



Strike Out Hunger

June 1-30, 2023

2023 Participant Toolkit

Pitch in and together, we can raise 1 million meals!

Nothing says “summer in the Heartland” quite like baseball. For thousands in our community, however, summer means one thing: hunger. Rising food and fuel prices—and having kids at home during summer vacation—places additional strain on already tight budgets and area food pantries. That’s why for the past 16 years, companies have joined Food Bank for the Heartland’s Strike Out Hunger campaign.

Strike Out Hunger has played a key role in our ability to address food insecurity across Nebraska and western Iowa during the summer months.

During the entire month of June, your organization can make a difference and help provide **1 MILLION MEALS** in one or more of the following ways...

This year, there are four ways to participate.

1. Host a Virtual “Home Run” Funds Drive.
2. Host a “Grand Slam” Food Drive.
3. Be an “All-Star Team” and Volunteer.
4. Play “Extra Innings” through Social Media Posts.

Information on each activity can be found on the following pages.

Thousands of our Heartland neighbors are experiencing food insecurity. With your help, the Food Bank can distribute nourishing food to 544 Network Partners across 93 counties in Nebraska and western Iowa.

Thank you for joining us in the fight against hunger.

Save the dates!

5.24.23 | 8:00 – 9:00 a.m. Strike Out Hunger kick-off breakfast at Food Bank for the Heartland.

7.13.23 | 4:00 – 6:00 p.m. Winners will be announced and awarded during a special celebration at DJ’s Dugout in Aksarben.



Quick Stats

- **2023 GOAL: 1 MILLION MEALS**
- Launched in 2007, this will be Strike Out Hunger’s 16th year!
- This is a friendly competition among Heartland businesses to determine which companies can generate the most support through donations of funds, food, volunteer time, and social media posts.
- Designed to coincide with the College World Series, the campaign is held when donations are low but need is high.

1. Host a Virtual “Home Run” Funds Drive.

Make an impact by collecting financial donations through our online portal.

The Food Bank then uses your gift to purchase needed food items for children, families, seniors, and veterans. Through our relationships with food producers and other partners, we are able to purchase food by the truckload and provide more than could otherwise be collected.

Step up to the plate and donate critical funds.

If you have already registered your team by completing the Strike Out Hunger Participant Sign-Up Form, you’re all set!

- Visit bit.ly/SOH-23-Teams or scan the QR Code to see your team’s customized page.
- Visit bit.ly/SOH-23 or scan the QR Code to see the Virtual Funds Drive summary page.



The last day to submit donations through the online portal is Friday, June 30. The last day to deliver any cash, checks, or pledges to the Food Bank is Friday, July 7. Please call 402.905.4819 to schedule your drop-off.

Haven’t signed up yet?

If your team has not signed up, please visit foodbankheartland.org/soh-participationform or scan the QR code.



Make some noise!

Don’t forget to encourage friends and family to participate by directing them to your team’s page. Despite the tremendous pressure of inflation, \$25 can still provide up to 100 meals.

**\$25 donated =
100 meals**



“Home Run” Funds Drive Frequently Asked Questions

How do I find out how much my Virtual Funds Drive has raised?

- The best way to find up-to-date Virtual Funds Drive information is on your team’s page. All donations made through clicking the ‘donate’ button on your team’s page will be reflected on the ‘Total Raised’ meter (top right) within minutes of the donation.

How do I get my tax donation receipt?

- Individuals who donate online will receive an automated receipt via email. Please check your spam/junk folder if you have not received one. Please email Donations@FoodBankHeartland.org if you did not receive a receipt.
- Donations made by check (or cash, with note providing donor information) will receive an acknowledgement letter via U.S. mail.

How do I participate in my company’s matching gift program?

- You can check if your organization has a matching gift program using the QR Code or at bit.ly/SOH-MatchingGifts.
- If your company is not listed, please consult your HR department to see if your company provides a match for charitable contributions to double your impact.

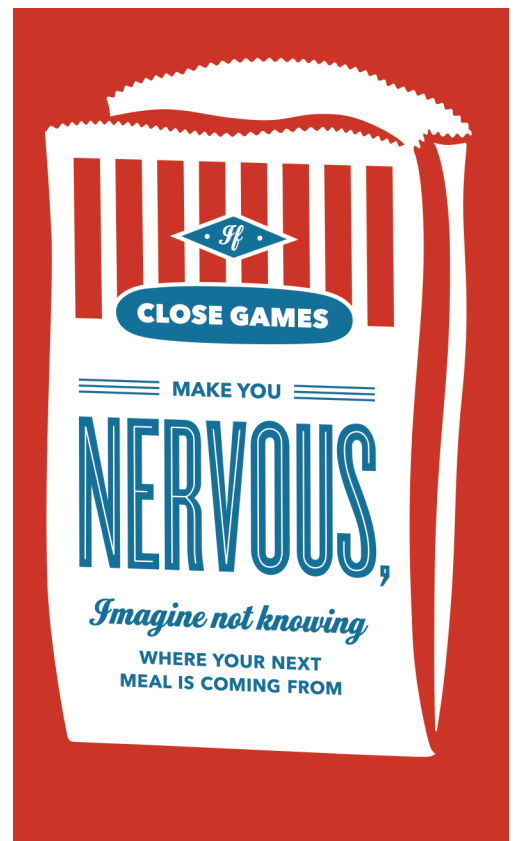


Can I donate by cash/check?

- You bet! If paying by check, please make checks payable to Food Bank for the Heartland.
- Write “Strike Out Hunger” and your team’s name in the memo section of the check.
- Please mail your check or cash to:
 - **Food Bank for the Heartland**
Attn: «Team Name» for Strike Out Hunger
10525 J Street
Omaha, NE 68127
- If you are dropping off checks, cash, or pledges, please call ahead at [402.905.4819](tel:402.905.4819) to coordinate your delivery with our team.
- To assure all donations are counted toward your team goal, please share your team’s URL with your network so they can donate as well.

Additional questions?

For other questions related to the Virtual Funds Drive, please contact our umpire, Jerlyn Swiatlowski, at JSwiatlowski@FoodBankHeartland.org.



2. Host a “Grand Slam” Food Drive.

Peanuts and Cracker Jacks are great, but there’s always a need to cover the bases with staples like cereal, peanut butter, macaroni and cheese, and canned fruits and vegetables.

Hosting a food drive brings awareness to the issue of hunger throughout our communities, provides valuable resources to help address the need, and creates a great team-building activity.

Most-needed items

- Peanut butter
- Macaroni & cheese
- Canned tuna & chicken
- Cereal
- Pancake mix
- Canned fruit and vegetables
- Pork & beans
- Pasta & sauce
- Boxed meals
- Rice

Batter up!

- Boxes for collection are provided by the Food Bank. Please contact Dani Helm at DHelm@FoodBankHeartland.org to schedule a time to pick up your boxes.
- Donations may be brought to the Food Bank at 10525 J Street, in Omaha, from 8:00 a.m. to 4:00 p.m. Monday through Friday. Please contact Dani to schedule a delivery time for your donation.
- The last day to collect food donations is Friday, June 30. The last day to deliver them to the Food Bank is Thursday, July 6, before 2:00 p.m.

Make every pound count.

- Visit foodbankheartland.org/soh-donatefood or scan the QR Code to download and print the Food Donation Form.
- Please bring your completed form when you drop off your items to ensure they are properly credited to your company.



|||||

**120 lbs.
donated =
100 meals**

|||||



3. Be an "All-Star Team" and Volunteer.

The Food Bank could not carry out its critical mission without the support of our volunteers. They are truly our MVPs! Last year, volunteers generously donated nearly 33,000 service hours—the equivalent of almost 16 full-time employees!

Join the starting lineup!

Volunteers of all abilities are welcome. Swing for the fences and sign up a group from your organization today!



- Visit foodbankheartland.org/soh-volunteerform or scan the QR Code above to fill out a special Strike Out Hunger group volunteer form.
- The last day to volunteer for Strike Out Hunger is Friday, June 30.

Volunteer projects may vary throughout the month of June. Every activity will help the Food Bank serve our neighbors neighbors in need across the Heartland.

|||||
**1 person
volunteering
for 1 hour =
120 meals**
|||||



4. Play “Extra Innings” through Social Media Posts.

Help us share our mission—and your impact—through social media. Whether you’re hosting a virtual funds drive, collecting food donations, or volunteering, sharing your experiences on social media will earn you extra points and educate others about food insecurity across the Heartland.

|||||
1 tagged post per platform = 60 meals
 |||||

Be a pinch hitter!

Please scan the QR Code or visit foodbankheartland.org/soh-makesomenoise for a list of the Food Bank’s social media pages and handles to use when creating your posts.



Post requirements

- Only posts from your organization’s official platforms will count towards your meal total. We still encourage your employees and their networks to post about Strike Out Hunger on their personal social media profiles to raise awareness about food insecurity across the Heartland.
- To ensure your company is credited for each post, please email Belinda Boelter at BBoelter@FoodBankHeartland.org and let her know when you posted and on which channel(s).
- The last day to post and have it count towards your meal total is Friday, June 30.



Sample posts



Scorekeeping

Your donations of funds, food, volunteer hours, and tagged social media posts will be converted into meals. These numbers will be calculated using the table below, then combined and posted on the Strike Out Hunger scoreboard located at StrikeOutHunger.org at noon on June 2, 9, 16, and 23.

| Activity | Meal Calculation |
|------------------------------------|--|
| Virtual "Home Run" Funds Drive | \$25 donated = 100 meals |
| "Grand Slam" Food Drive | 120 lbs. donated = 100 meals |
| "All-Star Team" Volunteering | 1 person volunteering for 1 hour = 120 meals |
| "Extra Innings" Social Media Posts | 1 tagged post per platform = 60 meals |

Know your competition.

Teams are divided into four divisions based on company size.

| Division Name | Company Size |
|---------------|---------------------|
| Strikers | Up to 100 employees |
| Grand Slams | 101-300 employees |
| Triple Plays | 301-999 employees |
| Wild Cards | 1,000+ employees |

And the winner is...

We know the real reward comes from knowing the impact you'll make for Heartland neighbors. We also want to recognize your efforts through the coveted Strike Out Hunger traveling plaques! Awards will be given for:

- Most meals donated per employee in each division
- Company in each division with the most meals donated overall

Winners will be announced and awarded on Thursday, July 13 during a special celebration at DJ's Dugout in Aksarben. Stay tuned for details!



**2023 Goal:
1 million
meals!**

Your impact...

\$500 can provide fresh produce boxes to nearly 100 households.

\$1,000 can provide frozen pork chops for 305 households.

A donation of 30 pounds of food can provide 25 meals.

1 volunteer can prepare up to 120 BackPacks per shift, providing 480 meals.

10 volunteers can prepare up to 7,500 pounds of food for our community boxes per shift, providing 6,250 meals.

1 social media post can help spread awareness about hunger in our communities and drive additional support.

\$164 can sponsor 1 child in our Backpack Program for the entire school year.


Questions?

Please contact our umpire, Jerlyn Swiatlowski at jswiatlowski@foodbankheartland.org or **402.905.4819**.



Get creative!

Here are some ideas to help you round the bases!



Happy Hour



Host a happy hour! Have guests donate the amount of a typical bar tab. You can invite a member of the Food Bank team to share what the organization is doing to fight hunger.

Photo Contest



Submit your best photo from the past year. Pets? Family? Offer a fun prize and have team members donate or volunteer to vote for their favorite.

Bidding Wars



Start a bidding war for a range of opportunities—from getting the chance to pie a member of management to scheduling your boss to do a task for you. Got some envelopes to stuff?

Bake Sale



Homemade goodies are always an office hit. Have employees vote for their favorite treat through a monetary gift, and donate the proceeds to your Virtual Funds Drive.

Team “Building”



See which team members can safely construct the most unique structure by using non-perishable food items, which can then be donated to the Food Bank.

Office Challenge



Have an office in another city or on a different floor? Challenge them to see who can give the most.

Trivia Night



Who doesn't love a good game of trivia? Get your team together for a fun game night, with all proceeds raised going to your Virtual Funds Drive.

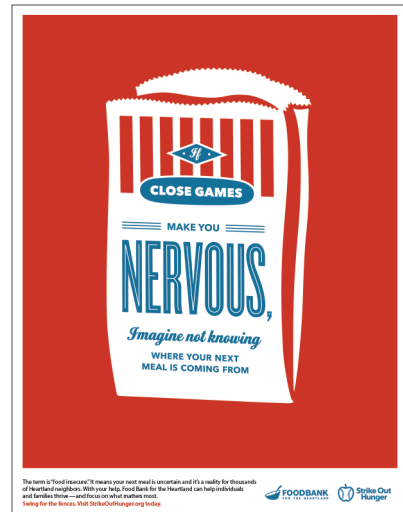
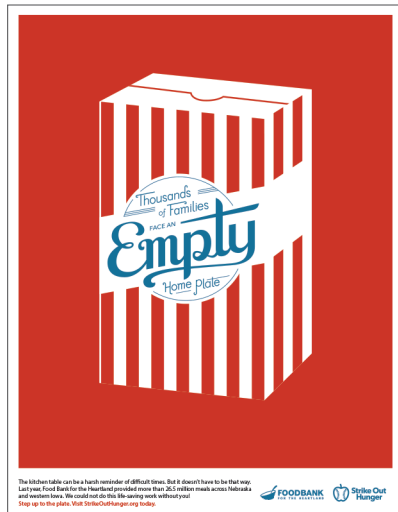
Prize Giveaways



Have employees make a donation to enter into a drawing for items like parking spots, tickets to an event, a department lunch, or the opportunity to trade offices for a day.

Strike Out Hunger Posters

The following three pages include posters that you can print and post throughout your organization to remind your employees about the campaign. 11" x 17" versions can be downloaded by scanning the QR Code or by visiting StrikeOutHunger.org.



Strike Out Hunger Logos

The official Strike Out Hunger logos can also be downloaded by scanning the QR Code above or by visiting StrikeOutHunger.org.





Hunger is a reality for thousands of our neighbors in Nebraska and western Iowa. To provide healthy food and hope, Food Bank for the Heartland works with 544 Network Partners across 93 counties. Through your support, you can play a vital role in the fight against hunger. **Pitch in. Visit StrikeOutHunger.org today.**





Thousands
of Families
FACE AN
Empty
Home plate

The kitchen table can be a harsh reminder of difficult times. But it doesn't have to be that way. Last year, Food Bank for the Heartland provided more than 26.5 million meals across Nebraska and western Iowa. We could not do this life-saving work without you!

Step up to the plate. Visit StrikeOutHunger.org today.





The term is “food insecure.” It means your next meal is uncertain and it’s a reality for thousands of Heartland neighbors. With your help, Food Bank for the Heartland can help individuals and families thrive — and focus on what matters most.

Swing for the fences. Visit StrikeOutHunger.org today.

