



HUNGER ACTION MONTH

"WE CAN END HUNGER ONE HELPING AT A TIME"

Hunger Action Month™ (HAM) is the Feeding America network's nationwide awareness campaign designed to mobilize the public to take action on the issue of hunger.

▶ SETTING THE SCENE

Now more than ever, Feeding Pennsylvania needs your support. In a typical year, Feeding Pennsylvania food banks serve around **two million people annually**. However, with the alarming increase in need throughout the pandemic, we found that Pennsylvania's food banks served **more than 5.5 million people in just three months**. Right now, and throughout the pandemic, Feeding Pennsylvania food banks are doing everything they can to meet the increasing need, but the crisis response has resulted in significant financial burden. In turn, our food banks have been relying on the generosity of donors to support these costs.

▶ CHAIN REACTION OF GIVING

During the COVID-19 Pandemic, PSECU, our partner and frequent supporter, made a \$25K donation to Feeding Pennsylvania to support the state's food banks as part of their "PSECU Chips In" giving campaign. In addition to their donation, they also reached out to their more than 450,000 members, asking them to consider making personal contributions throughout the month of May to further the fundraising efforts. This simple, yet effective campaign, **raised a combine total of almost \$70K** – with PSECU's members donating a total of \$44,542 to the cause. With this amazing success and case study, Feeding Pennsylvania sees this as a prime opportunity to replicate this "chain reaction" of giving with other donors and supporters across the state.

▶ HOW TO GET INVOLVED

We cannot fight hunger without the help of everyone in our community – so as part of Hunger Action Month, Feeding Pennsylvania invites YOU to join us in our "chain reaction of giving" campaign to raise awareness and funds for Pennsylvanians in need. **We're asking YOU to take action to end hunger one helping at a time.**

- ▶ **Kick off Hunger Action Month by making a donation to Feeding Pennsylvania.**
 - Set a goal with your team, partners, or followers to match the amount you donated during the month.
- ▶ **For Hunger Action Day® on September 10, post a photo wearing orange on your social media.**
 - Make sure to tag @feedingpa and @feedingamerica and use #HungerActionMonth #EveryActionCounts
- ▶ **Send emails to your employees, partners, and followers promoting #HungerActionMonth**
 - In the email, encourage people to donate to Feeding PA during the month of September.
- ▶ **Champion Hunger Action Month by volunteering at your local food bank.**
 - Take action today by finding your local Feeding America member food bank.

We hope you'll join us this September!

For more information on participation, please contact:
Corinne Foster, Community Outreach Coordinator
Phone: (717) 724-3182 | Email: cfoster@feedingpa.org

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