

2024 | PARTNER ENGAGEMENT TOOLKIT

# HUNGER ACTION MONTH™

**You make the difference for your community.**



# Hello Partners,

Hunger Action Month (HAM) is part of a national effort to generate awareness and motivate local action to end hunger. Throughout the month of September, the Central Pennsylvania Food Bank (CPFEB) will join the Feeding America network for Hunger Action Month.

Hunger Action Month allows us to use our collective voices to advocate, educate and work together to end hunger and food insecurity. In honor of Hunger Action Month, and Hunger Heroes like you, we are providing amazing opportunities to Advocate, Educate, and Work Together. Each time you Advocate, Educate, and Work Together, your pantry or program will have the opportunity to earn *Crunch Bucks*!



[centralpafoodbank.org/ham](http://centralpafoodbank.org/ham)

## EARN CRUNCH BUCKS

There will be a weekly random partner or program selection, including \$50 crunch bucks or gift cards to celebrate our amazing volunteers, plus one grand prize of \$150 crunch bucks or gift cards.

*Crunch Bucks are funds on account at Central Pennsylvania Food Bank*



**HUNGER  
ACTION  
MONTH™**



**Neighbors visiting our pantries and programs have their own personal stories.**

We are abundantly thankful that our communities have peace and comfort knowing that we will be there. As a proud partner of the Central Pennsylvania Food Bank, you all have experienced incredible and humbling *mission moments*.

**We would love to hear your story and connect with your why.** Tell us why does fighting hunger mean so much to you? Email your *mission moment* here: [ham@centralpafoodbank.org](mailto:ham@centralpafoodbank.org)

# SCHEDULE A VISIT WITH CRUNCH

## Crunch is the Central Pennsylvania Food Bank mascot!

They are an engaging and intentional way to invite hard and necessary conversations, like the hunger that affects our communities each day. Request a visit with Crunch today! They can visit your pantry or program, volunteer alongside you, take photos and celebrate our collective mission to spread awareness. **Please email your requests to [HAM@centralpafoodbank.org](mailto:HAM@centralpafoodbank.org)**



## WAYS TO GET INVOLVED

### ADVOCACY

- Sign up for advocacy alerts at <https://www.centralpafoodbank.org/take-action/advocate/>
- Invite an elected official to your facility for a tour and to discuss food insecurity.
  - Contact your Senator [here](#).
  - Contact your Federal Representative [here](#).
  - Contact your State Senator [here](#).

### EDUCATION

- Participate in our Hunger Action Month Crunch Bites virtual sessions:
  - **Advocacy: Public Policy** on September 3, 2024 at 11 AM. Register [here](#).
  - **Community Hunger Mapping** on Thursday, September 19, 2024 11 AM. Register [here](#).
  - **Trauma Informed Care for Agencies** on September 25, 2024 at 1 PM. Register [here](#).
  - **Wrap Up – Recognition Winners** on Monday, September 30, 2024 at 1 PM. Register [here](#).
- Host Crunch, our new mascot! To request an appearance email us at: [HAM@centralpafoodbank.org](mailto:HAM@centralpafoodbank.org)
- Look for two special email messages with QR codes to scan for additional crunch bucks or gift cards!
- Take a picture with your staff, volunteers, and team; your CPFEB delivery driver and email to [HAM@centralpafoodbank.org](mailto:HAM@centralpafoodbank.org). Complete the [Photo Release Form](#).

- Every social media post where CPFEB is tagged earns entry. #centralpaafb #HungerActionMonth
- Share the HAM toolkit with your staff, volunteers, and others.
- Tell us about your activities for Hunger Action Month here: <https://forms.office.com/r/MPvhAUTeX>
- EDIB is critical to the mission focused work that we all do each day. Serving neighbors with compassion and dignity while holding space for equity and inclusion in all that we do. Every voice matters, every neighbor matters. Watch this impactful video from CEO, Joe Arthur share why our EDIB journey at the Central Pennsylvania Food Bank is a cornerstone in our values. [Watch this video](#).

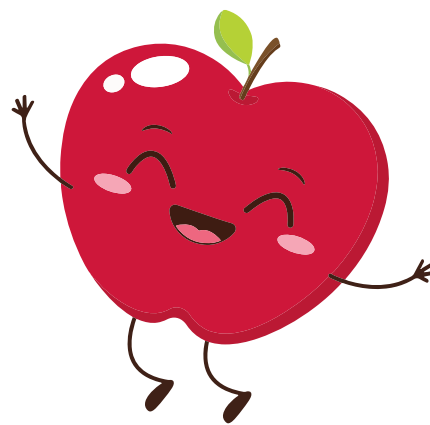
### WORK TOGETHER

- Attend a CPFEB packing event.
  - [Williamsport Pack-a-Thon](#): Wednesday, September 4th from 9:00 AM - 4:30 PM
  - [Harrisburg Pack-a-Thon](#): Wednesday, September 18th from 9:00 AM - 7:00 PM
- Join us on September 14th for *Motors for Meals*, A Car Cruise to celebrate Hunger Action Month.
- Wear Orange Wednesday (email a photo of your volunteers, staff, and you in orange on one of the Wednesday's in September. Email that photo to [HAM@centralpafoodbank.org](mailto:HAM@centralpafoodbank.org))
- Share a story about how you serve your community [here](#).
- Share a story about a Hunger Hero you know [here](#).



HUNGER ACTION MONTH

# PACK-A-THON



## SEPTEMBER IS HUNGER ACTION MONTH!

During this time, we come together as one community with the common goal of ending hunger. In this spirit of service, **the Food Bank will host two Pack-A-Thon events** to raise awareness of food insecurity and reinforce the importance of giving back to our communities.

## WHAT IS A PACK-A-THON?

**A Pack-A-Thon is a special event hosted by the Food Bank where hundreds of volunteers come together in the span of just hours to make a huge impact for our neighbors facing hunger.** Volunteers will work in unison to pack boxes of nutritious food for distribution to families, veterans, seniors, and many others. This will be a time of service, learning, and camaraderie as we unite for a common cause.

## HOW CAN YOU HELP?

*Join us!*

**Both of our Healthy Food Hubs will host a Pack-A-Thon to best support the surrounding community.**

*Limited Volunteer Spaces Available – Sign up Today!*

**[centralpafoodbank.org](http://centralpafoodbank.org)**

## EMPOWER CHANGE

PARTNER | ADVOCATE | VOLUNTEER | DONATE



### Williamsport Healthy Food Hub Pack-A-Thon

Wednesday, September 4th  
9am – 4:30pm



### Harrisburg Healthy Food Hub Pack-A-Thon

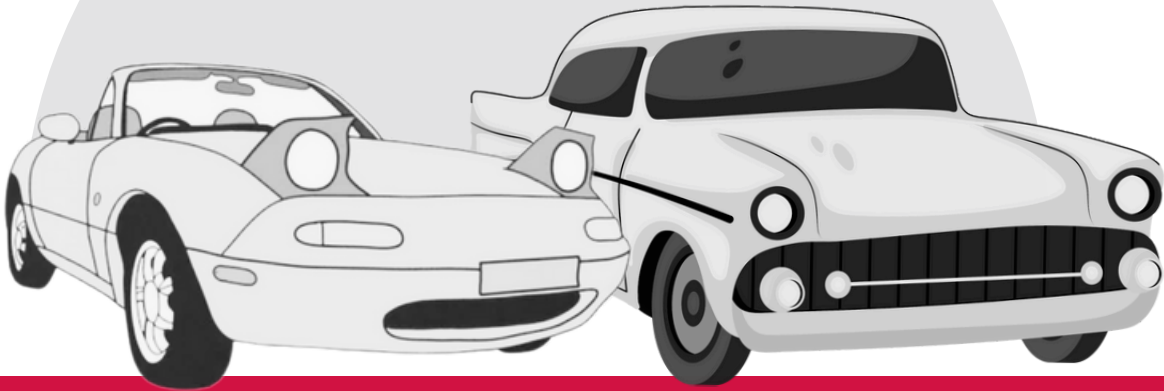
Wednesday, September 18th  
9am – 7pm



# MOTORS FOR MEALS

*A Car Cruise to Support Central Pennsylvania Food Bank  
All Years, Makes, and Models are Welcome to Join*

*in partnership with The PACE Miata Club*



**SATURDAY, SEPTEMBER 14, 2024**

10:00AM - 1:00PM

| 3908 COREY ROAD

HARRISBURG, PA 17109

Food Trucks

Face Painting

First 40 cars cruising the show  
get a dash plaque and swag  
bag.

Tour our warehouse

FREE  
ADMISSION

*Donations collected will support the Central Pennsylvania Food Bank.*



MEMBER OF  
FEEDING  
AMERICA

MEMBER OF  
FEEDING  
PENNSYLVANIA



PA Central Miata Club

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