



REDWOOD EMPIRE  
FOOD BANK

SEPTEMBER 2023  
HUNGER ACTION MONTH TOOLKIT

**TAKE**  
ACTION  
ACTION  
ACTION  
ACTION  
AGAINST HUNGER



## WHAT IS HUNGER ACTION MONTH?

### SEPTEMBER, 2023

Hunger Action Month (HAM) is an annual nationwide campaign held each September, where communities throughout the nation come together to raise awareness about hunger and inspire action.

This September, every action—big or small—is one step closer to a Sonoma County where no one is hungry. Your voice, your actions, and your commitment are critical in the movement to end hunger.

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## WHAT IS HUNGER ACTION DAY?

### SEPTEMBER 15, 2023

Hunger Action Day is a day in mid-September where collective efforts across the country are focused for greater impact. On this day, people wear orange—the color of hunger relief—to help spread awareness. Individuals host food drives, make generous donations, and advocate for change. Businesses light up their buildings in orange, sign their group up for a volunteer shift, or even do a matching gift! There are plenty of ways to take action on Hunger Action Day, how will you?



## WHY THE REDWOOD EMPIRE FOOD BANK NEEDS YOU TO TAKE ACTION

Since 1987, the Redwood Empire Food Bank has been feeding our neighbors in need and leading the community to end hunger. We distribute food through our own programs and our partner organizations in Sonoma, Lake, Mendocino, Humboldt, and Del Norte counties. As the largest hunger relief organization in our area, we work on the front lines of food assistance in our region, playing a crucial role in helping individuals, families, seniors, and children.

We serve our communities through three initiatives. **Every Child, Every Day** includes four robust programs that address the nutritional needs of children, targeting both schools and seasonal meal gaps. **Senior Security** serves 13,000 low-income seniors healthy, fresh food across our five-county region. **Neighborhood Hunger Network** strives to improve the health and well-being of our community with food and nutrition education.

It's hard to imagine that for over 100,000 people across Sonoma County, the dinner table has food from the Redwood Empire Food Bank. And, the only way the food is able to reach those homes is with the generous support of community members like you. When you take action by donating time, money, or food to the Redwood Empire Food Bank, please know that you are helping improve the lives of others.

**Join the movement** to end hunger during Hunger Action Month in September.



## HOW TO TAKE ACTION

Every action—big or small—is one step closer to Ending Hunger in Our Community.



**HAM CALENDAR**



**DONATE FOOD**



**DONATE FUNDS**



**VOLUNTEER**



**ADVOCATE**



**POST ON SOCIAL**

# TAKE ACTION: ACTION CALENDAR

Download, print, and share our HAM Calendar. This calendar has 30 ways you can help end hunger throughout the month of September. Can you do all 30 actions?

Scan the QR code below to download the [HAM Calendar](#).



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# TAKE ACTION: VOLUNTEER

Volunteers are critical to Ending Hunger in Our Community. Every month we rely on their generous support, which would otherwise require the work of 45 full-time staff members.

Spend a two or three-hour shift with friends, family, and colleagues and help feed our neighbors in need. Build team spirit and company morale volunteering with your business or organization.

Scan the QR code below to sign up for a [volunteer shift today!](#)



# TAKE ACTION: DONATE FUNDS

The Redwood Empire Food Bank is serving over 100,000 people. Through your generous support, we can ensure our neighbors have food on their table.

For every \$1 you donate, the Redwood Empire Food Bank is able to provide \$3 worth of groceries to our neighbors facing food insecurity.

Scan the QR code below to [make a donation today](#).



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# TAKE ACTION: DONATE FOOD

With a donation of food, you are helping us keep our warehouse shelves stocked with non-perishable staple groceries for distribution through our programs and 150 partner organizations. Our most needed items include: canned tuna, canned chicken, peanut butter, rice, pasta, oats, dry beans, low sugar cereal.

Scan the QR code below to [learn more about food donations](#).



## TAKE ACTION: ADVOCATE

Fighting hunger is not only about providing emergency food to people in need—it also means taking action to address the root causes of hunger, including poverty and systemic racism. Through advocating and telling lawmakers to support anti-hunger efforts we can enhance our nutritional safety net and create equitable access to food for everyone living in Sonoma County.

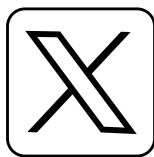
Scan the QR code below to [advocate and take action against hunger](#).



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## TAKE ACTION: POST ON SOCIAL MEDIA

You can help us raise awareness about Hunger Action Month by posting on your social channels. We have created a few sample posts on the next page so you can easily share on any of your social media platforms.



## MAIN MESSAGES

- Everyone needs nutritious food to thrive. In Sonoma County, people are working hard to provide for themselves and their families. Yet 1 in 6 of our neighbors is experiencing food insecurity.
- When people are fed, futures are nourished.
- Join the movement to end hunger during Hunger Action Month in September.
- Every action—big or small—is one step closer to a Sonoma County where no one is hungry.
- Call to Action: Join the movement to end hunger by donating, volunteering or advocating at [refb.org/ham](https://refb.org/ham).

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## SOCIAL MEDIA POSTS

### @redwoodempirefoodbank | #HungerActionMonth

- September is #HungerActionMonth, a month dedicated to spreading awareness and taking action against hunger. Every action—big or small—is one step closer. Join the movement by supporting @redwoodempirefoodbank and help feed our neighbors in need. Learn more at [refb.org/ham](https://refb.org/ham).
- September is #HungerActionMonth. Join the movement to end hunger at [refb.org/ham](https://refb.org/ham).
- Every action—big or small—is one step closer to a Sonoma County where no one is hungry. This September, during #HungerActionMonth, support @redwoodempirefoodbank and end hunger by volunteering, donating, or advocating: [refb.org/ham](https://refb.org/ham).
- @redwoodempirefoodbank is serving over 100,000 people. Take action this #HungerActionMonth by making a donation to help your neighbors in need. [refb.org/ham](https://refb.org/ham)
- September is #HungerActionMonth. Join the movement to end hunger: donate, volunteer, or use your voice to help ensure everyone has access to the nutritious food they need to thrive. [refb.org/ham](https://refb.org/ham)



# SOCIAL MEDIA IMAGES

## Instagram



## Facebook



Visit [bit.ly/REFB-HAM](https://bit.ly/REFB-HAM) to download the social media images or scan QR code with your phone's camera.

# ADDITIONAL PROMO MATERIALS

Stop by our headquarters (located at 3990 Brickway Blvd., Santa Rosa) and pick up your **Hunger Action Month Promo Kit**.

The kit is filled with items such as a food and funds poster with a list of our most needed food items, a volunteer recruitment flyer, some fun take action pins, and other helpful ways to join the anti-hunger movement this September.



Hunger Action Month Pins



Table Tents



Food & Funds Flyer



Volunteer Flyer



2022 Impact Report



Ding Dong Donate Flyer

If you can't stop by in person, you can **download the materials here**.