

# TACKLE HUNGER

## SOUPER BOWL OF CARING



2023-2024  
PLAYBOOK

# JOIN THE SOUPER BOWL OF CARING!

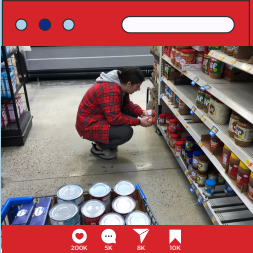
## Your Game Plan

SO NO ONE GOES WITHOUT SOUP IN THEIR BOWL!



*Caring for Kids*

Using the energy of the Big Game, caring groups across the nation come together to Tackle Hunger in their communities.



### 1. SERVE UP HOPE!

Locate a food charity in your area to be the target of your collection! Unsure of any food pantries in your community? Don't worry! The Tackle Hunger Map was created to help you discover places of need in your neighborhood.  
[www.map.tacklehunger.org](http://www.map.tacklehunger.org)



Scan to find your closest food charity



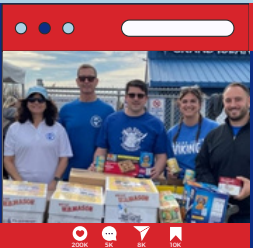
### 2. TAKE THE LEAD!

Coordinate a collection in your school, church, or community on or around Super Bowl Sunday (February 11, 2024)! Think #BeyondtheBowl anytime of year by taking the Tackle Hunger Challenge!



### 3. LET US KNOW!

After your collection, report your amount collected right away, at [www.tacklehunger.org](http://www.tacklehunger.org), email us at [reports@tacklehunger.org](mailto:reports@tacklehunger.org), or give us a call 1.800.358.SOUP(7687). You'll be adding to the national total and will be able to see the power of thinking #BeyondtheBowl and coming together to help those in need.



### 4. FILL THE BOWL!

Once your collection is complete, donate the proceeds to your chosen charity. If you utilized Tackle Hunger's online fundraising resources, all virtual donations will be automatically sent to your charity.



### 5. BEYOND THE BOWL!

Share your story on social media to encourage others to think #BeyondtheBowl and #TackleHunger in their own communities! Use #TackleHunger to see the national impact we have when we come together.



What if every person watching the Big Game donated just \$1 or 1 can of food to a local food charity?  
Think #BeyondtheBowl!

## Your **TACKLE HUNGER** Checklist

- Set** the date close to the Big Game for your collection
- Choose** a food charity in your area to receive your donations
- Ask** your food charity what they need- money or food items?
- Make** the goal to fill the bowl!
- Encourage** others to donate by hanging up posters in your area
- Find** additional promotional resources at [tacklehunger.org](http://tacklehunger.org)
- Represent** Tackle Hunger with merch to motivate your team
- Collect** the donations and deliver to your chosen food charity
- Report** your totals with an email to [reports@tacklehunger.org](mailto:reports@tacklehunger.org)

## Join us! Make a Difference!

- ★ 41 million people are food insecure in America
- ★ 1 in 10 working adults are experiencing food insecurity
- ★ 50% of churches are involved in food distribution or support their local food charity

We believe that 100% of churches should be a part of the support network for the food insecure.

Think #BeyondtheBowl to help your community Tackle Hunger!

**JOIN US TODAY!**





# #BEYONDTHEBOWL



## SOCIAL MEDIA

Share your pics and stories with us! Tag us with #TackleHunger and #BeyondtheBowl so we can share with others.



## DONATE

We rely on the donations from people like you to Tackle Hunger every day.

Every donation makes a big difference in the work we do.

\$10 donated to Tackle Hunger generates \$180 through our programs.



Scan to give!

## BE A TACKLE HUNGER AMBASSADOR

Go #BeyondtheBowl by volunteering with Tackle Hunger.



We have virtual opportunities!

If you're in school, your class, club, or team can all be Ambassadors.

For churches, get your youth group, Sunday school, or congregation involved.

Email [info@tacklehunger.org](mailto:info@tacklehunger.org) to get started.

## SHOP

Show your support year round with Tackle Hunger merch.

Get yours at [tacklehunger.org](http://tacklehunger.org)!



## Score Big with Dairy



Add a designated monetary donation option to your food drive.

Dairy is one of the most requested items in food pantries, but due to its perishability, physical dairy donations can't be accepted.

Designated monetary donations for dairy help our neighbors get the nutrient powerhouses, like milk, cheese and yogurt, they need to be at the top of their game.

## RECIPES

Check out Souper Recipes and ideas for your event at

[tacklehunger.org/recipes](http://tacklehunger.org/recipes)



## TAKE THE TACKLE HUNGER CHALLENGE

Think #BeyondtheBowl and plan other donation drives throughout the entire year.

## CONTACT US:

[tacklehunger.org](http://tacklehunger.org)

800.358.SOUP(7687)

[info@tacklehunger.org](mailto:info@tacklehunger.org)