



Hunger Walk Toolkit

September 21, 2023



ABOUT CHRISTIAN APPALACHIAN PROJECT

Christian Appalachian Project (CAP) is a non-profit organization in Appalachia committed to serving people in need through self-help human service programs. Since its start by Rev. Ralph W. Beiting, a young Northern Kentucky priest, in 1964, CAP has been committed to its mission of building hope, transforming lives, and sharing Christ's love through service in Appalachia.

CAP primarily works with children and their families, seniors, and individuals with disabilities, to provide the basic needs of food, clothing, and shelter. CAP offers a variety of targeted programs and services to meet the incredibly diverse needs of people in the region.

For more than 50 years, CAP has served the region through its mission. With the help of do-



nors, employees, volunteers, and the communities it serves, CAP will continue to restore hope for thousands of children, families, and seniors in Central Appalachia.

For more information about CAP, visit christianapp.org.

ABOUT HUNGER WALK

Hunger Walk was started by CAP's Grateful Bread Food Pantry staff in 2012 as an effort to raise community awareness about food insecurity in Rockcastle County, where the pantry is located. September is Hunger Action Month and Hunger Walk takes place each year on the third Thursday of September.

The mission of Hunger Walk is to collect food items and funds to help CAP's food pantry network continue to fight hunger and feed hope in Appalachia. CAP's food pantries include Grateful Bread Food Pantry in Rockcastle County; Eagle Food Pantry in McCreary County; and our partner pantry, Water Into Wine, in Magoffin County.

This is a dynamic event where supporters can join at CAP-sponsored locations or host their



own food collections, fundraisers, and in-person walking events.

For more information about Hunger Walk, visit christianapp.org/hungerwalk.

OUR FOOD PANTRIES

CAP has a network of pantries and partner pantries in Eastern Kentucky to fight hunger and feed hope in Appalachian communities. Last year, 3,276 people were served by these pantries. In our 30-year vision, CAP strives to open or partner with six additional pantries in the region.



Grateful Bread Food Pantry

CAP's Grateful Bread Food Pantry is located in Mt. Vernon, Rockcastle County. In addition to pantry boxes, Grateful Bread serves seniors through the Community Supplemental Food Program (CSFP) boxes (also known as commodity boxes) and provides food backpacks for students identified by the local schools as at risk for hunger. A new pantry building is currently being built to continue meeting the need for food in the community.

Water Into Wine

Water Into Wine is a partner pantry of CAP and is located in Magoffin County. The pantry provides food to 700 households a month on average and also provides commodity boxes to seniors. Water Into Wine is the largest pantry in Magoffin County. Water Into Wine has been a partner with CAP since 2017.



Eagle Food Pantry

CAP opened Eagle Food Pantry in Parkers Lake, McCreary County in June 2021. The following opened a nearly 3,000 square foot expansion in 2022. In addition to pantry boxes, Eagle Food Pantry serves seniors through Community Supplemental Food Program (CSFP) boxes



HOST A FOOD COLLECTION (CHURCHES, BUSINESSES, YOUTH)

You can help fight hunger and feed hope through your church, school, or business by collecting nonperishable foods for children, their families, and seniors in Appalachia. If you would like to collect food, CAP will supply a blue branded collection barrel(s) for your facility, in addition to black collapsible pallets to organize the collected food for pickup. Staff from CAP's Grateful Bread Food Pantry will coordinate pick up of donated food beforehand so the collected items can be counted toward the grand total of pounds raised for Hunger Walk.



TEACH HUNGER AWARENESS (GRADES PK-12/YOUTH)



In addition to collecting food, we also encourage our participating schools (preschool-12th grade), to teach students about food insecurity in Kentucky and other parts of the world during your food collection and leading up to Hunger Walk. Use this opportunity to help them understand how their food collection will make an impact and how they are making a difference by participating in Hunger Walk. CAP can provide statistics of Appalachian food insecurity in our service counties and stories of our participants who are helped by Hunger Walk, if needed.

RAISE FUNDS FOR OUR FOOD PROGRAMS (COLLEGES)

Rather than paying retail prices, our pantries work with our partners like God's Pantry Food Bank who secure healthy food from major manufacturers, retailers, and farmers. This means that when you donate a dollar, you're able to put more meals on the tables of families than if you donated food you'd purchase at the store. Therefore, we encourage colleges and universities interested in participating in Hunger Walk to consider collecting monetary donations to go toward our food programs.



COUNTDOWN TO PLANNING AN IN-PERSON WALK

When planning an in-person walk, consider this countdown checklist to stay on track:

January/February

- Determine if your campus will host a walk.
- Who will be participating in the walking event? About how many people will be walking?
- How many event T-shirts will be needed?

March

- Finalize draft of plans and present to CAP.
- Continue event planning and how to promote Hunger Walk before the end of the semester.
- Determine promotion and awareness of the event and food insecurity in Appalachia. Is this social media, email blast, flyers, signs, etc.? Will there be promotion on the actual day of the event, such as Facebook Live, social media posts and stories, or website posts?

April/May

- Send number of needed T-shirts and blue food collection barrels (if needed) to CAP by mid-May or sooner if indicated by CAP.
- Discuss and confirm the location of your event.
- Begin working with CAP to plan needed collateral for promotion (fact sheets, talking points, social media images, stories, past event photos, videos, flyers, registration forms, fundraising pop-up banners, etc.).
- Extend invitation to dignitaries and potential walkers (whether it is a specific student group or campus-wide).
- Meet internally for updates.
- Give CAP update.

June

- Continue discussing day-of event plans.
- Try to finalize the collateral you will need from CAP to promote both the fundraising and in-person Hunger Walk event on your campus.
- Consider who you would like to speak at this event.
- Meet internally for updates.
- Give CAP update.



July

- Continue discussing event plans.
- Meet with internal stakeholders. Give update to CAP.

August

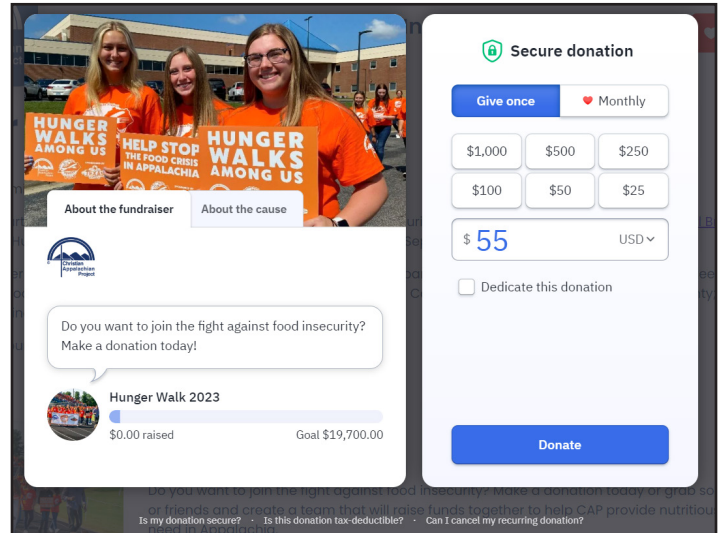
- Send out Save the Dates to dignitaries, faculty, staff, and students no later than the first week of August.
- If participating, begin food collections in early to mid August using blue barrels from CAP. Collections should end no later than early September. Coordinate with CAP for pick-up date.
- Continue promotion of fundraising and in-person event to students as they come back to campus. Use or request collateral from CAP.
- Finalize speakers and dignitaries.
- Meet internally for updates.
- Give CAP update.

September

- Wrap up last minute planning.
- End food collections and prepare donations for pick-up.
- Continue to promote the in-person event, as well as the digital fundraising. Remember, CAP can provide pop-up banners for your campus that includes a QR code to donate towards food insecurity.
- Print registration forms for walkers.
- Give update to CAP on event program.

HOW TO RAISE FUNDS

You can visit bit.ly/hungerwalk23 to make a donation for Hunger Walk. We encourage you to share this link or a CAP created QR code with your family and friends through social media to help us reach our goal of raising \$19,700. That amount represents the 19.7 % of people who face food insecurity across Appalachia.



HOW TO ENGAGE ON SOCIAL MEDIA

Post and Share

You can post content to spread awareness for Hunger Action Month all throughout September, and specifically information regarding CAP's Hunger Walk. Increase engagement with CAP by tagging Christian Appalachian Project (@ChrisAppProj) and use our #HungerWalk2023 hashtag. The more times you post, the better your chances are that your friends and family will see your posts. This can spread hunger awareness and even lead to opportunities for your peers to donate. Keep your posts fresh and engaging by using a different statistic or photo each time. Remember, CAP can help provide event and regional facts, images, or other resources you may need for your fundraising efforts. During September, CAP will be posting content weekly leading up to the walk. If you want to share our content to your story on Instagram or Facebook, we encourage you to do so, as well as tag us to increase our mutual engagement.

Interact with Stories

Monitor CAP's social media for opportunities to engage. Throughout the entire month of September, CAP posts interactive badges on Instagram



and Facebook stories. These often include polls for you to vote, question and answer sections, and photo buttons for uploading your own content about Hunger Walk. On the day of the Hunger Walk event, CAP will be going live on various social media platforms and providing increased opportunities to engage by sharing your content from the walk you are attending. Make sure you visit us on Facebook, Instagram, and Tik Tok as the Hunger Walk event nears.

