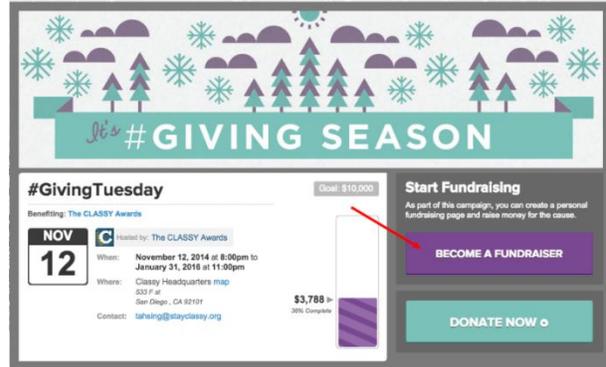
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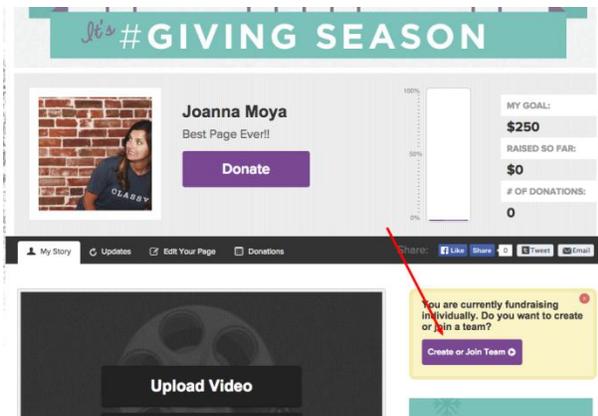
Create a Team & Invite Team Members

1. CREATE AN INDIVIDUAL PAGE

From the [End Hunger Games landing page](#), click **"Become a Fundraiser"** to first create an individual fundraising page. From your page, you can post updates and make announcements throughout the Games. Share your progress via social media, too.



2. CREATE A TEAM



If you are a team captain, create a team from the End Hunger Games landing page by clicking **"Join the Games,"** then **"Create a Team"**.

Choose your team name, set a goal, and add images and custom features. Use your page to post and email updates, and share your news on social media.

3. JOIN A TEAM

To join a team, click **"Join the Games"** on the End Hunger Games landing page, then select **"Join a Team."** Search for your team's name in the pop-up box. Once you have joined your team, your progress will be tracked on your team's page, as well as your individual page. You can also join a team through your team's landing page. Simply click **"Join Team"** and follow the prompts.

4. START FUNDRAISING!

Request donations from your team or individual fundraising page by clicking the **"Email"** icon and typing in your potential donors' email addresses, with a comma between each one. Click **"Share"** to let your Facebook friends know that you are fundraising. All contributions to the End Hunger Games via individual pages or your team page are counted toward the final goal.

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