



Nourish the Future

**HUNGER ACTION MONTH
2024**

Thank You!

THANK YOU FOR SUPPORTING
SECOND HARVEST FOOD BANK OF
EAST TENNESSEE AS WE FIGHT
HUNGER IN OUR LOCAL
COMMUNITY.



HUNGER ACTION MONTH IS BIGGER THAN US.
THIS IS A MONTH-LONG CAMPAIGN TO BRING
AWARENESS TO THE ISSUES THAT
SURROUND POVERTY, HUNGER AND
NUTRITION ACCESS ACROSS OUR NATION.



AFTER ALL, WHEN NEIGHBORS ARE FED, FUTURES ARE NOURISHED

What is Hunger Action Month?

September is Hunger Action Month — the Feeding America network’s annual nationwide campaign designed to inspire people to take action and raise awareness of hunger and food insecurity in the United States. You can help engage your audiences by utilizing the resources throughout this toolkit.

What is Hunger Action Day?

September 10th is Hunger Action Day — a day where collective efforts across the country are focused for greater impact. We encourage you to wear the color ORANGE on this day, as it represents the national color for hunger relief.

Hunger Action Month.

FEEDING
AMERICA



2024 Theme:

NOURISH THE FUTURE

Nourish the Future highlights that *when neighbors are fed, futures are nourished*. With soaring inflation rates continuing to present hardships for our East Tennessee neighbors, now is a crucial time to support Second Harvest. Donating to your local food bank is providing more than just food — it provides an opportunity for **the future**.

Hunger Action Month allows us to stand together to support our neighbors as Hunger Action Heroes. Here in East Tennessee, **202,560** of us are at-risk of hunger and unsure where the next meal may come from. This month is our chance to rally together against food insecurity in our communities.



HOW CAN I HELP?

BE A HUNGER ACTION HERO!

Follow along during the entire month as Second Harvest Food Bank shares ways everyone can support the fight against hunger. We will show you ways that **YOU** can be a Hunger Action Hero to your community! We encourage everyone to gather friends, family, and anyone in our various circles to band together all September-long to show support for our East Tennessee neighbors.

FIND US ON ALL OF THE PLATFORMS BELOW



HOW CAN I HELP?

USE YOUR VOICE!

Social Media is a HUGE tool that we all have access to at our fingertips. And spreading the word about what Second Harvest Food Bank is doing to fight hunger, you are acting as a **Hunger Action Hero!**

- AND -

GET THE CONVERSATION GOING AT HOME!

How are we doing our part to minimize food waste?

Do we have any extra cans we would be willing to donate?

What if instead of buying coffee this morning, we donate that money to the food bank?



HOW CAN I HELP?

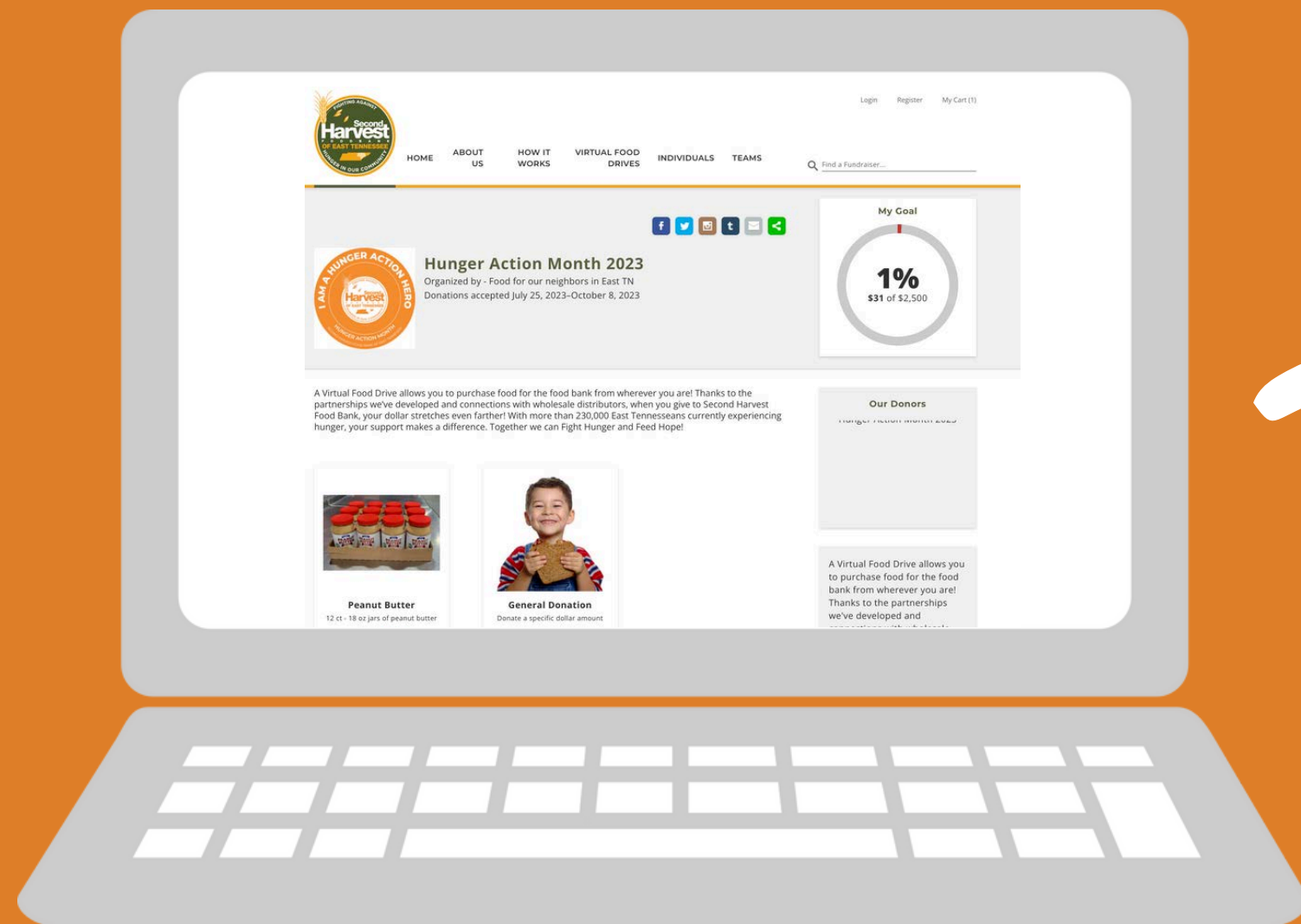
HOST A FOOD DRIVE!



For more information and how to get started
email fooddrives@secondharvestetn.org



OR... SUPPORT *OUR* HUNGER ACTION MONTH VIRTUAL FOOD DRIVE!



SCAN HERE!



OR VISIT: <https://secondharvestetn.fenly.org/drive/ham2024/>

HOW CAN I HELP?

DONATE YOUR TIME!

Volunteers are **CRUCIAL** to the success of the food bank. Our Volunteers donate more than **30,000 hours** of their time, annually. This allows us to keep up with projects that help us distribute food to our East Tennessee neighbors!

Volunteer opportunities are awaiting!
Email volunteer@secondharvestetn.org

Or visit: <https://secondharvestetn.org/volunteer/>



HOW CAN I HELP?

WEAR ORANGE ON

SEPTEMBER 10

**ENCOURAGE YOUR FRIENDS AND FAMILY TO DO THE SAME!
AND TAG SECOND HARVEST IN YOUR PHOTOS!**

FUN FACT: ORANGE IS THE NATIONAL COLOR FOR HUNGER-RELIEF!



OTHER WAYS TO HELP

-Make a donation to Second Harvest Food Bank of East Tennessee!
Every \$1 provides 3 MEALS!

-Request that your company match donations via your employer's corporate matching gift program.

-Make your own coffee and lunch during the month of September and donate your savings to Second Harvest Food Bank!

-Start a Facebook fundraiser and challenge your followers to reach a certain goal.

-Visit our website for social posts and other ways to help spread the word: <https://secondharvestetn.org/hunger-action-month/>



Thank you!

WE ARE FIGHTING HUNGER + FEEDING HOPE
TOGETHER

If you run into any questions, feel free to reach out!

info@secondharvestetn.org

