

Bake.NoKidHungry.org

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BAKE SALE

FOR NO KID HUNGRY

PRESENTED BY



SHARE OUR STRENGTH'S NO KID HUNGRY® CAMPAIGN

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through Cooking Matters®. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at NoKidHungry.org.

HUNGER: AN AMERICAN ISSUE

More than 16 million kids in America struggle with hunger. (Source: USDA *Household Food Security in the United States in 2010*)

10.5 million children who rely on a free or reduced-price school lunch do not get a school breakfast. (Source: Food Research and Action Center, *School Breakfast Scorecard, School Year 2010-2011*)

YOU CAN HELP END CHILDHOOD HUNGER: HOST A BAKE SALE

Share Our Strength's Bake Sale for No Kid Hungry™ presented by Domino® Sugar and C&H® Sugar is a national effort that encourages Americans to host bake sales in their communities to end childhood hunger in America.

Since 2003, more than 1.4 million people have participated in Bake Sale for No Kid Hungry, raising more than \$10 million to help make sure that all children in America get the food they need, every day. Bake Sale for No Kid Hungry is supported by official sponsors Fleischmann's® yeast, Karo® corn syrup, King Arthur Flour, American Girl and Food Network. For more information to get started, visit Bake.NoKidHungry.org.

WHY FOCUS ON CHILDHOOD HUNGER?

Children who don't get the food they need do not learn as well, get sick more often, have a harder time concentrating, and are more likely to act out than other kids. While they are more prone to obesity and its health consequences, they are also less likely to get the nutrition they need for sound growth and physical, mental and emotional development.

WHY SHOULD YOU GET INVOLVED?

- Your bake sale will create awareness and help educate the community about an issue that is often overlooked: childhood hunger in America.
- Having a bake sale is a fun solution with a big impact on an unthinkable problem.
- It's simple, easy and doesn't require big plans or big money to make a big difference!
- Bake sales are a great way to teach kids about giving back.
- If you're a bakery or restaurant, Bake Sale for No Kid Hungry is a great way to contribute to ending childhood hunger.

SHARE OUR STRENGTH'S IMPACT

Fundraising efforts like Bake Sale for No Kid Hungry play an important role in the success of Share Our Strength's No Kid Hungry campaign. Since 1984, we have raised and invested more than \$376 million in the fight against hunger. Since 2003, Bake Sale for No Kid Hungry has contributed \$10 million to this cause.

This financial support, coupled with the tireless work of the No Kid Hungry network, enables us to connect more children to the healthy food they need to learn and grow. Since the campaign's launch, No Kid Hungry and our partners have connected kids struggling with hunger with more than 107 million additional meals.

Together, we are making No Kid Hungry a reality.

BEARING WITNESS

"When we first discussed the idea of a bake sale to support No Kid Hungry, we envisioned a small circle of families and children getting together to help fight the national childhood hunger crisis. What followed exceeded our expectations.

"Forty-plus families baked, restaurants and bakeries contributed baked goods and many businesses donated to our raffle. People volunteered and spread the word about this important event. We raised money and the awareness that even a small community can make a big difference in the fight against childhood hunger!"

—Jessica Reinmann, Holly Blum and Allison Spiegel, Bake Sale for No Kid Hungry Participants, Chappaqua, N.Y

HOW YOU CAN BAKE A DIFFERENCE

Sign up to host a Bake Sale for No Kid Hungry. Make it a family affair, a community service project for your workplace or place of worship, or an activity for a social group. Register at Bake.NoKidHungry.org to receive your free bake sale tool kit. Gather \$35 in online donations in the first three weeks after you sign up and we'll send you a t-shirt, balloons and coupons from our sponsors.

Put yourself on the map. Add your bake sale to the Bake Sale for No Kid Hungry map (Bake.NoKidHungry.org/resources), where anyone in search of a bake sale can find one with a simple zip code search.

Host your Bake Sale for No Kid Hungry. Ask friends, family and neighbors to help. Find a location, get out your favorite recipes and talk up your bake sale everywhere. Visit our online Bakers' Resources at Bake.NoKidHungry.org/resources for lots of tips.

Consider hosting a workplace Bake Sale for No Kid Hungry. It's a great way to encourage teamwork among colleagues and more importantly, have fun while helping children at risk of hunger.

Donate to the cause. Ask people who cannot attend to donate to your bake sale, see if your company will match your donations or put out a donation jar at your bake sale. Send the proceeds from your bake sale to Share Our Strength.

Sign up today at Bake.NoKidHungry.org or call 800.761.4227.

HOW BAKE SALE FOR NO KID HUNGRY HELPS

Funds raised through Bake Sale for No Kid Hungry support Share Our Strength's No Kid Hungry campaign to end childhood hunger in America. Organizations receiving support from Share Our Strength use funds to:

- Buy equipment, supplies and utensils to serve meals to children.
- Cover the cost of opening additional meal sites serving children.
- Hire more staff to serve meals to kids.
- Provide mobile food pantries or cafeterias to reach families who don't have transportation to meal sites.
- Pay for materials that tell parents about programs that can help and where to find them.
- Teach kids and their families how to plan, shop for and cook healthy, affordable meals that everyone enjoys.

OFFICIAL SPONSORS OF BAKE SALE FOR NO KID HUNGRY

